

MCOM 2375: Principles of PR– Fall 2016
MWF 11:15 a.m. - 12:10 p.m.

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Course Description

Survey of public relations, including the nature of communication, public opinion, persuasion, theories, principles, techniques and media use.

Student Learning Outcomes

1. Students will be able to conduct research and evaluate information using methods appropriate to PR/integrated communication.
2. Students will learn the fundamental principles and concepts of public relations through readings, class discussion, examination, written assignments and projects.
3. Students will be introduced to 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. Students will analyze emerging trends in PR through readings and written assignments.
5. Students will develop an understanding of the basic PR process when developing a project.

REQUIRED TEXTBOOKS:

- Wilcox, D.L., Cameron, G.T., Reber, B.H., & Shin, J. (2013). *THINK Public Relations*. Boston: Pearson.
- Christian, Darrell, et.al (2016). *2016 Associated Press Stylebook*. New York: Associated Press. Also available online at www.apstylebook.org.
- Select readings as handouts or links

RECOMMENDED MEDIA:

Immerse yourself in mass media to get the most out of this class.

Newspapers: *Patriot Talon, The Wall Street Journal, The New York Times, The Dallas Morning News, The Washington Post*

Magazines: *The Economist, Time, The New Yorker, Texas Monthly, Atlantic Monthly, National Geographic*

Viewing: PBS News hour, CNN's Anderson Cooper 360, 60 Minutes

Online: Politico.com, bbc.com, TexasTribune.org, <https://www.propublica.org>

Listening: NPR

Resources: www.grammarly.com, newsroom101.net

In addition to the above, the following books will make you better writers:

- Clark, Roy Peter. (2006) *Writing Tools, 50 Essential Strategies for Every Writer*.
- Strunk Jr., W., & White, E.B. (2000). *The Elements of Style (4th Ed.)*, New York: Longman.
- Shertzer, Margaret (1996). *The Elements of Grammar*, New York: Longman.
- Walsh, Bill (2004). *The Elephants of Style*, New York: Mc-Graw Hill

WHAT TO KNOW ABOUT THIS CLASS:

Expectations:

1. *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.

2. *Participate* – you have to be an active part of the course to succeed. You will also have to give effort outside of class.

3. *Be there* – attendance is vital, and is a part of my expectations and your evaluation (see below). You cannot succeed in this course if you are not here.

Attendance: Attendance is mandatory. I treat our class like a business. We're partners, and I expect you to show up as you expect me to show up. Attendance and participation will be a part of your grade. There are 40 class periods, so if you skip a class, take 2.5 points off of this total. If you seldom participate or are looking at an electronic device when you're not supposed to, you will lose your points for the day, too.

- Students who anticipate being absent due to religious observance or university-sponsored activities should inform the instructor by the second class meeting.
- If you are sick, you must have a doctor's note to receive an excused absence.

Work is NOT an excuse; school comes first.

- If a close family member dies, bring in the obituary or funeral program to receive an excused absence. Close relatives are *your* siblings, parents, child or grandparents.
- You are responsible for lecture materials, announcements and assignments made during any absence. But don't be absent!
- If you are 10 minutes late or leave early, you may be considered absent.
- No make-up tests will be allowed.
- Students late to class on test/quiz days may not be allowed to take the exam if students have already completed the test or quiz.

Assignment Policy:

- Unless otherwise specified, assignments are due at the start of class. Most assignments will come with a rubric that explains deadlines and other grading criteria.
- Assignments must be typed using the format required for the assignment.
- Use Word or Google Docs. Do not use Office 365.
- Assignments and due dates may change at the instructor's discretion with fair notice.
- Students must complete all assignments to pass the course. This does not mean, however, that merely completing all assignments guarantees a passing grade.
- All assignments must include student name, date, assignment name, course name and word count.
- No late assignments will be accepted.
- When the assignment is turned in on Blackboard, Safe Assign will be used.

Classroom Courtesies:

- No cellphone, tablet, laptop or other device use during class unless the assignment specifically calls for the use. No calls, no texts, no status update checks.

The first time you are using a device when you're not supposed to be, I will take it for the rest of the class period. The second time, you must pay \$5 to get it back, the third \$10 and so on. The money will be donated to the Communication Club or other worthy cause.

- No eating is allowed unless you bring enough for everyone. Water in a bottle or container with a top is allowed.
- Talk, debate, ask questions and challenge but stay on topic.

Access to Technology:

- I use Blackboard to communicate any last-minute changes and to post reading selections. Check Blackboard regularly.
- My email policy: on weekdays, I will do my best to answer your questions

in 24 hours. On weekends, I will do my best to answer your questions in 48 hours.

Academic Honesty:

- Practice academic integrity and accept responsibility for your actions.
- Academic misconduct includes, but is not limited to, cheating, unattributed use of others' work (including test and paper "banks"), disruption of class, and discourtesy to, or harassment of, other students or your instructor.
- Anyone caught cheating will earn a "0" for that assignment and will be subject to academic and disciplinary action.

PLAGIARISM WILL NOT BE TOLERATED. This includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit. Students caught plagiarizing will fail the assignment, may fail this class and will be subject to academic and disciplinary action.

A Tobacco-Free University:

No forms of tobacco are permitted on UT Tyler property. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors and visitors.

There are several cessation programs available to students who need to quit smoking, including counseling, quit lines and group support. For more information, please visit www.uttyler.edu/tobacco-free.

Student Services:

- Crisis Hotline – 24/7 – 903-566-7254
- Counseling Center – 903-566-7254
- Center for Students in Recovery – 903-566-7406

GRADING: There are 1,000 points possible.

• **Attendance and Participation (100):** You are expected to be at all classes, ready to participate. You are still subject to University Policies regarding attendance. Please understand and adhere to the UT Tyler attendance policy.

• **Assignments (400; 50 points each for the following elements):**

- **Client Research**
- **Campaign Plan**
- **Press Release**
- **Pitch Letter**
- **Bios/Backgrounder/Fact Sheet/Suggested Questions**
- **Photos/Logo/Slogan/Tagline**
- **Client Proposal**
- **Campaign**

- **Quizzes (100):** On most Fridays, you will have a current events/AP Style quiz. Each one will be worth 10 points. We will have 11—the extra quiz will be used to drop your lowest quiz score or count as extra credit points.
- **All-Class Project (100):** As a class, we will work together to promote a campus event on Oct. 18.
- **Mid-term Exam (100):** A comprehensive test that covers all readings, exercises, discussions and lectures so far.
- **Final Group Presentations (100):** Each group reports on its campaign—the successes, the challenges, the responses and results.
- **Final Exam (100):** A comprehensive final that covers all readings, etc. since the mid-term.

Grades are based on the overall points you earn.

A: 900-1,000 **B:** 800-899 **C:** 700-799 **D:** 600-699 **F:** 0-599 **I:** Incomplete

Grading rubrics: Most assignments will have a rubric to help guide you in completing the assignment. However, the following apply to all assignments:

- **Clean copy is important.** Your grade for each assignment will be reduced depending on how many grammar, spelling, punctuation or AP errors you have.
- **Facts are important.** Your grade for each assignment will be reduced depending on how many errors of fact you have. Three or more errors results in a zero for the assignment.
- **Names are important.** If you misspell a name (including mine), you will get a zero for the assignment.
- **Plagiarism will not be tolerated.** Students caught plagiarizing will fail the assignment, may fail this class and will be subject to academic and disciplinary action. Safe Assign will be used on most assignments.
- Go here for more: <http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.php>

University of Texas at Tyler Policies

Students Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:

<http://www.uttyler.edu/wellness/rightsresponsibilities.php>

Grade Replacement/Forgiveness and Census Date Policies:

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at

<http://www.uttyler.edu/registrar> Each semester's Census Date can be found on the

Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions of which students need to be aware. These include:

- a) Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- b) Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date).
- c) Schedule adjustments (section changes, adding a new class, dropping without a "W" grade).
- d) Being reinstated or re-enrolled in classes after being dropped for non-payment.
- e) Completing the process for tuition exemptions or waivers through Financial Aid.

State-Mandated Course Drop Policy

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Social Security and FERPA Statement: It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Note regarding student absence due to religious observance: Students who anticipate being absent from class due to a religious observance are requested to inform the instructor by the second class meeting of such absences.

The UT Tyler Writing Center provides professional writing tutoring for all students in all disciplines. If you wish to use the Writing Center, you should plan for a minimum of two hour-long tutorials per assignment: the first to provide an initial consultation and drafting plan, and the second to follow up. Be prepared to take an active role in your learning, as you will be asked to discuss your work during your tutorial. While Writing Center tutors are happy to provide constructive criticism and teach effective writing techniques, under no

circumstances will they fix, repair, or operate on your paper. Appointments: 903-565-5995.

Disability Services: In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Services counselor. If you have a disability, including a learning disability, for which you request an accommodation, please contact the Disability Services office in UC 3150 or call (903) 566-7079.

Emergency Exits and Evacuation: Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not reenter the building unless given permission by University Police, Fire department or Fire Prevention Services.