

MCOM 2375 – Introduction to Public Relations
Online, June 1– July. 4
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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 and strategic thinking. 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 video lectures and case studies. The lectures and readings generally cover different material.

As an asynchronous online class, you can learn the content as your own pace. However, to ensure you take the quizzes and submit the assignment in time, I recommend you to learn two modules per week. Please check the class schedule in the class schedule table.

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. Build the mindset of strategic thinking and understand how to identify communication problems and solve them with different PR solutions.
6. 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. 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 -

In-class quizzes	30%
Weekly short papers	50%
Mid-term project	10%
Final project	10%
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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. In-class quizzes (3*10=30 pts)
 - a. There is one small quiz for each module, each worth 3 pts. Students need to answer 3-6 questions regarding the video lectures on Canvas (twice per week). Access to the quizzes will be closed on **July 2**.
2. Weekly short papers (10*5=50 pts)
 - a. For week 1, students need to write a log documenting one PR event of the week. For this PR event, you should introduce the date, describe the event content, explain why it qualifies as a PR event, and state how or where you learned about this event. The paper should be one page long and is due on **Thursday (June 4)**.
 - b. From week 2 to week 5, students will write a two-page current event analysis paper (10 pts for each week). The event must have occurred within one month, and the analysis should include an event overview, an analysis of objectives, strategy, tactics, and your comments. The paper must be uploaded to Canvas **every Thursday**.
 - c. Peer review is part of the assignments. All students need to comment on at least two classmates’ work by each Friday.

3. Mid-term project: PR Agency analysis (10 pts)
 - a. Students will analyze and present a single PR agency. The presentation has to cover the corporate structure, employees, clients, and a successful campaign example. The purpose of these case studies is to aid students in exploring outsourcing PR work in agencies. The submission format will be a ten-minute video presentation with slides. The project is due on **June 19**.
4. Final project: Organization/Brand PR Case Study (10 pts)
 - a. Students will analyze and present the PR efforts of a single organization or a brand. The presentation must cover PR team structure, communication goals, target audience, communication platforms, one internal PR campaign (targeting the employees) and one external PR (targeting external audience, e.g. consumers, customers, media, etc.) examples, and your evaluation. The purpose of these case studies is to aid students in exploring in-house PR work in organizations. The submission format will be a ten-minute video presentation with slides. The project is due on **July 3**.
5. Extra points (5 pts)
 - a. Movie Appreciation: Students will analyze one of the three movies from the perspective of PR: *Thank you for smoking* (2005), *Irresistible* (2020), and *Coca-Cola Vs. Pepsi: The Cola Wars*. The review article is 2-page long, analyzing the PR area and cognitions, goal and objectives, strategies, tactics, and your comments. The project is due on **July 3**.

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.
- 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.

2. Attendance Policy

This is an asynchronous online class, allowing you to attend at your own pace. There is no separate method to mark your attendance; your attendance will be tracked through your quiz answers. However, to ensure you have access to all the quizzes, I encourage you to complete the quizzes each week.

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 the first 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		
TBD	<u>Course introduction:</u> Syllabus, schedule, assignment overview, etc. <u>Lecture:</u> Definition, Industry, and History	<u>Reading:</u> Preface & Ch. 1&Ch.2 <u>Weekly quiz</u>
TBD	<u>Lecture:</u> Ethics and Laws in PR	<u>Reading:</u> Ch.3 <u>Weekly quiz</u> <u>Weekly short paper</u>
Week Two		
TBD	<u>Lecture:</u> Strategic Thinking	<u>Reading:</u> Ch. 5 <u>Weekly quiz</u>

TBD	<u>Lecture:</u> PR research and theories	<u>Reading:</u> Ch. 4 <u>Weekly quiz</u> <u>Weekly short paper</u>
Week Three		
TBD	<u>Lecture:</u> Traditional PR Tactics	<u>Reading:</u> Ch. 7 <u>Weekly quiz</u>
TBD	<u>Lecture:</u> New PR Tactics in Digital Era	<u>Reading:</u> Ch. 8 <u>Weekly quiz</u> <u>Weekly short paper</u> <u>Mid-term Project</u>
Week Four		
TBD	<u>Lecture:</u> Internal PR	<u>Reading:</u> Ch. 10 <u>Weekly quiz</u>
TBD	<u>Lecture:</u> Corporate communication	<u>Reading:</u> Ch. 11 <u>Weekly quiz</u> <u>Weekly short paper</u>
Week Five		
TBD	<u>Lecture:</u> Issues management & crisis communication	<u>Reading:</u> Ch. 12 <u>Weekly quiz</u>
TBD	<u>Lecture:</u> Consumer-based PR	<u>Reading:</u> Ch. 13 <u>Weekly quiz</u> <u>Weekly short paper</u> <u>Final project</u> <u>Extra credits</u>