

Principles of Public Relations

COM 284 Section J

Spring 2017

Monday/Wednesday – 4:00 – 5:50 PM

NW 135

Theresa L. Woods, M.A.

tlwoods@ut.edu

Office: CA 132

Office Hours

Tuesday/Thursday: 2-3:30 pm

Virtual: Monday/Wednesday/Friday 8-10 am

And by appointment¹

Phone number: 813.257.3521

Course Description

The underlying theory and professional practice of public relations within corporate and institutional structures and its vital role in society; ethical standards of practice; relationships of the practice to the public media; and public relations problem-solving process.

Course Goals

This course is the gateway to understanding the practice of public relations. We will approach the study of public relations in terms of the history of the field, theories and practices that guide practitioners, ethical and legal issues faced by practitioners, and the practice of public relations in different industries and situations.

At the end of this course, students will have a fundamental knowledge of the practice of public relations and career paths within the field.

Course Objectives

Students who successfully complete this course will understand:

- The role and functions of public relations in modern society
- The contingency views of public relations practice in the worlds of managing competition and conflict.
- The historical evolution of public relations
- Career opportunities in the field
- Professional, ethical, and legal issues and responsibilities
- Theories of persuasion and public opinion

¹ Do not hesitate to make an appointment with me to visit during office hours or at a different time. If you have any questions or concerns, just send me an email and we can set up a time to meet. I can always be reached early in the morning before 10am on weekdays as well if you need a quick response.

Note: The professor reserves the right to make changes to this syllabus as necessary.

- The basic process of public relations including research, planning, communication, and evaluation
- The use of communications strategies and tactics to achieve organization goals
- Guidelines for using written, spoken, and visual techniques to reach a selected audience.
- How the internet and social media are impacting the field and the way public relations professionals build relationships between an organization and its audiences
- How public relations activities function in business, sports, tourism, entertainment, nonprofit, education, and government settings, and how these settings may differ.

Course Format

This course is a combination of lectures, workshops, independent and group learning, and discussions. A high level of participation is expected.

Bring your textbook and computer to class every day!

Textbook

Think Public Relations, 2nd edition (2013) by Dennis Wilcox, Glen Cameron, Brian Reber, & Jae-Hwa Shin. Boston: Allyn & Bacon.

The textbook is required.

Additional readings may be posted on Blackboard or distributed in class.

*Do not hesitate to contact me to schedule a discussion, either in-person or by phone.

Course Requirements and Grading

Tests. This class will have three non-cumulative tests throughout the semester.

Reviews will be provided before each test. All tests will be weighted equally.

Pop-Quizzes. You never know when you'll come into class and find a quiz on the reading, so be prepared! These quizzes are factored into your assignments.

Public Relations Presentation. You will work on this project as a team. Your assignment will be to become an expert on one of our course units and present it to the class using examples and content from the reading and from your own research. You will be graded on several components of your presentation. The rubric will be available on Blackboard.

Note: The professor reserves the right to make changes to this syllabus as necessary.

Assignments. You are expected to actively participate in in-class activities and class discussions. You might also have small homework assignments or discussion boards to complete concerning the reading material.

Presentation – Group chapter presentation	25%
Exams – There will be three exams weighted equally	35%
Assignments – In-class and take home assignments, pop quizzes	30%
Discussion Boards – There are several discussion boards throughout the semester.	10%

Course Grade: Total your points from all course requirements. See the table below to determine your final grade for the course. No rounding.

- A – 100-95
- AB – 94-90
- B – 89-85
- BC – 84-80
- C – 79 – 75
- CD – 74 – 70
- D – 70 – 60
- F – 59-0

Note: The professor reserves the right to make changes to this syllabus as necessary.

Schedule

The schedule is always subject to change due to unforeseen circumstances or changes. It's up to you to keep up with any changes announced in class and on Blackboard. If there are any serious changes, I will do my best to inform you as far in advance as possible.

Principles of PR - Week COM 284 -J		
Wednesday, January 17, 2018	1	Introductions Syllabus
Monday, January 22, 2018	2	Chapter 1: What is Public Relations?
Wednesday, January 24, 2018		Basic skills needed in public relations Due: Discussion Board 1
Monday, January 29, 2018	3	Chapter 2: Careers in Public Relations Job Search Assignment
Wednesday, January 31, 2018		Due: Job Search Assignment Due: Discussion Board 2
Monday, February 5, 2018	4	Chapter 3: The Growth of a Profession
Wednesday, February 7, 2018		Chapter 4: Today's Practice: Departments and Firms Due: Discussion Board 3
Monday, February 12, 2018	5	Chapter 5: Research and Campaign Planning Research and Planning Assignment
Wednesday, February 14, 2018		Research and Planning Assignment Due: Discussion Board 4
Monday, February 19, 2018	6	Chapter 6: Communication and Measurement Due: Research and Planning Assignment Test Review
Wednesday, February 21, 2018		Test 1 – Chapters 1-6 Due: Discussion Board 5
Monday, February 26, 2018	7	Chapter 7: Public Opinion and Persuasion Presentation 1 Persuasion paper
Wednesday, February 28, 2018		Chapter 8: Managing Competition and Conflict Presentation 2 Due: Discussion Board 6 Due: Persuasion paper

Note: The professor reserves the right to make changes to this syllabus as necessary.

Monday, March 5, 2018	8	Spring Break
Wednesday, March 7, 2018		Spring Break
Monday, March 12, 2018	9	Competition and Conflict assignment
Wednesday, March 14, 2018		Chapter Ethics and the Law Presentation 3 Due: Competition and Conflict assignment Due: Discussion Board 7
Monday, March 19, 2018	10	Chapter 10: Reaching Diverse Audiences Presentation 4 Diverse Audiences assignment
Wednesday, March 21, 2018		Due: Diverse Audiences assignment Due: Discussion Board 8
Monday, March 26, 2018	11	Chapter 11: The Mass Media Presentation 5 Mass Media Assignment
Wednesday, March 28, 2018		Chapter 12: The Internet and Social Media Presentation 6 Social Media assignment Due: Mass Media assignment Due: Discussion Board 9
Monday, April 2, 2018	12	Chapter 13: Events and Promotions Presentation 7 Event Planning Assignment Due: Social Media assignment
Wednesday, April 4, 2018		Chapter 14: Global Public Relations Presentation 8 Due: Event planning assignment Test Review
Monday, April 9, 2018	13	No Class
Wednesday, April 11, 2018		Test 2: Chapters 7-14
Monday, April 16, 2018	14	Chapter 15: Corporate Public Relations Presentation 9
Wednesday, April 18, 2018		Chapter 16: Entertainment, Sports, and Tourism Presentation 10 Tourism Assignment
Monday, April 23, 2018	15	Chapter 17: Government and Politics Presentation 11 Due: Tourism Assignment

Note: The professor reserves the right to make changes to this syllabus as necessary.

Wednesday, April 25, 2018		Chapter 18: Nonprofit, Health, and Education Presentation 12 Due: Discussion Board 10
Monday, April 30, 2018	16	Final Review Catch-Up Day
Test 3 - Wednesday, May 2, 2018 - 3:45 - 5:45		

Class Values

- Integrity and honesty: All work must be your own.
- Completeness and thoroughness: Read assignment guidelines carefully and make sure you have met all requirements.
- Preparedness: Complete reading assignments on time and be prepared to participate in class discussions.
- Accuracy: Do not misrepresent the people or organizations you encounter during this course.
- Professional courtesy: Respect the opinions of others, work together in a spirit of cooperation, and treat your fellow classmates with courtesy. Avoid disruptive classroom behaviors including holding private conversations. Turn off all communication devices during class.

Note: The professor reserves the right to make changes to this syllabus as necessary.

Classroom and Course Policies

Surfing and Texting

Surfing the Web, sending emails, taking phone calls, texting, or otherwise communicating with the outside world during class is not acceptable behavior unless permission is given by the instructor. Phones must not be touched during class and are to remain in your bag/backpack. Laptops are a distraction to other students and may not be used in class. Any student doing any of the above behaviors or any other outside activities may be asked to leave the class and will be counted absent for that day.

Attendance

I expect students to attend class faithfully, arrive on time, and stay for the entire class. I will take attendance during every class meeting. If you are 1-20 minutes late, you will be counted as tardy. If you are more than 20 minutes late, you will be counted absent.

Similarly, if you leave before the end of class, you will be counted absent if you leave before the last 20 minutes of class or counted as “leaving early” if you leave 1-20 minutes before the end of class. Three tardies and/or “leaving earlys” will equal one absence. I would expect that you would discuss with me the reason you would be leaving early from class. Students who have more than **two** unexcused absences will receive a 1/3 letter grade deduction for every additional absence over two.

Excused—MUST PROVIDE PAPER DOCUMENTATION	NOT Excused
Observance of religious holidays	Doctor’s appt/dentist apt
Funeral of an immediate family member	Parking problems/Car troubles
University-sponsored activities in which you are participating (i.e., sports, academic conference)	Work commitments
Disability-related issues	Personal travel
Your own hospitalization or illness where a doctor has indicated you cannot attend class	Interviews
Jury duty (after seeking postponement)	Adviser appointments
	Many other reasons

To have an absence classified as excused, you must submit a written request with documentation in advance for scheduled absences or within a week of your return to class for emergencies. If a student has an excessive number of absences (whether excused or unexcused), the student may be advised to drop the class.

Make-ups for Tests, Presentations and Late Assignments

If you provide advance notice that you will be missing class on the day of a test (or notice as soon as possible if you are physically unable to provide advance notice), I will determine whether a makeup test is warranted. The test may be taken up to three business days before the day it is given in class or within three business days after it being given in class. Assignments will be accepted late with a 10 percent grade penalty for the first 24 hours and a 20 percent reduction for 24-48 hours late. No late assignments will be accepted after 48 hours.

Any activities done in class that count toward your participation grade cannot be made up for any reason. Homework assignments are not accepted late.

Team Projects

If problems arise among team members, I am available to help deal with the conflict. I expect all members of a team to contribute equally and if one member is not contributing, I need to be notified. The team member may have to complete the project individually or with other students in the same situation (see makeup presentation date). Peer evaluations will be used to measure each team member's contribution and students who do not carry their weight will receive a deduction from several points to a grade of 0, depending on the level of effort.

Office Hours

Office hours are listed at the beginning of the syllabus. While you are welcome to drop in at any time, please be mindful that office hours may change due to unforeseen circumstances, even if class is not cancelled. If you are unsuccessful in reaching me, please send me an email immediately and I will respond as soon as possible to either set up a meeting or address your concerns.

Student Handbook

Students at The University of Tampa are held responsible for knowledge of the University rules and regulations as stated in this student handbook), as well as the University catalog and any rules and regulations which may be posted from time to time. Ignorance of the University's rules and regulations will not be considered an excuse for violation.

To access the full Student Handbook, go to <http://www.ut.edu/studenthandbook/>.

To view the Student Rights and Responsibilities Code of Conduct, go to <http://www.ut.edu/rightsandresponsibilities/>.

Saunders Writing Center

For a free face-to-face tutoring session, experienced writing tutors are available in the writing center to assist you in all aspects of your writing. This service is available to all UT students, not just students who are having problems. Take full advantage of this service available to you in the writing center, 323 Plant Hall (phone: 813- 253-6244). You can drop in, call or go by in person to make an appointment.

Classroom Disruption Policy

Every student has the right to a comfortable learning environment where the open and honest exchange of ideas may freely occur. Each student is expected to do his or her part to ensure that the classroom (and anywhere else the class may meet) remains conducive to learning. This includes respectful and courteous treatment of all in the classroom. According to the terms of the University of Tampa Disruption Policy, the professor will take immediate action when inappropriate behavior occurs.

Academic Honesty and Integrity

Cheating, plagiarism, copying and any other behavior that is contrary to University standards of behavior will not be tolerated.

Students caught violating any aspect of the University of Tampa's Academic Integrity Policy will be penalized in all cases. Penalty ranges from "0" on an assignment to "F" for the course without regard to a student's accumulated points. Students may also face expulsion. It is the student's responsibility to become familiar with the policies of the university regarding academic integrity and to avoid violating such policies. Policy information is found at:

<http://ut.smartcatalogiq.com/en/current/catalog/Academic-Policies-and-Procedures/Academic-Integrity-Policy>

Definitions of Academic Integrity Violations and Academic Misconduct

- Cheating: Using or attempting to use unauthorized assistance, information, or study aids in an academic exercise.
- Plagiarism: Plagiarism occurs when a person represents someone else's words, ideas, phrases, sentences, or data as one's own work. When submitting work that includes someone else's words, ideas, syntax, data or organizational patterns, the source of that information must be acknowledged through complete, accurate and specific references.
- Fabrication: Fabrication refers to the deliberate use of invented information or the falsification of research or other findings with the intent to deceive.
- Academic Misconduct: Academic misconduct includes the alteration of grades; involvement in the acquisition or distribution of tests, the unauthorized submission of student work in more than one class, unauthorized collaboration, and other activities not otherwise identified previously.

Violation of academic integrity and academic misconduct tarnish the reputation of the University and discredit the accomplishments of past and present students. Sanctions for violations may include a failing grade on the assignment or the entire course or suspension or expulsion from the University.

See the full Academic Integrity Policy online for details, examples and sanction process. Students are responsible for understanding and observing this policy.

<http://www.ut.edu/uploadedFiles/Academics/Provost/UT-AcademicIntegrityPolicies.pdf>

Adverse Conditions and Emergency Situations

In case of any adverse condition or situation which could interrupt the schedule of classes, each student is asked to access www.ut.edu for information about the status of the campus and class meetings. In addition, please refer to ut.blackboard.edu for announcements and other important information. You are responsible for accessing this information.

Reporting Sexual Violence/ Title IX Matters

Sexual violence includes nonconsensual sexual contact and nonconsensual sexual intercourse (which is any type of sexual contact without your explicit consent, including rape), dating violence, sexual harassment, sexual exploitation, domestic violence, and stalking. You may reach out for confidential help (see contact info below) or report an incident for investigation.

If you choose to write or speak about an incident of sexual violence and disclose that this violence occurred while you were a UT student, the instructor is obligated to report the incident to the Title IX Deputy Coordinator for Students. The purpose of this report is to provide a safe and nondiscriminatory environment for all students. The Deputy Coordinator or his or her

designee will contact you to let you know about the resources, accommodations, and support services at UT and possibilities for holding the perpetrator accountable. If you do not want the Title IX Coordinator notified, instead of disclosing this information to your instructor, you can speak confidentially with the individuals listed below. They can connect you with support services and discuss options for holding the perpetrator accountable.

There is an exception to this required reporting for preventative education programs and public awareness events or forums. While the instructor is not required to report disclosures during these instances, unless you make or initiate a complaint, during these programs or events, the instructor or another University official will ensure that the students are aware of the available resources at UT, such as counseling, health, and mental health services, and it will provide information about Title IX, how to file a Title IX complaint, how to make a confidential report, and the procedure for reporting sexual violence.

For more information, see The University of Tampa's Title IX resources at <http://www.ut.edu/uploadedFiles/Academics/Provost/Title%20IX.pdf> and <https://www.ut.edu/studentconduct/titleix/>.

To make a confidential report of sexual violence, please contact:

- The Victim's Advocacy Hotline: **(813) 257-3900**
- Dickey Health & Wellness Center (wellness@ut.edu) 813.257.1877
- Health and Counseling Center (healthcenter@ut.edu) 813.253.6250

Students with Disabilities

If there is a student who requires accommodations because of any disability, please go to the Academic Success Center in North Walker Hall for information regarding registering as a student with a disability. You may also call (813) 257-5757 or email disability.services@ut.edu. Please feel free to discuss this issue with me, in private, if you need more information.

Religious Preference Absence Policy

Students who anticipate the necessity of being absent from class due to a major religious observance must provide advance written notice of the date(s) so arrangements can be made to make up work or modify deadlines for assignments.