

# **Journalism 328**

## **Principles of Public Relations**

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Office Hours and Conferences:

Students are encouraged to meet with the instructor on an impromptu basis through out the course as well as before and after class.

Formal office hours are:

M, W and F 9:00-9:30, Thursday by Appt.

Course Description:

This course presents an overview of the profession of public relations. It focuses on various aspects including: history, theory, ethics, strategies and tactics of public relations. Real world practical examples will be incorporated into our instruction and it behooves every student to be up-to date on local, regional and national current events.

Class Meetings: M,W,F Public Health Rm. 114 10:10-11:00

Course Materials: The Practice of Public Relations: Tenth Edition – Frasier P. Seitel

Course Components:

Exams: There will be 3 exams covering Chapters 1-7, 8-15 and 16-19. Each exam will consist of approximately 100 questions worth one point each. Each exam will represent 25 percent of the final grade for the class.

Quizzes: There may be up to three quizzes during the semester. Quizzes will be unannounced and can be given at any time during any class. Quizzes will cover the assigned material to be completed prior to class. Total quiz grade will represent 25 percent of the final grade for the class.

Class Policies

Attendance: Consistent attendance is encouraged and expected. You are responsible for material and information discussed in any class session you miss including announcements, schedule changes, etc.

Make-up exams are allowed in cases with documentation. Missed tests will be made up at the earliest possible opportunity. No make-ups will be given for quizzes unless prior notification of the students' absence has been provided to the instructor.

Quizzes and tests will be returned in a timely manner. Discrepancies in scoring or questions concerning scores should be addressed at the earliest possible opportunity.

## Academic Responsibility and Honesty:

Students are expected to follow the University of South Carolina Student Affairs Policy on Academic Responsibility in completing assignments for this course. The rule of Academic Responsibility can be found in the Student Handbook and Policy Guide. Students who violate academic policy will be subject to discipline. The University of South Carolina's academic honesty policy allows no tolerance for cheating on tests and quizzes, falsification of information or citations, facilitating or assisting someone else's academic dishonesty or plagiarism.

## Calendar of Events

Following is a suggested calendar of events and ***is subject to change***. Every student is responsible to know what is required of them in each and every class session. Make up dates are built into the schedule to take advantage of class discussions or other APPROVED class-related activities (i.e. a guest speaker). Students are responsible to KNOW when tests are to be given and what assignments are to be read PRIOR to class.

## Date Event/Topic Reading Assignments

F 8/22	Intro
M 8/25	Chapter 1
W 8/27	Chapter 2
F 8/29	Tylenol Case Study/Convention discussion
M 9/1	Off—Ntl. Holiday
W 9/3	Chapter 3
F 9/5	Chapter 4
M 9/8	Chapter 5
W 9/10	Exxon Case Study
F 9/12	Chapter 6
M 9/15	Chapter 7
W 9/17	Test 1 Review
F 9/19	Test 1
M 9/22	Chapter 8
W 9/24	Chapter 9
F 9/26	Chapter 9 contd.
M 9/29	Chapter 10
W 10/1	Chapter 10 contd.
F 10/3	Chapter 11
M 10/6	Chapter 11 contd.
W 10/8	Chapter 12
F 10/10	FALL BREAK
M 10/13	Chapter 12 contd.
W 10/15	Chapter 13
F 10/17	Chapter 13 contd.
M 10/20	Chapter 14
W 10/22	Chapter 14 contd.

F 10/24	Chapter 15
M 10/27	Chapter 15 contd.
W 10/29	Test 2 Review
F 10/31	Test 2
M 11/3	Chapter 16
W 11/5	Chapter 16 contd.
F 11/7	Chapter 17
M 11/10	Chapter 17 contd.
W 11/12	Chapter 18
F 11/14	Chapter 18 contd.
M 11/17	Chapter 19
W 11/19	Chapter 19 contd.
F 11/21	Test 3 Review
M 11/24	Test 3
11/26-28	Makeup
12/1	Makeup
12/3	Makeup
12/5	Last Day of Classes