

MCOM 2375 – Introduction to Public Relations
T/Th 9:30 a.m. – 10:50 p.m.
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Office Hours: T/Th 11:00 a.m. – 12:00 p.m. and by appointment

Course Description: Welcome to MCOM 2375: Introduction to Public Relations. The objective of MCOM 2375 is to acquaint you with the principles of public relations. This includes increasing your understanding of the theory and practice of public relations, its function in organizations, and its role in society. The primary methods of instruction are in-class lectures and case studies. The lectures and readings generally cover different material.

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. 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.
3. Identify and analyze emerging trends in public relations.
4. Demonstrate an understanding of professional ethical principles and legal for public relations.
5. Demonstrate an understanding of integrated marketing communication and the relationship between PR and other communicational tools.

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.
- ii. A free e-textbook version can be found in the school library
<https://libguides.uttyler.edu/c.php?g=1066647&p=8360022>

2. **PR Case Websites:**

<https://www.prsa.org/>
<https://instituteforpr.org/>
<https://www.prweek.com/>
<https://www.provokemedia.com/>
<https://www.campaignlive.co.uk/>
<https://adage.com/>

- <https://www.canneslions.com/>
- <https://www.holmesreport.com/events-awards/sabre-awards>
- <https://globalprweekawards.com/>

3. **Social media trends and buzz:** Twitter, TikTok, Instagram, Reddit, etc.
4. **Brands and companies:** P&G, L’Oreal, Pampers, Chevrolet, Louis Vuitton, Coca-Cola, Sony, Nike, Google, Chase, Apple, TikTok, etc.

Evaluation and Grade Calculation -

Attendance and in-class discussion	20%
Group Assignments	60%
Career Opportunity Analysis Paper	20%

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

1. Group Assignments (60%)
 - a. Organization & Brand PR case study: Students will collaborate to analyze and present the PR efforts of a single organization or brand. The presentation has to cover the objectives, target audience, communication platforms, tactics, content, campaign themes, key campaign, and evaluation. The purpose of these case studies is to aid students in exploring the in-house PR within corporations and organizations. The topics should be decided by Aug.31, and the slides will be presented from Week 3 to Week 6. The revised and finalized slides should be submitted on Canvas on Oct. 6.
 - b. PR agency case study: Students will collaborate to analyze and present a single PR agency. The presentation has to cover the corporate structure, employees, clients, and a successful campaign. The purpose of these case studies is to aid students in exploring outsourcing PR work in agencies. The topics should be decided by Sep.28, and the slides will be presented from Week 7 to Week 10. The revised and finalized slides should be submitted on Canvas on Nov.3.
 - c. Media case study: Students will collaborate to analyze and present a single traditional media or an influencer account. The presentation has to cover the target audience, influence, columns, content, PR opportunities, and a PR example. The purpose of these case studies is to aid students in exploring how to conduct PR work in media. The topics should be decided by Oct.26, and the slides will be presented from Week

11 to Week 15. The revised and finalized slides should be submitted on Canvas on Dec.5.

2. Career Opportunity Analysis Paper (20%)

- a. Students will write a short paper about the plan for personal career development. The paper should include a SWOT analysis of personal situations, an understanding of PR, career goals, and a 4-year plan to achieve goals. The paper should be uploaded to Canvas by Dec.7.

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. 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.
- F. 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.
- G. 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, .DOCX, PPT, or PPTX. (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 professors’ 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 8/22	<u>Lecture:</u> Course introduction: Syllabus, schedule, assignment overview, etc. <u>Reading:</u> Preface & Ch. 1	
Th 8/24	<u>Lecture:</u> Definition and Industry Overview	Group Assign Sheet
Week Two		
T 8/29	<u>Lecture:</u> The history of modern public relations Assign: <u>Reading:</u> Ch. 2	
Th 8/31	<u>Lecture:</u> The history of modern public relations <u>In-class discussion</u>	Presentation order and PR agency case study topic

Week Three		
T 9/5	<u>Lecture:</u> Ethics & law in public relations <u>Read:</u> Ch. 3	
Th 9/7	<u>Lecture:</u> Ethics & law in public relations <u>Group presentation:</u> PR agency case study	
Week Four		
T 9/12	<u>Lecture:</u> Research & Theory <u>In-class discussion</u> <u>Read:</u> Ch. 4	
Th 9/14	<u>Lecture:</u> Research & Theory <u>Group presentation:</u> PR agency case study	
Week Five		
T 9/19	<u>Lecture:</u> Strategic thinking and strategic plan <u>In-class discussion</u> <u>Read:</u> Ch. 5	
Th 9/21	<u>Lecture:</u> Strategic thinking and strategic plan <u>Group presentation:</u> PR agency case study	
Week Six		
T 9/26	<u>Lecture:</u> Traditional PR Tactics <u>Read:</u> Ch. 9 <u>In-class discussion</u>	
Th 9/28	<u>Lecture:</u> Traditional PR Tactics <u>Group presentation:</u> PR agency case study	Organization PR case study topics

Week Seven		
T 10/3	<u>Lecture: New PR Tactics in Digital Era</u> <u>In-class discussion</u> <u>Read: Ch. 7\8</u>	
Th 10/5	<u>Lecture: New PR Tactics in Digital Era</u> <u>Group presentation: Organization PR case study</u>	PR agency case study slides (10/6)
Week Eight		
T 10/10	<u>Lecture: PR skills and PR writing</u> <u>In-class discussion</u> <u>Read: Ch. 6</u>	
Th 10/12	<u>Lecture: PR skills and PR writing</u> <u>Group presentation: Organization PR case study</u>	
Week Nine		
T 10/17	<u>Lecture: Internal PR</u> <u>In-class discussion</u> <u>Read: Ch. 10</u>	
Th 10/19	<u>Lecture: Internal PR</u> <u>Group presentation: Organization PR case study</u>	
Week Ten		
T 10/24	<u>Lecture: Corporate communication & reputation management</u> <u>In-class discussion</u> <u>Read: Ch. 12</u>	
Th 10/26	<u>Lecture: Corporate communication & reputation</u> <u>Group presentation: Organization PR case study</u>	Media case study topics
Week Eleven		

T 10/31	<u>Lecture:</u> Issues management & crisis communication <u>In-class discussion</u> <u>Read:</u> Ch. 13	
Th 11/2	<u>Lecture:</u> Issues management & crisis communication <u>Group presentation:</u> Media case study	Organization PR case study (11/3)
Week Twelve		
T 11/7	<u>Lecture:</u> Consumer-based PR <u>In-class discussion</u> <u>Read:</u> Ch. 13/14	
Th 11/9	<u>Lecture:</u> Consumer-based PR <u>Group presentation:</u> Media case study	
Week Thirteen		
T 11/14	<u>Lecture:</u> Public affairs, government relations, & political communication <u>In-class discussion</u> <u>Read:</u> Ch. 15	
Th 11/16	<u>Lecture:</u> Public affairs, government relations, & political communication <u>Group presentation:</u> Media case study	
Week Fourteen		
Thanksgiving break – No class meetings Monday, 11/21 – Friday 11/25		
Week Fifteen		
T 11/28	<u>Lecture:</u> Global PR campaigns <u>In-class discussion</u> <u>Read:</u> Ch. 16	
Th 11/30	<u>Lecture:</u> Global PR campaigns <u>Group presentation:</u> Media case study	

Week Sixteen	
Final's Week: No class meeting	Media case study slides (12/5) Career Opportunity Analysis Paper (12/7)