



DEPARTMENT OF COMMUNICATION

PR 255, Fundamentals of Public Relations WEB

Faculty Name: Vicki S. Bagwell, APR, Fellow PRSA
Course Title: Fundamentals of Public Relations
Class Days /Hours: WEB
Semester: Fall 2019
Office Phone: (270) 745-5834 (If you leave a voice mail, your message will show up in my email.)
Office Hours: T and TH 3 to 5 p.m. and other times by confirmed appointment
Office Address: FAC Room 243
Email Address: vicki.bagwell@wku.edu (best way to reach me)

In Fundamentals of Public Relations you will learn about the theory and practice of public relations, how the public relations industry 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:

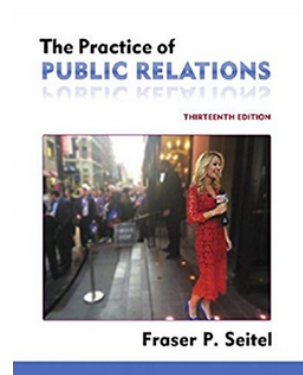
- Have thorough understanding of public relations theories and practice.
- Have knowledge of the contribution of PR in organizational decision-making.
- Have the ability to list and describe PR tools used to communicate with and persuade various publics.
- Have the understanding of the legal, ethical and moral considerations inherent in PR.
- 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.
- Think critically, creatively and independently.
- Foster understanding of issues and perspectives that are inclusive in terms of gender, race, ethnicity and sexual orientation.

COURSE TEXT/READINGS

Required Text:

The Practice of Public Relations, by Fraser P. Seitel, **13th Edition**

The reading of online magazines, newspapers, blogs and other pertinent materials will be required.



Continued

ASSIGNMENTS/GRADES

Chapter Reading Quizzes - Open-book, online quizzes will be assigned for the chapters of the Seitel text. **(40% of overall grade)**

Exams - The first exam will test your understanding of information from Part 1 - Evolution and Part 2 – Preparation/Process (Chapters 1 through 8). The second exam will test your understanding of information from Part 3 – The Publics and Part 4 – Execution (Chapters 9 through 17). **(25% of overall grade)**

Public Relations Discussions –Throughout the class, the instructor will post discussion topics on Blackboard under PR Discussion Board. The deadline for completing these assignments will be announced by faculty. **(15% of overall grade)**

FINAL PROJECT/Case Study Analysis – You will be assigned one of the public relations case studies from the **Seitel text, 13th edition**, to research and analyze. Faculty will make case study assignments and will provide the deadlines and the outline for this project. The project will require at least four other research sources in addition to your text. **(20% of overall grade)**

Grade Scale

90 - 100 = A

80 – 89.9 = B

70 – 79.9 = C

60 – 69.9 = D

0 – 59.9 = F

Students' overall class evaluations will be based on information from the textbook, class discussions, other reading assignments and case studies.

Each assignment will be graded on a 100-point scale. The grades made in the instructional activities during the semester will be averaged out to arrive at the final grade.

LAST DAY TO DROP

The last day to drop a full semester course with a *W*, and the last day to change a full semester course from credit to audit is **Monday, Oct. 21, 2019**. The academic calendar may be found on page 4 of the 2019 Fall Registration Guide at https://www.wku.edu/registrar/documents/regguide_fall.pdf.

ACADEMIC DISHONESTY

STUDENTS MAY NOT REPRODUCE THIS COURSE IN ANY FASHION.

Plagiarism --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.

Cheating - *Although the quizzes and exams in this class are open book, **it is always expected** that a student works independently to complete a chapter quiz, exam or case study project.* No student shall receive or give assistance (online or from another source) not authorized by the instructor in taking a quiz or examination or in the preparation of any assignment for this class.

Take this note very seriously. In this online class, students are allowed to participate in quizzes and exams in their location of choice, however if faculty ever has reason to doubt or question a student's or students' academic honesty, I reserve the right to move quizzes or exams FOR THE ENTIRE CLASS to a campus-based testing center.

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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.

GENERAL REQUIREMENTS AND EXPECTATIONS

ATTENDANCE

Online students are subject to attendance policy and procedures. Student attendance in online courses is defined as active participation in the course as described in the individual course syllabus. This online course will have weekly assignments for student participation, such as quizzes, exams, discussions, and case study projects.

Most important, this course is not self-paced.

Specific and definite due dates will be posted for all assignments and will be observed if the student expects a grade. The course moves rapidly, and it is important that the student not fall behind in reading assigned chapters or in analyzing case studies.

Failure to read the announcements on the course site or your e-mails will NOT be an acceptable excuse for late assignments. All e-mails will be sent to your WKU email address, as provided by Blackboard.

Computer Access

Everything in this class takes place on Blackboard, so make sure you have access to it. Students should identify AT LEAST one alternative means of access to a computer and the Internet should their primary computer and/or Internet access become unavailable.

Losing access to a computer or the Internet will NOT be considered a legitimate excuse for not completing assignments except in case of extreme emergency. I strongly urge you not to wait until the last minute to complete assignments in case you lose Internet access or have computer problems.

When you contact me . . .

My office hours are included in the beginning of this syllabus. I am also available for appointments via phone or e-mail. I have not scheduled any virtual office hours at this time for this class, but certainly can, as needed. If you do need to meet in person, please e-mail first. I may have scheduled another student meeting at the same time.

When you do contact me, e-mail and telephone messages will normally be answered within 24 hours during the week. Any weekend e-mails or messages probably won't be answered until Monday.

SPECIAL ACCOMMODATIONS/ STUDENT ACCESSIBILITY RESOURCE CENTER

In compliance with university policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center in Downing Student Union (DSU) 1074. The phone number is (270) 745-5004.

Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Student Accessibility Resource Center. Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.