

+

INTRODUCTION TO PUBLIC RELATIONS
Communication 230 – Section 1 (Spring 2016)

Adjunct Faculty: Angie Heuck

Office: 0234

Office Hours: Thursday 4:30pm – 5:00pm (Or by appointment)

aheuck@uwsp.edu

INSTRUCTORS NOTE: This is an introductory public relations class that will examine principles and strategies used in the field of public relations. You will gain an understanding to the communication tools used in public relations programs and campaigns through the analysis of contemporary examples. You will also gain a better understanding of the role of public relations within the world we live in and how ethical issues play a role in public relations practitioners.

Course Objectives:

- Define public relations and explain how PR programs and campaigns are developed;
- Understand how legal and ethical issues shape the public relations field;
- Compare how public relations functions in a variety of for-profit and nonprofit settings; and
- Comprehend how objectives, strategies and tactics are developed by public relations professionals.

Grading Expectations:

Your Comm230 grade will be determined by the following:

Examination 1:	20%
Examination 2:	20%
Examination 3:	20%
Paper:	10%
Current Issue Presentation:	10%
Quiz:	10%
Class Participation:	10%

Class Requirements & Late Assignment Expectations:

Examinations:

Three written examinations will be given during this semester. They will be short answer/short essay exams which will cover assigned readings along with class discussions.

Paper:

Students will be asked to complete a short research paper (4-5 pages in length) on a PR issue or controversy. Specific requirement for the paper will be discussed when it is assigned.

Current Issue Presentation:

Students will research and present a 5 minute topic on Public Relations with and a 2 page paper about the same topic. Presentations will occur at the end of the semester. A presentation/topic schedule will be distributed prior to spring break to ensure that students know when their presentation is due.

Class Participation:

Your regular attendance and active participation in this class are expected. Attendance will be taken every day. Your failure to contribute to class discussions will adversely affect your grade. In addition to discussing ideas and issues covered in the reading and lectures, students should be prepared to comment and report on relevant current events related to public relations.

Late Assignments:

Deadlines are crucial in public relations. Any assignment not handed in at the class period it is due will be lowered a full letter grade. Your grade for the assignment will continue to drop a full letter grade for each subsequent 24-hour period it is late. Exceptions will only be made in emergency cases only when discussed in person advance with the instructor. Students should never assume that leaving a voice mail message or sending an email message to the instructor constitutes an acceptable excuse. It is always the student's responsibility to obtain an excuse from the instructor personally. Professional communications in class, with peers and the instructor are a must. All work must be turned in on time. Late work will be penalized a whole letter grade for each day it is not turned in.

Academic expectations:

All work must be typed. Spelling, usage and grammatical errors will be deducted from your final grade. This will be rigidly enforced. Plagiarism or any other form of academic misconduct will not be tolerated. Students are expected to comply with all relevant Wisconsin statutes, the state administrative code and the UW System academic policies. Students with cell phones, electronic tables and laptops should make sure they are turned off before the beginning of class.

Arriving late or leaving early for this class without speaking in person to the instructor will be recorded as a missed class and will be reflected in your final class participation grade.

The structure of this class is informal, but the course expectations are professional. Expectations for presentations and papers will be discussed. Students must be responsible and fully engaged in this process and with each assignment. Deadlines must be met. Communication must be professional. Students must be able to accept subjective evaluation of each presentation from the instructor and peers.

COURSE TEXT:

Dennis L. Wilcox, Glen T. Cameron and Bryan H. Reber, *Public Relations Strategies and Tactics*, 11th Edition (Boston: Pearson, 2015). This is available through UWSP Text Rental.

INTRODUCTION TO PUBLIC RELATIONS COURSE OUTLINE
Communication 230 – Section 1 (Spring 2016)

Course Deadlines: All work deadlines are due at the beginning of the scheduled class period on the date below. The following course outline may be subject to change. All changes will result in the instructor handing out a revision at the beginning of the class.

DATE	CLASS FOCUS	NOTES
Mon, January 25	Class Introduction	
Wed, January 27	Defining Public Relations	Read: Wilcox, pp. 1-38
Mon, February 1	Dev of PR/Current Issue Presentation Discussion	Summary Paragraph: Apple/PR Issue Read: Wilcox, pp. 39-69
Wed, February 3	Understanding the PR Field	Read: Wilcox, pp. 95-122
Mon, February 8	Ethics & Professionalism Discuss Semester Paper	Read: Wilcox, pp. 70-94
Wed, February 10	Guest Lecturer	
Mon, February 15	Public Relations Research	Read: Wilcox, pp. 123 – 143; 144-150;
Wed, February 17	Examination 1	Current Issue Paper Discussion
Mon, February 22	Planning a PR Initiative or Campaign	Read: Wilcox, pp. 151-170
Wed, February 24	Communication w/ the Public/Reaching Diverse Audiences	Read: Wilcox, pp. 171-196; 277-299
Mon, February 29	Understanding Public Opinion	Read: Wilcox, pp. 219-247
Wed, March 2	Evaluating the Effectiveness of Public Relations	Read: Wilcox, pp. 197-218
Mon, March 7	Preparing Mass Media Materials	Read: Wilcox, pp. 363-393
Wed, March 9	Connecting w/ Television and Radio	Paper Due Read: Wilcox, pp. 394-417
Mon, March 14	Guest Lecturer	Quiz
Wed, March 16	Connecting w/ Social Media & Internet	Current Issue Presentation List/Dates Distributed Read: Wilcox, pp. 331-362
Mon, March 21	SPRING BREAK	
Wed, March 23	SPRING BREAK	
Mon, March 28	Organizing Meetings & Special Events	Read: Wilcox, pp. 418-444
Wed, March 30	Guest Lecturer	Quiz
Mon, April 4	Examination 2	
Wed, April 6	PR in Corporations	Read: Wilcox, pp. 445-472
Mon, April 11	PR in Politics & Gov't	Read: Wilcox, pp. 493-517
Wed, April 13	Crisis Communication	Read: Wilcox, pp. 493-517
Mon, April 18	PR and the Law	Read: Wilcox, pp. 248-276
Wed, April 20	International Public Relations	Read: Wilcox, pp. 518-544

Mon, April 25	PR in Nonprofit Organizations, Healthcare & Education	Read: Wilcox, pp. 545-569
Wed, April 27	Guest Lecturer	Quiz
Mon, May 2	PR in Entertainment, Sports & Travel/Tourism	Read: Wilcox, pp. 473-492
Wed, May 4	Examination 3	
Mon, May 9	PR Presentations: Group 1	
Wed, May 11	PR Presentations: Group 2	
Mon, May 16 (8am-10am)	PR Presentations: Group 3	Session takes place during final exam.
<i>Schedule is tentative. Topics/assigned readings may be subject to change.</i>		