

MCOM 2375 – Introduction to Public Relations
T/Th 11:00 a.m. – 12:20 p.m.
Instructor: Anita Brown
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Office Hours: T/Th 9:00 a.m. – 10:30 a.m. and by appointment

Course Description: This course is a survey of public relations, including the nature of communication, public opinion, persuasion, theories, principles, techniques, and media use. Throughout the semester you will learn about the field of public relations, the different tools & tactics used in PR, and the reasons behind why those tools & tactics are used.

Student Learning Outcomes: By the end of this course, students will be able to:

1. Demonstrate an understanding of the fundamental principles and concepts of public relations.
2. Develop competency in research and evaluation of information using methods appropriate to public relations.
3. Demonstrate an understanding of the history and development of public relations as a profession, the functions assumed by practitioners in various types of organizations, and issues and trends in the field of public relations.
4. Identify and analyze emerging trends in public relations.
5. Develop an understanding of legal and ethical principles that exist in the field of public relations/integrated communication or multimedia journalism and be able to apply that understanding in their work.
6. Demonstrate an understanding of professional ethical principles and legal for public relations.

Course Requirements

1. Required Readings:

A. Introduction to Public Relations, Page & Parnell, 2nd edition, ISBN:
9781544392004

- i. Text must be this edition – older editions do not contain updated research and chapters are in a different order.

1. Required Programs/Software/Technology

A. Microsoft Word or comparable word processing software.

- i. You may use Google Docs or Pages but your assignment **MUST** be exported to a .DOC or .DOCX format before submission.
- ii. You **may not** utilize notepad or notes on your phone. If you submit a screenshot of your notepad on your phone or tablet, you will receive a zero for the assignment.

Evaluation and Grade Calculation -

Assignments	60%
Career Research Paper	20%
Case Study Analysis Paper	20%
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Total	100%

Percent	Letter Grade
90% - 100%	A
80% - 89%	B
70-79%	C
60-69%	D
59% and below	F

1. **Assignments (60%) Student learning outcomes – 1, 3, 4, 5, 6**
 - a. **Journals:** Students will write journals that address and analyze different principles, concepts, historical contexts, industry trends, and legal and ethical concepts in public relations. The purpose of the journals is to help students explore their understanding of public relations and its relation to our world.
 - b. **Reading outlines/discussions:** Students will complete reading outlines and participate in discussions that correspond with each assigned reading. The purpose of the outlines is for students to create material that helps further their understanding of the contents of the course and to help them gain insight from their classmates through discussions.
2. **Career Research Paper (20%) Student learning outcomes – 1, 2, 3, 4**
 - a. Students will conduct research about different careers in the public relation industry and write a paper that details what they have learned regarding different careers in public relations and what the job entails, the role that it plays in public relations and other business markets, job outlook, expected growth, and ethical/legal considerations. Additionally, students will be required to interview people from selected careers to as part of their research.
3. **Case Study Analysis Paper (20%) Student learning outcomes – 1, 2, 3, 5, 6**
 - a. Students will utilize research to conduct a case study analysis utilizing a historical occurrence in public relations that examines the situation, the historical context surrounding the case, the ethical and legal implications of the case, and the principles, concepts, and role of public relations in the situation.

Class Policies and Expectations

1. Classroom Policies and Expectations

- A. Work hard - learning requires constant reading, researching, thinking, discussing, and working with your classmates and me. Everyone has something important to

contribute. My job is to present new information and prepare a climate in which you can contribute your own special knowledge. Your job is to be prepared to contribute.

- B. Participate – you must be an active part of the course to succeed. You will also have to give effort outside of class.
 - C. Treat each other with respect and display common classroom courtesies.
 - 1. You are responsible for your attitude and how you treat others. I will not tolerate name calling, fighting, students belittling each other for differing opinions, etc. I expect you to act like adults, show each other respect, and to challenge yourself and each other to learn/understand opinions you may not agree with. If you are not treating individuals with respect or are causing a distraction, you will be asked to leave the classroom.
 - D. Grading – The grading process begins with the assumption that the work is good, which earns a grade within the range of a “B.” To earn an A, you must show exceptional understanding of the material, utilizing additional sources, examples, and original thought. This means going beyond stating the obvious, the simple answer, or what Google says. Additionally, poor organization, not following assignment instructions, grammar/spelling, lack of depth and thought, failing to illustrate an understanding of the material, etc. will result in your grade being lowered.
 - E. The use of cellphones, tablets, or other device use during class times is not allowed unless the need is specified by me (i.e. during an activity). You are not permitted to use cellphones for note taking, check social media, view/work on material for another course, or simply browse the internet during class times.
 - 1. I understand emergencies and the need to take a call or text. If this must happen, be discreet, do not disturb others, do not let it get in the way of your learning, and DO NOT abuse this.
 - 2. If the only device you have to take notes on is your phone, I will provide you with a notebook to take notes during class.
 - F. I use Canvas and email to communicate, post assignments and readings, present feedback and provide a space for you to communicate with your classmates. I expect you to check both daily and stay aware of what is coming up.
 - 1. It is highly recommended that you download the Canvas application and adjust your settings to allow for notifications.
 - G. Communicate - If you have a problem with anything throughout the semester... getting an assignment in on time, needing to be absent from a class, getting your book, checking out equipment, or anything I'm doing as a professor... talk to me about it. I cannot help you or fix the problem if I am unaware of it.
 - H. Hold me to the same standards and expectations that I hold you to.
- 2. Attendance Policy**
- A. Attendance in this course is required and students are expected to attend class during each scheduled meeting. If you miss a meeting, it is your responsibility to make up anything you may have missed outside of meeting times, such as

completing in-class activities at home, getting any material that may have been handed out during class, and ensuring you are aware of anything that may have been assigned or discussed. Additionally, if you miss a class and want lecture notes, you are responsible for getting these from a classmate (with the exception of special accommodations set up through the university). I will not be recording lectures this semester.

3. Assignment Policies

- A. Assignments do have deadlines and these deadlines need to be met. It is your responsibility to utilize time outside of class in an effective manner so you can ensure that you submit each assignment before the due date and time.
 - a. For many assignments, not all, the submission folder will stay open for one week after the due date. Any assignments turned in after the due date will receive a point per day deduction. Specific point values that will be deducted each day can be found on the assignment overviews on Canvas. It is your responsibility to know when the assignment is due for full credit, when the assignment closes, and the number of points that will be deducted each day for late submissions. Assignments will not be accepted after this final date.
- B. Assignments and due dates may be changed at the instructor's discretion with fair notice to students.
- C. I will not accept assignments via email unless there are issues with Canvas and the email includes your assignment and a screenshot of the Canvas malfunction.
- D. Merely completing all assignments does not guarantee that you will pass the course. You must put forth effort and show an understanding of the material to earn a satisfactory grade.
- E. Spelling, grammar, and neatness count and you will lose points on assignments if your submissions are not edited.
- F. You are required to utilize APA format for any assignment that requires the utilization of outside sources.
- G. I will not accept screenshots of assignments. Unless otherwise indicated, all assignments must be typed, formatted to be a .DOC or .DOCX (Pages, Google Drive, and other online word processors must be exported to this specific format), and submitted via Canvas.
- H. Assignments will be discussed in class, students will be given a course schedule, Canvas includes a syllabus function that outlines upcoming due dates, due dates can be seen listed on each assignment under the assignment tab in Canvas, assignment due dates can be added to your Canvas calendar, I have provided a list of graded assignments and activities and the date they are due, and each due date will be listed in the course modules. There are SEVERAL ways to determine what is coming up due in class. It is your responsibility to be aware of what is coming up due and to stay on top of your assignments. You should not ask me, your classmates, or a studio lab tech daily.
- I. It is your responsibility to ensure that your assignments are being submitted correctly to Canvas by the due date and time. If an assignment appears to be not submitted beyond the assignment closing, it will receive a zero. If you do not

regularly check your grades or check Canvas for technical errors, there is little that can be done at the end of the semester. If you do experience technical difficulties submitting assignments, you must email me before the assignment closes and, if the issue persists, contact IT.

- J. Students will adhere to the highest standards of academic honesty. Plagiarism and cheating will not be tolerated. A student who is caught doing either will earn a “0” for that assignment and will be subject to academic and disciplinary action. If a student is caught a second time, they will automatically fail the course.
 - a. In addition to UT Tyler’s Student Conduct and Discipline policy, plagiarism/cheating includes the use of papers or other materials previously submitted in my classes or other professor’s classes, as well as video and audio recordings. I expect you to submit work created specifically for this class during this semester.

Course Schedule

Date	Agenda	Due today
Week One		
T 8/23	<p><u>Course introduction:</u> Syllabus, schedule, assignment overview, etc.</p> <p>Assign: <u>Read:</u> Preface & Ch. 1 <u>Reading outline:</u> Preface & Ch. 1 due Tuesday, 8/30 <u>Journal:</u> Why public relations? due Tuesday, 8/30</p>	
Th 8/25	<p><u>Lecture:</u> Strategic public relations</p>	
Week Two		
T 8/30	<p><u>Lecture:</u> Strategic public relations</p> <p>Assign: <u>Read:</u> Ch. 2 <u>Reading outline:</u> Ch. 2 due Tuesday, 9/6</p>	<p><u>Reading outline:</u> Preface & Ch. 1</p> <p><u>Journal:</u> Why public relations?</p>

Th 9/1	<u>Group discussion:</u> Ch. 1 <u>Lecture:</u> The history of modern public relations	
Week Three		
T 9/6	<u>Lecture:</u> The history of modern public relations Assign: <u>Read:</u> Ch. 3 <u>Reading outline:</u> Ch. 3 due Tuesday, 9/13	<u>Reading outline:</u> Ch. 2
Th 9/8	<u>Group discussion:</u> Ch. 2 <u>Lecture:</u> Ethics & law in public relations	
Week Four		
T 9/13	<u>Lecture:</u> Ethics & law in public relations Assign: <u>Read:</u> Ch. 4 <u>Reading outline:</u> Ch. 4 due Tuesday, 9/20 <u>Journal:</u> Public relations & the “ethical advocate” due Tuesday, 9/20	<u>Reading outline:</u> Ch. 3
Th 9/15	<u>Group discussion:</u> Ch. 3 <u>Lecture:</u> Foundations of public relations – research & theory Assign: <u>Major paper:</u> Public relations case study due Tuesday, 10/13	
Week Five		
T 9/20	<u>Lecture:</u> Foundations of public relations – research & theory Assign: <u>Read:</u> Ch. 7 <u>Reading outline:</u> Ch. 7 due Tuesday, 9/27 <u>Journal:</u> Public opinion due Tuesday, 9/27	<u>Reading outline:</u> Ch. 4 <u>Journal:</u> Public relations & the “ethical advocate”

Th 9/22	<u>Group discussion:</u> Ch. 4 <u>Lecture:</u> Media relations in a digital world	
Week Six		
T 9/27	<u>Lecture:</u> Media relations in a digital world Assign: <u>Read:</u> Ch. 8 <u>Reading outline:</u> Ch. 8 due Tuesday, 10/4 <u>Journal:</u> Public relations on social media due Tuesday, 10/4	<u>Reading outline:</u> Ch. 7 <u>Journal:</u> Public opinion
Th 9/29	<u>Group discussion:</u> Ch. 7 <u>Lecture:</u> Social media & emerging technologies	
Week Seven		
T 10/4	<u>Lecture:</u> Social media & emerging technologies Assign: <u>Read:</u> Ch. 9 <u>Reading outline:</u> Ch. 9 due Tuesday, 10/11 <u>Journal:</u> Corporate social responsibility due Tuesday, 10/11	<u>Reading outline:</u> Ch. 8 <u>Journal:</u> Public relations on social media
Th 10/6	<u>Group discussion:</u> Ch. 8 <u>Lecture:</u> Corporate social responsibility & community relations	
Week Eight		
T 10/11	<u>Lecture:</u> Corporate social responsibility & community relations Assign: <u>Read:</u> Ch. 10 <u>Reading outline:</u> Ch. 10 due Tuesday, 10/18 <u>Journal:</u> Current employer’s PR practices due Tuesday, 10/18	<u>Reading outline:</u> Ch. 9 <u>Journal:</u> Corporate social responsibility

Th 10/13	<u>Group discussion:</u> Ch. 9 <u>Lecture:</u> Employee relations, corporate culture, & social responsibility	<u>Major paper:</u> Public relations case study
Week Nine		
T 10/18	<u>Lecture:</u> Employee relations, corporate culture, & social responsibility <u>Activity:</u> Start stop continue Assign: <u>Read:</u> Ch. 11 <u>Reading outline:</u> Ch. 11 due Tuesday, 10/25	<u>Reading outline:</u> Ch. 10 <u>Journal:</u> Current employer's PR practices
Th 10/20	<u>Group discussion:</u> Ch. 10 <u>Lecture:</u> Corporate communication & reputation management Assign: <u>Major paper:</u> Career research paper due Thursday, 12/8	
Week Ten		
T 10/25	<u>Lecture:</u> Corporate communication & reputation management Assign: <u>Read:</u> Ch. 12 <u>Reading outline:</u> Ch. 12 due Tuesday, 11/1 <u>Journal:</u> Public relations during a crisis due Tuesday, 11/1	<u>Reading outline:</u> Ch. 11
Th 10/27	<u>Group discussion:</u> Ch. 11 <u>Lecture:</u> Issues management & crisis communication	
Week Eleven		
T 11/1	<u>Lecture:</u> Issues management & crisis communication Assign: <u>Read:</u> Ch. 13 <u>Reading outline:</u> Ch. 13 due Tuesday, 11/8 <u>Journal:</u> Sports, tourism, & entertainment due Tuesday, 11/8	<u>Reading outline:</u> Ch. 12 <u>Journal:</u> Public relations during a crisis

Th 11/3	<u>Group discussion:</u> Ch. 12 <u>Lecture:</u> Sports, tourism, & entertainment	
Week Twelve		
T 11/8	<u>Lecture:</u> Sports, tourism, & entertainment Assign: <u>Read:</u> Ch. 14 <u>Reading outline:</u> Ch. 14 due Tuesday, 11/15 <u>Journal:</u> Nonprofit, health, education & grassroots organizations due Tuesday, 11/15	<u>Reading outline:</u> Ch. 13 <u>Journal:</u> Sports, tourism, & entertainment
Th 11/10	<u>Group discussion:</u> Ch. 13 <u>Lecture:</u> Nonprofit, health, education, & grassroots organizations	
Week Thirteen		
T 11/15	<u>Group discussion:</u> Ch. 14 <u>Lecture:</u> Nonprofit, health, education, & grassroots organizations Assign: <u>Read:</u> Ch. 15 <u>Reading outline:</u> Ch. 15 due Thursday, 12/1 <u>Journal:</u> Public relations in government & politics due Thursday, 12/1	<u>Reading outline:</u> Ch. 14 <u>Journal:</u> Nonprofit, health, education & grassroots organizations
Th 11/17	No class meeting - Workday for final paper	
Week Fourteen		
Thanksgiving break – No class meetings Monday, 11/21 – Friday 11/25		
Week Fifteen		

<p>T 11/29</p>	<p><u>Lecture:</u> Public affairs, government relations, & political communication</p> <p>Assign:</p> <p><u>Journal:</u> Final public relations reflection due Tuesday, 12/6</p>	
<p>Th 12/1</p>	<p><u>Group discussion:</u> Ch. 15</p> <p><u>Lecture:</u> Public affairs, government relations, & political communication</p>	<p><u>Reading outline:</u> Ch. 15 due Thursday, 12/1</p> <p><u>Journal:</u> Public relations in government & politics</p>
<p>Week Sixteen</p>		
<p>Final's Week: No class meeting</p>		<p><u>Journal:</u> Final public relations reflection due Tuesday, 12/6</p> <p><u>Major paper:</u> Career research paper</p>