

**The University of Findlay
College of Liberal Arts
Fall Semester 2007**

The Mission of the University is to equip our students for meaningful lives and productive careers.

Course Number/Title:	COMM 240 Principles of Public Relations
Credit Hours:	3
Class Time/Place:	MWF, Noon to 12:50 p.m. in Old Main, room 301
Prerequisites:	None
Instructor:	Diana Montague, Ph.D. Office: 1124 N. Cory St., #G Phone: 419.434.4623 E-mail: montague@findlay.edu
Office Hours:	Monday, Wednesday, Friday 9-10 a.m. Thursday 9-11 a.m. also by appointment
Course Description	This class is a study of the history, development and status of public relations in business, governmental, non-profit and other organizations. We will learn what a PR practitioner does (and doesn't) do. This course provides an introduction to the research methods, planning, execution, and evaluative aspects of public relations.
Relationship to the Conceptual Framework	Most careers require skills in building relationships among various constituencies. Principles of public relations such as building and maintaining mutually beneficial relationships also may be applied to social situations.
Course Objectives	This course is intended to give students a broad overview of the role and functions of public relations in organizations and society; key social science concepts behind public relations activity; as well as analytic and strategic approaches used by public relations professionals. Students will be able to explain the planning process behind ethical public relations campaigns beginning with a situation analysis, a clearly articulated problem/opportunity statement, and specific and measurable objectives. They will be able to define publics, devise strategies, and design messages and tactics to reach the publics. They will be able to evaluate the success of the public relations plan.
Required Text	The Practice of Public Relations, 10th edition by Fraser Seitel Pearson Prentice Hall, Upper Saddle River, NJ

Instructional Strategies

COMM 240 will involve students in case analysis, opinion and debate, problem solving, experiential learning, reading assignments, lecture, and group/independent research and assessment. A good number of Public Relations professionals will give guest presentations to the class throughout the semester to give students a well-rounded view of the field.

Methods of Assessment

Your grade will be determined by the quality of thought and writing presented through in-class essays and a written assessment of the class project. Quizzes and exams will also be used.

Grading Scale/Distribution

Exams (4@10 percent each).....	40 Percent
Essays (5@5 percent each).....	25 Percent
Quizzes (10@ 1 percent each).....	10 Percent
Class PR plan/Evaluation.....	25 Percent

(This project will have multiple components and deadlines throughout the semester. These will be discussed in class and posted on Blackboard as the semester progresses.)

Grading scale:

A	93-100	C	73-76
A-	90-92	C-	70-72
B+	87-89	D+	67-69
B	83-86	D	63-66
B-	80-82	D-	60-62
C+	77-79	F	0-59

Honor Code

I will not knowingly engage in any dishonorable behavior, cheat, steal, lie or commit any act of plagiarism during my academic work, course, or endeavor. If I observe an act which I believe violates the University's Honor Code, I may, in my discretion, report it to the appropriate personnel.

Course Assignments

1. The **exams** in this course are non-comprehensive, covering only several weeks of material.
2. The **essays** are case studies. They will be written in class, under simulated deadline pressure. Responses should be long enough to fully elaborate your thoughts on the issue the case brings forth. Grammar and spelling will count toward your grade, so please be mindful of it.
3. The field of communication requires a love of news and information. You should pay attention to all types of news through a variety of outlets—newspapers, Internet, television, radio, magazines. Once weekly we will have a quiz about what’s happening in the news. Please pay attention to what is going on around campus, around Ohio and in the world.
4. The class will work with a campus client to create a PR plan. This project will provide some rudimentary introduction to social research. The professor will guide you in this as you develop the research tool and evaluate the results. Deadlines for each component of the project will be announced in class and posted in Blackboard assignments.

Course Policies

Communication is a field that runs on deadlines. It also runs on personal responsibility and maturity. As a student, school IS your job. You are expected to be here and be on time. You are responsible for what is presented in class whether you are here or not, so if you miss a class it is your responsibility to find out what you missed from your classmates. **Any quiz, exam or in-class project that is missed cannot be made up.** NOTE: If you’re late to class on a quiz day you may begin taking the quiz from the point you arrive in class.

Class Time

Class time is just that—time that belongs to the whole class. It is inappropriate and inconsiderate to use other students’ class time to discuss individual matters. Please respect this. If you have an individual matter to discuss, please stop by my office during office hours rather than using class time at the beginning, middle or end.

You are expected to read assigned chapters before you come to class—this will make our classroom time more interesting as we can have more questions and discussion about the issues in the text rather than extensive lecture on what you should have read.

Special Services

If you are a student with a disability, it is your responsibility to register with the Office of Disability Service and notify your instructor one week prior to any needed service so that reasonable accommodations can be made for you.

Course and Instructor Evaluation

The University of Findlay cares about the quality of your education. So do I. During the final week of classes, you may have the opportunity to respond to a course evaluation form concerning COMM 240. Your anonymity is assured. The results will not be communicated to the instructor until after grades are delivered. The results are used to guide course design and delivery in future classes. Both the professor and the Dean have the opportunity to read and discuss the results of your course evaluations. Student responses are used in the evaluation of the professor, the course and the program. Your opinions, suggestions and insights are important to me and to the department. What's more, I want to hear from you during the semester because I believe that more immediate evaluation is important to our work. I will provide opportunities for feedback throughout the term. And I encourage you to talk with me outside of class to discuss how we are doing. Don't let something stew; come see me.

Save your work!

Please note: Communication majors are required to prepare a portfolio for COMM 410 Senior Assessment – a required course. The portfolio must document the skills you have developed in all areas relevant to your major. Please save copies of relevant assignments, presentations, term papers, etc. Your best bet is to keep at least one electronic copy of whatever you do, and a hard copy of your best work. The following examples are illustrative but not inclusive: video and/or audio tapes of speeches; musical performances, theatre roles; research papers; technical writing; creative writing; public relations projects; photographic slides and/or prints; art works; commercials; PSAs; promos; etc. Non-majors, please keep all work for a portfolio that may be requested of any future employer.

Course Outline (The course outline is subject to change throughout the semester. Guest speakers will be announced as they are scheduled. Ten current event quizzes will be given throughout the semester, usually without prior notice, so pay attention to the news, particularly where situations involving public relations activities are evident.)

<u>Week:</u>	<u>Topic:</u>	<u>Chapter in text:</u>
<u>Week 1</u> Aug. 27-31	Class Introduction What is Public Relations, Anyway?	Chapter 1
<u>Week 2</u> Sept. 3-7	The Growth of Public Relations (No class Sept. 3—Labor Day)	Chapter 2
<u>Week 3</u> Sept. 10-14	Communicating in Public Relations	Chapter 3
<u>Week 4</u> Sept. 17-21	Writing for Public Relations (Basics, print v. spoken)	Chapters 16
<u>Week 5</u> Sept. 24-28	Friday, Sept. 21—EXAM #1 Public Opinion	Chapter 4
<u>Week 6</u> Oct. 1-5	Working with Management	Chapter 5
<u>Week 7</u> Oct. 8-12	Public Relations Research	Chapter 8
<u>Week 8</u> Oct. 15-19	Ethics Friday, Oct. 19—EXAM #2	Chapter 6
<u>Week 9</u> Oct. 22-26	Working with the print media	Chapter 9
<u>Week 10</u> Oct.29-N. 2	Working with the electronic media	Chapter 10
<u>Week 11</u> Nov. 5-9	Working with employees	Chapter 11
<u>Week 12</u> Nov. 12-16	PR and the Internet Friday, Nov. 16—EXAM #3	Chapter 18
<u>Week 13</u> Nov. 19-23	Consumer Relations (No class Nov. 21-23—Thanksgiving)	Chapter 14
<u>Week 14</u> Nov. 26-30	Crisis Management	Chapter 19
<u>Week 15</u> Dec. 3-7	Integrated Marketing Communications Friday, Dec. 7—EXAM #4	Chapter 17

