

WESTERN KENTUCKY UNIVERSITY

School of Journalism & Broadcasting
PR 355, Public Relations Fundamentals

Faculty Name: Kenneth D. Payne
Course Title: Public Relations Fundamentals

Class Days / Hours: Winter, 2015

Room: Blackboard - Online

Course Number: PR 355-700

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NOTE: Everything written below is covered in great detail on the course site. PLEASE BE SURE TO WATCH THE "START HERE" VIDEO PRIOR TO BEGINNING THIS COURSE. You will be glad you did!

INTRODUCTION

In Public Relations Fundamentals you will learn about the theory and practice of public relations, how public relations operates in organizations, its impact on publics, and its functions in society. You will study the professional development of the field; concepts, issues, and principles in the practice; and models and theories guiding the practice.

For those planning public relations careers, this course provides a foundation for the public relations major. The course also meets the needs of those planning other professional and managerial careers that require an understanding of public relations concepts and management practices.

COURSE OBJECTIVES

At the end of this course, each student is expected to:

1. Have thorough understanding of public relations theories and practice. (4)
2. Have knowledge of the contribution of PR in organizational decision-making. (2,6)
3. Have the ability to list and describe PR tools used to communicate with and persuade the various publics. (8)
4. Have the understanding of the legal, ethical and moral considerations inherent in PR. (1,5)
5. Be familiar with the knowledge, skills, and talents needed to enhance an organization's internal and external images through effective planning, execution, and evaluation of PR programs. (6,11)

COURSE TEXT/READINGS

The Practice of Public Relations, 11th Edition

eText: ISBN-10 0-13-608891-0, ISBN-13 978-0-13-608891-2

<http://www.coursesmart.com/IR/1282346/9780136088912>

Print: ISBN-10 0-13-608890-2, ISBN-13 978-0-13-608890-5

Author(s): Fraser P. Seitel

ONLINE ACCESS: YOU MUST HAVE A COMPUTER RUNNING THE LATEST VERSION OF ANY POPULAR WEB BROWSER AND A RELIABLE CONNECTION TO THE INTERNET TO COMPLETE THIS COURSE.

GRADE SCALE

Course grades will be assigned based on the following ratio:

Exam One - 10%

Exam Two - 10%

Exam Three - 10%

iLecture Quizzes - 10%

PR Daily Update - 15%

PREP - 15%

Reading Guides - 30%

ASSIGNMENTS/REQUIREMENTS

Reading Guides- Each chapter in the Seitel text has an associated Reading Guide. You should complete the Reading Guide as you read each chapter. Each Reading Guide has 20 true/false questions. This assignment accounts for 30% of your final grade with the lowest two (2) grades dropped from the average.

iLecture Quizzes – Each iLecture Quiz has 10 true/false questions based on the recorded lecture and slides. This assignment accounts for 10% of your final grade with the lowest two (2) grades dropped from the average.

PR Daily Update - Each day the instructor will post to the course blog a current public relations event from news headlines that correspond to the chapter you are considering for that day. You will have the opportunity to discuss the posting via **message board discussion**. Each posting to the discussion board counts for 10 points (100 points maximum). PR Daily Update accounts for 15% of your final grade.

Public Relations Ethical Practice (PREP)– Each student will write daily responses (posts) to ethical case studies taken from the book chapters. Detailed instructions for setting up a course blog are located on the course site. Students are expected to post to their course blog according to the class schedule. PREP accounts for 15% of your final grade.

Exam One – This first exam will test your understanding of the definition of public relations, the growth of the profession, the theoretical underpinnings of public relations, public relations management, the role of public opinion, and ethical considerations of the practice. (Chapters 1-5). The exam questions are pulled from the chapter Reading Guides (30), the Lecture Quizzes (20), and short-answer essay questions taken from the book chapters and discussion boards (10). This exam accounts for 10% of your final grade.

Exam Two - The second essay exam will test your understanding of legal considerations for public relations, the role of research, print and electronic media relations, employee relations, and multicultural community relations. (Chapters 6-11). The exam questions are pulled from the chapter Reading Guides (30), the Lecture Quizzes (20), and short-answer essay questions taken from the book chapters and discussion boards(10). This exam accounts for 10% of your final grade.

Exam Three – The third essay exam will test your understanding of government relations, consumer relations, investor relations, international relations,, integrated marketing communication, and the role of the Internet. (Chapters 12-18). The exam questions are pulled from the chapter Reading Guides (30), the Lecture Quizzes (20), and short-answer essay questions taken from the book chapters and discussion boards (10). This exam accounts for 10% of your final grade.

NOTE: ALL EXAMS HAVE A 120-MINUTE TIME LIMIT. YOU MUST COMPLETE THE EXAM ONCE YOU BEGIN.

Grading Rubric for PREP Blog Posts

Exceptional. The blog post is focused and coherently integrates examples with explanations or analysis. The post demonstrates awareness of its own limitations or implications, and it considers multiple perspectives when appropriate. The entry reflects in-depth engagement with the topic. (100)

Satisfactory. The blog post is reasonably focused, and explanations or analysis are mostly based on examples or other evidence. Fewer connections are made between ideas, and though new insights are offered, they are not fully developed. The post reflects moderate engagement with the topic. (90)

Underdeveloped. The blog post is mostly description or summary, without consideration of alternative perspectives, and few connections are made between ideas. The post reflects passing engagement with the topic. (80)

Limited. The blog post is unfocused, or simply rehashes previous comments, and displays no evidence of student engagement with the topic. (70)

No Credit. The blog post is missing or has one or two disconnected sentences. (0)

Adaptive Release - The course is structured linearly and content distribution is controlled. Therefore, new content and tasks are displayed within each chapter based on the completion of the previous content and/or task. For example, when you begin the course the Chapter 1 section will initially display the Chapter Objectives and the Reading Guide for Chapter 1.

When you submit the Reading Guide for grading, the iLecture recording and the iLecture Quiz will appear below the Reading Guide.

Once you complete the iLecture Quiz, the PREP assignment and the Reading Guide for Chapter 2 will appear. The course continues in this way through Exam One where you will stop and complete the exam on the days prescribed in the course schedule.

Once you complete an attempt for Exam One, you will be cleared to continue with Chapter 6 through Chapter 10. The course continues in this way through Exam Three, which is the final task of the course.

NOTE: YOU MUST COMPLETE ALL THE READING GUIDES AND ILECTURE QUIZZES PRIOR TO THE START TIME OF THE EXAM FOR THAT SECTION. STUDENTS WHO DO NOT COMPLETE ALL READING GUIDES AND ILECTURE QUIZZES FOR SECTION ONE (CHAPTERS 1-5) BEFORE THE START OF EXAM ONE ARE ENCOURAGED TO DROP THE COURSE.

COURSE SCEDULE

		Reading Guide	iLecture	iLecture Quiz	PREP
4-Jan	Mon	Chapt. 1 - Defining PR	Chapt. 1 - Defining PR	Chapt. 1 - Defining PR	PREP 1
5-Jan	Tues	Chapt. 2 - Growth of PR	Chapt. 2 - Growth of PR	Chapt. 2 - Growth of PR	PREP 2
6-Jan	Wed	Chapt. 3 - Communication	Chapt. 3 - Communication	Chapt. 3 - Communication	PREP 3
7-Jan	Thur	Chapt. 4 - Public Opinion	Chapt. 4 - Public Opinion	Chapt. 4 - Public Opinion	PREP 4
8-Jan	Fri	Chapt. 5 - Management	Chapt. 5 - Management	Chapt. 5 - Management	PREP 5
		Exam One	Noon Friday to Noon Sunday		

11-Jan	Mon	Chapt. 6 - Ethics	Chapt. 6 - Ethics	Chapt. 6 - Ethics	PREP 6
12-Jan	Tue	Chapt. 7 - Law	Chapt. 7 - Law	Chapt. 7 - Law	PREP 7
13-Jan	Wed	Chapt. 9 - Media Relations	Chapt. 9 - Media Relations	Chapt. 9 - Media Relations	PREP 9
14-Jan	Thur	Chapt. 10 - Employee Relations	Chapt. 10 - Employee Relations	Chapt. 10 - Employee Relations	PREP 10
15-Jan	Fri	Chapt. 11 - Community Relations	Chapt. 11 - Community Relations	Chapt. 11 - Community Relations	PREP 11
		Exam Two	Noon Friday to Noon Sunday		
18-Jan	Mon	Chapt. 12 - Government Relations	Chapt. 12 - Government Relations	Chapt. 12 - Government Relations	PREP 12
19-Jan	Tues	Chapt. 13 - Consumer Relations	Chapt. 13 - Consumer Relations	Chapt. 13 - Consumer Relations	PREP 13
20-Jan	Wed	Chapt. 14 - International Relations	Chapt. 14 - International Relations	Chapt. 14 - International Relations	PREP 14
21-Jan	Thur	Chapt. 17 - IMC	Chapt. 17 - IMC	Chapt. 17 - IMC	PREP 17
22-Jan	Fri	Chapt. 18 - PR and Social Media	Chapt. 18 - PR and Social Mediat	Chapt. 18 - PR and Social Media	PREP 18
		Exam Three	Noon Friday to Noon Sunday		

Special Accommodations:

In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course just contact the Office for Student Disability Services in DUC A-200 of the Student Success Center in Downing University Center. The OFSDS telephone number is (270)745-5004 V/TDD. Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

Academic Dishonesty:

To represent ideas or interpretations taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of a student must be his or her own. Students must give the author(s) credit for any source material used. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage after having changed a few words, even if the source is cited, is also plagiarism. Disposition of Offenses - Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in the course without possibility of withdrawal.

Professional Values and Competencies:

The Accrediting Council on Education in Journalism and Mass Communications requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to: 1) understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances; 2) demonstrate an understanding of the history and role of professionals and institutions in shaping communications; 3) demonstrate an understanding of the diversity of groups in a global society in relationship to communications; 4) understand concepts and apply theories in the use and presentation of images and information; 5) demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity; think critically, creatively and independently; 6) conduct research and evaluate information by methods appropriate to the communications professions in which they work; write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve; 7) critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness; 8) apply basic numerical and statistical concepts; apply tools and technologies appropriate for the communications professions in which they work.