

**PUBLIC RELATIONS PRACTICES—COMM 235-001/002**  
**FALL 2008 (Term 087) T/R 9:25-10:40 and 10:50-12:05**  
**Robert Scott Small Building, Room 002**

**INSTRUCTOR:** Patrick Harwood, C of C Department of Communication  
**OFFICE:** R.S. Small Building, Room 203. For dropping off work, slide under my office door or leave in my box at the Communication Department office.

**I don't accept work via e-mail!**

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**OFFICE HOURS:** Tuesdays/Thursdays 12:30-1:30; Mondays 1-3 p.m.

### **Course Objectives**

The primary objective of this introduction to public relations course is to familiarize students with the basic concepts and principles of public relations. This course is also the foundation for other C of C courses in public relations (Comm 335-Public Relations Writing and Comm 435- Public Relations Campaigns) and a supplemental course for students majoring in communications studies. At the end of the course students should have attained knowledge and understanding of the following central concepts:

- The role and functions of public relations in an industrialized society
- The historical evolution of public relations, career opportunities in the field, and the professional, ethical and legal responsibilities of PR professionals
- An understanding of public relations activities in both PR firms and PR departments within corporations and other organizations
- The basic PR process (research, planning/action, communication, evaluation) and the use of communications strategies to achieve organizational goals
- Concepts of public relations, audience analyses, and persuasion
- Practical guidelines for utilizing written, spoken, and visual techniques to reach selected audience.
- Exposure to the use of technology in PR, particularly the Internet

### **Required Text**

“Public Relations: Strategies and Tactics” by Wilcox and Cameron (Allyn and Bacon, 9<sup>th</sup> Edition, 2009)—please bring book to class every day.

### **Method of Instruction**

The primary methods of instruction will be class discussions, PowerPoint presentations of chapter material, our textbook, in/out of class activities/homework, possible guest speakers, and tests. These concepts will be supplemented by discussions of contemporary events and issues as well as by sample public relations materials

### **Assignments**

- **Book Work and Quizzes:** Chapter readings will be assigned and at the beginning of the next class there will frequently be quick quizzes on the assigned chapter. You need to be on time to class so you don't miss questions. And these quizzes cannot be made up. Also in most chapters we cover you will be assigned to write/type a few paragraphs in response to many of the chapters' Ethics on the Job scenarios. These short papers must be typed and double-spaced.
- **Case Study Papers:** Four two-to-three page double-spaced papers will be required. These will be due at the time (either the class before or after) of the four tests. The topics will be taken from the Case Activities at the end of each chapter and also, possibly, from events in the news. Mostly it will be your decision which of these case studies to write about. These papers must be supported by specific concepts and facts addressed in the book, not just all personal opinion. These receive letter grades. And to receive an A or A- the papers must be formatted in a professional business manner (to be discussed).
- **Tests:** Our four tests will be made up of material from the book, class lectures, possible speakers, and handouts will be utilized in these tests. The test will consist of multiple choice questions, true/false questions, short answer questions and terms/definitions (you are given the term, then you define). Study guides will be posted online one week before the exams.
- **Extra Credit Opportunities:** Writing about communication and PR-related events and speakers on and off campus can be turned in for extra credit if you write a paper about the person or event. Points can be added to your lowest scores by doing such extra credit work.

### **Attendance Policy**

While roll will not be taken every class, there are penalties for late and incomplete work. Quizzes, homework and other day-to-day activities receive grades of check plus, check and check minus. These marks are totaled at semester's end and the number will determine your grade for the quiz/homework part of the final grade breakdown (see below). Again, homework is not accepted via e-mail. Work turned in late receives an automatic check minus and a one letter grade reduction for letter grade work (accepted only one class period late). Repeated tardiness is very disruptive and inconsiderate!

### **Test Grading Scale and GPA Value:**

A 94-100 (4.0); A- 90-93 (3.67); B+ 87-89 (3.33); B 83-86 (3.0); B- 80-82 (2.67); C+ 77-79 (2.33); C 73-76 (2.0); C- 70-72 (1.67); D+ 65-69 (1.33); D 60-64 (1.0); F 59 and under (0.0)

### **Final Grade Determination**

Homework, quizzes, other assignments:	10 percent
Case Study Papers	10 percent
Four tests	80 percent

## WEEKLY CLASS SCHEDULE (Subject to changes and modification)

- Aug. 26 Course introduction; syllabus; information sheets  
Ch. 1 “What is Public Relations?”  
Chapter 1 Powerpoint and Discussion  
Assignment due Tuesday Sept. 2
- Read Chapter 1 (quiz next class!)
  - Answer Question 16 on page 38
  - Give your thoughts about the questions posed at the end of the “On the Job Ethics” situation on page 17 (a few short paragraphs are sufficient)
  - Homework should be typed and double-spaced
- Sept. 2 Quiz on Chapter 1 material (note: this syllabus won’t mention future quizzes, but be prepared for them at the start of the classes after the readings are assigned)  
Discuss Chapter 1 ethical situation homework  
Chapter 2, “The Evolution of Public Relations”  
View Evolution of Public Relations video  
Assignment due Thursday, Sept. 4:
- Share your thoughts about the “On the Job Ethics” scenario on p. 65. You should read over the sections on “Feminization of the Field” and “Recruitment of Minorities” in helping formulate your “Making a Hiring Decision.”
- Chapter 3, “Ethics and Professionalism”
- Sept. 9 Chapter 3, “Ethics and Professionalism”  
Tuesday (in class): Review, in detail, the PRSA and IABC Codes of Ethics; look at specific ethical dilemmas  
Homework due Thursday, Sept. 11:
- P. 82 On the Job Ethics situation
  - Closely review PRSA Code of Ethics (p. 78 and online) in formulating your response
- Thursday (in class):
- Preview Chapter 4, “Public Relations Departments and Firms”
  - Discuss first Case Study paper due Thursday, Sept. 18
- Homework due Tuesday, Sept. 16:
- Write about On the Job Ethics, page 112. Specifically comment about which situation strikes

you as the most unethical; and under what situations would you feel you must resign or refuse an account

- Also read the On the Job Insights on pages 119-20. What do you think about her experiences working in PR at both an agency and a corporation. Which do you think would suit you better and why?
- A few paragraphs on each of the above will be fine

Sept. 16

(Note: Sept. 16—last day to withdraw with a “W”)

Tuesday (in class)

- Chapter 4, “Public Relations Depts/Firms” (cont’d)
- View PR firm video (Charleston’s Leapfrog PR)
- Continue to discuss Case Studies
- Go over Study Guide for Test I (Sept. 23)

Thursday: Case Study I due Thursday, Sept. 18

Sept. 23

Test I: Tuesday, Sept. 23

Chapter 5, “Research”

Thursday 10:50 Class: Special Guest Speaker--Michael Fanning, Vice President, Corporate Relations, Michelin Tire and Rubber Co., South Carolina

Homework Due Tuesday, Sept. 30: Read Chapter 5, Research and give your thoughts about the P. 141 On the Job Ethics situation

Sept. 30

Chapter 6, “Program Planning”

Tuesday’s Class:

- Test II and Case Study II changes
- Discuss Chapter 5 Ethics paper (due today)
- Preview Chapter 6, Program Planning
- Review Sunkist PR Program Plan, pages 156-7
- Review Jell-O Anniversary Program Plan (website)
- Review India’s Condom Campaign (p.161)

Homework due Thursday, Oct. 2: P. 164 On the Job Ethics situation (possible Ch. 6 quiz Thursday!)

Thursday’s Class:

- Chapter 6 Quiz?
- Vodka Promotions—Drink to that, or not?
- Chapter 7, Communications, PowerPoint
- Discuss Case Study options—due next Thursday
- Review PR Writing Test examples

Homework due Tuesday, Oct. 7: P. 190 Ethics on the Job (Ethics of Word of Mouth campaigns)

Oct. 7

Tuesday's Class:

- Chapter 7 Quiz???
- Discuss Word of Mouth (WOM) Tactics
- Case Study II Questions/Comments
- PowerPoint Chapter 8, "Evaluation"

Case Study II is due Thursday, Oct. 9

Thursday's Class:

- Collect Case Study II
- Go over Test II Study Guide (posted)
- Test II is next Thursday, Oct. 16
- Discuss C of C Cougars Advertising Equivalency Study

Oct. 14

Fall Break—no class on Tuesday

(Midterm grades due Thursday, Oct. 16)

Test II is Thursday, Oct. 16

Homework for Tuesday, Oct. 21:

- Read Chapter 9, "Public Opinion and Persuasion"
- Write about the "Ethics on the Job" on p. 222

Oct. 21

Chapter 10, "Conflict Management"

Homework for Thursday, Oct. 23:

- Read Chapter 10, "Conflict Management"
- Write about the "Ethics on the Job" on p. 258

Homework for Tuesday, Oct. 28:

- Read Chapter 11, "Reaching a Multicultural and Diverse Audience"
- Homework: Write about p. 288 Ethics on the Job

Extra Credit Opportunity: Friday, Oct. 24:

Communication Department Internship Fair, 9:30-12:30 outside Physicians Auditorium. Talking with reps from local PR firms and departments. Write one page paper about what they have to offer students as far as internships and work experience. Include names of people you speak with and their companies. Marketing and advertising type companies are OK to include too.

Oct. 28

Tuesday:

- Collect Comm Fair Extra Credit Papers
- PowerPoint: Chapter 12, “Public Relations and the Law”
- Review material on flight attendant blog controversy
- Test III Review (Study Guide posted)
- Review Chapter 9-12 Case Studies
- 10:50 Class—Review Tom Martin bio

Thursday:

- Chapter 12 Quiz—9:25 class
- Case Study Review—9:25 Class
- 10:50 Class Thursday (Oct. 30)—Guest Speaker: Tom Martin, Executive-in-Residence, Department of Communication and former public relations executive at ITT Corp. and Federal Express

Nov. 4

Tuesday: Test III—Tuesday, Nov. 4

Thursday: Case Study III due Thursday, Nov. 6

\*\*\*9:25 Class Thursday (Nov. 6)—Guest Speaker: Tom Martin, Executive-in-Residence, Department of Communication and former public relations executive at ITT Corp. and Federal Express

- Test III returned (both classes)

\*\*\*10:50 Class will view DVD “Building a Career in Communications in the Digital Age”—from C of C Communication form last April

Note: Extra Credit Opportunity: Distinguished Communication Speaker Thursday, Nov. 6, at Sottile Theatre, 7 p.m. (see C of C homepage for details and bio)

Nov. 11

Tuesday: Preview Chapter 13, “New Technologies in Public Relations”

- Homework for Thursday, Nov. 13:
  - Read Chapter 13
  - Share thoughts/write paper about p. 337 “On the Job Ethics” about the “Digital Divide”

\*\*\*Guest Speaker (both classes) Thursday, Nov. 13: Michael Haskins, Executive Vice President, Division of Marketing and Communications, College of Charleston

- Homework for Tuesday, Nov. 18:
  - Read Chapter 14, “News Releases, Newsletter, and Brochures”
  - Write about: p. 369 “On the Job Ethics”

- Nov. 18 Chapter 15, “Radio, Television, and the Web”  
Homework due Thursday: P. 409 Ethics on the Job  
Thursday: Chapter 15 PowerPoint; also look at various news releases and TV coverage of the College of Charleston
- Nov. 25 Tuesday: Preview Chapter 16, “Media Interviews, News Conferences, and Speeches”  
Homework due Tuesday, Dec. 2: P. 427 Ethics on the Job  
No class Thursday, Nov. 27— Happy Thanksgiving!
- Dec. 2 Last class is Thursday, Dec. 4 (all classes end Monday, Dec. 6 and exams begin Wednesday, Dec. 8)  
Go over Case Studies IV and also last test

TEST IV DATES: Thursday, Dec. 11, 8 a.m. (9:25 class)  
Saturday, Dec. 13, 8 a.m. (10:50 class)

Case Study IV due at start of exam period

**(Final Grades are due by Friday, Dec. 19 at noon—available to view on Cougar Trail Tuesday, December 23 at 8 a.m.)**

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