

**SPRING 2012**  
**JOUR 566 – Public Relations Management**  
**T-Th, 11 a.m. – 12:15 p.m., 3007 Coliseum**  
**2:00 – 3:15 p.m., 3005 Coliseum**

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*Office Hours: Wednesdays: 11 a.m. -2 p.m., T-Th: 12:30 p.m. -1:30 p.m.; others by appointment*

**COURSE DESCRIPTION:** JOUR 566 is a capstone course required of all undergraduate public relations students and an elective for graduate students. According to the catalog description, the course is worth three (3) credit hours, and the prerequisites are JOUR 328, JOUR 436 and senior standing or permission of instructor. The course focuses on researching, programming, staffing, budgeting, and planning public-relations programs by business, government, and non-profit or consulting firms. It reflects the evolution of public relations practice from technician to communication strategist, to a more objectives-oriented management function accomplished through information gathering and strategic planning.

**METHOD OF INSTRUCTION:** The course format is case study analysis/discussion with in-class exercises and discussion of case studies related to public relations strategic planning and management. Student participation is encouraged and required and will constitute a portion of the final grade. The course adopts a three-fold approach to instruction: presenting students with the concept, providing examples of its usage and application in public relations practice, and providing students with opportunities for practical application. Toward that end, students will learn the value of collaboration and forming professional interpersonal relationships by completing a team assignment.

**REQUIRED TEXTS:** The required text for the course is *Public Relations Practices: Managerial Case Studies and Problems*, Center, Jackson, Smith and Stansberry, 7<sup>th</sup> ed., Pearson/Prentice Hall. Students will make class presentations on assigned cases from the text and current practice/events. Not all cases will be assigned or discussed in class, but the text will serve as a valuable resource throughout the semester. Additional course materials will be posted on Blackboard and on reserve at the campus library.

**OTHER REQUIRED READING:** Students are expected to be aware of current events and familiar with trends and developments in the field. In addition to the local newspaper, the *State*, please read at least one national newspaper such as the *New York Times*, *USA Today*, the *Washington Post*, *Wall Street Journal*, etc. Additionally, industry publications such as *Public Relations Tactics* and *Public Relations Strategies* (both available through PRSA), *Journal of Public Relations Research*, *Public Relations Quarterly* and *Journal of Integrated Communications*. Most are available online.

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**COURSE OBJECTIVES:** At the end of the semester the student will be able...

- To understand the role of public relations as a strategic function which seeks to manage the communication between an organization and its publics.
- To understand current theory and research in managing public relations and communications in employee relations, community relations, consumer relations, media relations, social media, government relations, international and multicultural relations.
- To understand the role of public relations in issues management, reputation management, relationship building and crisis management.
- To apply the strategic planning process as the foundation for analyzing and discussing public relations cases.
- To work collaboratively in teams and form professional interpersonal relationships.
- To develop an understanding of ethical principles guiding public relations practice.
- To understand the social effects of public relations and how public relations programs impact society.

## **COURSE EXPECTATIONS AND EVALUATION**

**Attendance Policy:** As a public relations professional, you are expected to be on the job every day. As a student, you learn best when you come to class. Therefore, you are expected to attend every scheduled class meeting on time and participate in class discussions. Only four unexcused absences will be allowed without penalty of receiving a letter grade reduction for each additional day missed.

**Participation:** **Class participation accounts for 10 % of your final grade.** You are expected to participate in class discussions, team projects, and individual assignments, to ask relevant questions, and contribute to the overall learning environment of the class.

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**Assignments:** Course assignments are included in this syllabus. You will also be notified in advance of assignments in class, by e-mail and Blackboard. All written assignments should be **word processed and proofread**. Assignments are due on the assigned date either in class or in the professor's box prior to 5 p.m. on the due date.

**Please do not e-mail your assignments.** Late assignments will be accepted before the next class meeting, with a 10-point late penalty assessed. No assignments will be accepted after the next class meeting. Each student begins this class with the presumption that s/he is an average student capable of upper-level undergraduate work. You will determine your grade from this basis according to your academic performance.

- **Team Project:** Each student will be assigned to a team, which will develop and make a multimedia presentation on a selected public relations case study from the text, Public Relations Practices: Managerial Case Studies and Problems or contemporary examples approved by the professor. Team selection is based on the corporate model wherein an employer will hire whom s/he will and assign employees to work together on projects. If a student finds it necessary to withdraw from the group or, for good reason, is asked by the group to leave, it is up to that student to arrange a swap with another class member, subject to the professor's approval. **The case study analysis is 25% of your final grade.**

Your grade for this project will be assessed as follows:

33.3%-- Team written report; grade will be for all team members

33.3%-- Team presentation; grade will be for all team members

33.4%-- Individual performance grade based on professor's observations and confidential evaluations by other team members.

- **Resume' and Portfolio.** As an upper-level student, you should have a resume' that reflects your course work and employment history, including internships. Your portfolio should contain samples of your work that reflect your career goals, previous course work, employment and internships. Please note: An assessment will be made but no grade posted for this assignment.

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- **Article Reviews.** Each student will photocopy one article from *Public Relations Strategist*, *Public Relations Tactics* (or another professional publication approved by the professor) and one article from an academic journal such as the **Journal of Public Relations Research**, *Institute for Public Relations*, **Journal of Consumer Marketing**, **Journal of Marketing**, **Mass Communications Quarterly**, **Journal of Advertising Research**, etc. Articles may also be found online, but must be pre-approved by the professor for relevancy. Write a 300-word review of each article. Discuss your thoughts on the article, what it accomplished for the reader, what you learned from it, and whether/why you would recommend it to another student. Your grade for each review will be based on the following criteria: (a.) Summary of main points-20%, (b.) Content: Does the information seem to be balanced? Well-presented? Credible? Relevant? -30%, (c.) Personal discussion: What you learned; personal evaluation; recommendation-30%, (d.) writing mechanics-20%. **The two article reviews are worth 30% of your final grade.**
- **Final Exam – The comprehensive final exam is worth 35% of your final grade.**

## GRADUATE STUDENTS

Graduate student assignments include a **10-page research paper** on a public relations issue based on cases discussed in class, outside readings, or current issues in the field, **two article reviews** and the **final exam**. For graduate students, the Article Reviews are worth 30%; the research paper will be worth 35% of the total grade. Students may choose any topic of interest to them under the above guidelines. The research paper is due on April 19, 2012.

### Undergraduate Assignment Values:

Assignment	Weight	Points	Dates Due
Case study analyses	25%	25	See course schedule
Resume & Portfolio	Not Graded	NG	February 7
Article Reviews	30%	30	February 23 March 22
Final Exam	35%	35	11:00 class: 4/30 2:00 class: 5/02
Attendance Participation (Includes Quizzes)	10%	10	Every Class
<b>TOTAL</b>	<b>100%</b>	<b>100</b>	

**TENTATIVE COURSE SCHEDULE**

1/10, 12	Course Introduction, Overview
1/17, 19	PR Management Function, Vision, Mission, Goals & Objectives
1/24, 26	Case Study Method
1/31, 2/2	Theory of Excellence: Public Relations and Communication Models (Assigned reading available on Blackboard and Library Reserve)
2/7, 9	Ethics; Text-Ch. 10 <b>Resume/Portfolio Due</b>
2/14, 16	Public Relations Management Theory (Assigned reading available on Blackboard and Library Reserve)
2/21, 23	Reputation Management (Assigned reading available on Blackboard and Library Reserve) <b>First Article Review Due 2/23</b>
2/28, 3/1	Employee Relations; Text-Ch. 3
<b>3/4-11</b>	<b>Spring Break</b>
3/13, 15	Crisis Management, Text-Ch. 9 Quiz
3/20, 22	Public Issue Campaigns and Debate; Text-Ch. 8 <b>Second Article Review Due 3/22</b>
3/27, 29	Media Relations, Text-Ch. 7
4/3, 5	Social Media/Networking (Assigned reading available on Blackboard)
4/10, 12	Community/Multicultural Relations, Text-Ch. 4
4/17, 19	Case Study Presentations
4/24	Final exam review
<b>April 25</b>	<b>Final Exam @ 9 a.m. for 11:00 a.m. class</b>
<b>May 2</b>	<b>Final Exam @ 9 a.m. for 2:00 p.m. class</b>

Please provide the following information for JOUR 566 and return to the professor at the end of class.

Your name \_\_\_\_\_

Your e-mail name & address \_\_\_\_\_

Home telephone number: (    ) \_\_\_\_\_ Work telephone number: (    ) \_\_\_\_\_

Company Name \_\_\_\_\_

Expected Graduation Date: \_\_\_\_\_

List other public relations courses that you have taken.

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List organizational affiliations: \_\_\_\_\_

How many hours each week are you committed to a schedule (such as work or family responsibilities)? \_\_\_\_\_

If you are committed to a schedule, how flexible is this schedule?

Very flexible       Somewhat flexible       Fixed; not flexible

After graduation, what are your plans?

Expect to work in public relations agency

Expect to work in public relations department of nonprofit organization

Expect to work in public relations department of for-profit corporation

Expect to work in related communication field (journalism, advertising, marketing communication, etc. Explain:

\_\_\_\_\_

Expect to work in another field. Explain:

Don't know

Expect to hit the lottery, marry well, become a beach bum, or otherwise NOT work

List all internships you have completed, including dates and internship sites.

In one paragraph, summarize your expectations for this course.