

JOUR 566 SYLLABUS  
PUBLIC RELATIONS MANAGEMENT  
Fall, 2011  
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Text Book: PUBLIC RELATIONS PRACTICES, By Allen H. Center and Patrick Jackson, 7th ed.

**NOTE: I will be contacting everyone periodically via BlackBoard email with updates and other information. It is important that you sign in on VIP immediately and then check the email address assigned to you by the university. If the email address is incorrect or is one you don't check regularly, then delete that email address and write in the address you do use regularly. There is no excuse for claiming you did not receive my emails.**

COURSE DESCRIPTION: JOUR 566 is one of the capstone courses required of all undergraduate public relations students--and is an elective for graduate public relations students. This course is a fundamental building block for the whole public relations student structure. By its design and nature, this course seeks a special effort by the student to think creatively and yet specifically within the public relations management function. In this course, students will be introduced to specific management techniques that are necessary for successful public relations projects and functions. Students will become acquainted with various issues that confront public relations practitioners. The student will experience first-hand some of these issues as he or she works within specialized task-oriented project teams. Prior experience of students in previous public relations courses will be especially useful during this course. Students will review appropriate case studies while also participating in "real-life" experiences of developing public relations campaigns.

METHOD OF INSTRUCTION: Jour 566 is presented in a lecture and discussion format. Students are strongly encouraged to participate in classroom discussions and to ask questions when something is unclear. There will be frequent in-class exercises and case study strategy reviews to be discussed. Students are expected to think outside their "comfort zone" and to participate in all discussions. A portion of the final grade is based on this classroom participation.

Graduate students will be expected to turn in additional work (usually two research papers on an aspect of public relations management issues) during the semester. A decision about the final product will be determined by the instructor.

GRADING: Grades will be determined by the student's overall performance from classroom discussions, exams, class exercises, and final project. The grades will be based on:

Classroom participation: 20%  
Two exams (20% each) 40%  
Final Project/Final Exam to include:  
Class presentation 20%  
Written report 20%

GRADES: A = 95 and above  
B+ = 90-94  
B = 85-89  
C+ = 80-84  
C = 75-79  
D = 70-74  
F = 69 and below

#### REAL LIFE RULES

You have prepared yourself to enter the "real world" of public relations. Think of this class as a commencement, not an end. In the real world, you will be expected to be courteous, arrive at work on time, do your work with accuracy and conciseness, and make sure your work is completed on or before deadline. Your "real life" boss will expect it no other way. In this class, I am your real life boss. I expect you to treat me in the same manner, i.e., **arrive on time, be courteous to others and me, do your work, get it done in the time assigned, and be accurate.** I expect you to be aware of current events that surround you as a citizen of the world, and I also expect you to be able to discuss these issues, especially issues that directly affect the public relations practitioner. Don't be more than 10 minutes late for class, if absolutely necessary, and don't make it a habit of being late. Habitual tardiness is a signal to me that you are unable to meet deadlines and objectives. You won't last long in the real world if you are continually late. When I arrive at class, you should be in the classroom, ready to work. We all experience "real life" problems from time to time. **The university has established a 10% cut rule for undergraduate students, meaning if you miss more than 3 classes, your grade will be adversely affected.** In real life, you don't get cuts. Neither do graduate students.

Plagiarism and cheating won't be tolerated in the real world or in this classroom.

Are you a good speller? If not, get a dictionary and keep it close. Spelling counts and so do grammar, punctuation and professional presentation techniques. Get a good stylebook and use it. Any work turned in past a deadline will be penalized one letter grade for each weekday it is late. In the real world, you simply can't be late. Get use to it.

**There will be announced and unannounced in-class individual and group tests and group exercises, so attendance is required. Students will receive grades of zero if they miss these tests and assignments. Only students who produce proper excuses will be allowed to do a make-up test (see university rules about excused absences).**

#### TENTATIVE COURSE SCHEDULE

You'll be treated as a professional in this classroom, and one of the first lessons you must learn is the fine art of flexibility. Classes will meet as outlined below but are subject to changes. You'll be notified prior to the changes but you are expected to be flexible.

WEEK 1 – first class; course discussion and description; outline and team assignments.

WEEK 2 Pareto's Principles. Chap. 1: Purpose of PR; professional goals. Chap. 2: Dealing with problems & opportunities (putting the process to work)

WEEK 3 –Chap. 2: (Raising awareness and achieving goals). Chap. 3: Employee Relations (Investing in Employees pays off). Chap. 3: (Southwest Airlines).

WEEK 4 –First exam. Chap. 3 (Motorola's quest for quality). Chap. 3 (Kodak's snapshots). Chap. 3 (Good employee relations); brief team written report due.

Week 5 Chap. 4,5: Investor Relations; community relations. Chap. 6: Consumer Relations

Week 6 –Second exam. Chap. 7: Media Relations. Chap. 8: Public Issues Campaigns and Debates (8-1 through 8-4) Chap. 8: (8-5 through 8-C).

WEEK 7 Back to Media Relations. Resumes and cover letters.

WEEK 8 Chap. 9: (Crisis Management (9-1 through 9-4); Written team projects due. No Extensions will be available.

WEEK 9 Chap. 10: Standards, Ethics, and Values (10-1 through 10-2); Chap. 10: (10-3 through 10-4).

WEEK 10 (10-A through 10-B).

WEEK 11 Team Presentations discussions.

WEEK 12 Team Presentations.

#### TEAM PROJECTS

This PUBLIC RELATIONS MANAGEMENT course (Jour 566) consists of approximately 40 students. Students share a wide variety of

backgrounds, interests, and talents; and, in this class, these attributes are to be used to the maximum advantage. Students will be afforded the experience of examining real-life problems and opportunities facing an organization, whether corporate or PR firm. These problems and opportunities require some type of resolution if success is to be realized. With this in mind, students will be divided into teams consisting of approximately 5–10 students each.

Here are the rules for the teams:

- Elect a Team Supervisor whose responsibility will be to direct the operation of the team, including making sure that deadlines are met and projects are properly done.
  - Select a project for a real non-profit organization needing some specific help in areas of public relations. The team will work professionally with the organization's appropriate designee.
  - Deadline for selection of the organization and the public relations project will be no later than class time, No extensions will be given.
  - Team members must meet with a representative of the chosen organization by no later than class time, **Jan. 18, 2012**. No extensions will be given.
  - Each team will analyze its organization's situation and/or problem and then develop a course of action that will vastly improve or correct the situation and/or problem.
  - Each team must analyze its organization's situation via research or other proven public relations methods.
  - Each team must be prepared to turn in a brief written report about its analysis no later than class time, **Jan. 25, 2012**. No extension will be given.
  - Each team should concentrate on specific objectives, target audience, communication strategies or tactics, specific team timelines, evaluation methods for the project.
  - Each team must keep accurate and specific records of work conducted for the organization, including but not limited to: hours spent, costs, and material.
  - While no actual invoice will be presented to the organization for reimbursement, an accurate invoice must be prepared for the organization in order to demonstrate the worth of the pro bono work.
  - Each team will submit two copies of a written project report no later than class time, **March 28, 2012**. The project should fully explain the project and courses of action taken and should consist of approximately 10–12 pages. The written project should include research data and other pertinent information.
- These copies should be thoroughly prepared, reviewed, and scanned for accuracy in spelling and statistics and should be grammatically correct, free of typos or other errors. The copies should not be presented to the

team's organization (client) until reviewed by the instructor.

-Each team will give a 15-20 minute oral presentation to summarize key points of the project. These oral presentations will be presented during class on a date determined by the instructor.

-Each team member should be prepared to answer questions from the audience about the project.

-Team oral presentations will be presented on the last day of class