Course Description
A study of the practices and problems of public relations with an emphasis on understanding the development of the field and the applications of communication skills necessary for being a successful public relations professional. Using a service learning approach, the material learned in this course will be used to create a public relations campaign for an organization in the community.

Student Learning Outcomes
Upon successful completion of the course, students should be able to:
- Apply each stage of the public relations process including planning, implementation, and evaluation,
- Understand and explain ethical, cultural, and legal aspects of public relations,
- Create a successful public relations campaign (program book & presentation) for a community organization, and
- Understand and critique the use of social media in public relations.

Required Text

Optional Text Supplement

Course Assignments & Grade Distribution

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Planning</td>
<td>50</td>
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<tr>
<td>Implementation</td>
<td>50</td>
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<tr>
<td>Evaluation</td>
<td>50</td>
</tr>
<tr>
<td>Program Book &amp; Presentation</td>
<td>150</td>
</tr>
<tr>
<td>Practice Presentation</td>
<td>25</td>
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<tr>
<td>Participation</td>
<td>75</td>
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Total Points: 400

Grade Calculation:
- A: 90% of the total points (360 points – 400 points)
- B: 80% of the total points (320 points – 359 points)
- C: 70% of the total points (280 points – 319 points)
- D: 60% of the total points (240 points – 279 points)
- F: 50% of the total points (000 points – 239 points)

Assignment Descriptions
**Full descriptions and grading rubrics will be provided to the student closer to the assignment due dates.**

Planning (50 points)
Each PR team will be required to complete the “Planning” phase of PR. Students will be required to write a proposal (see page 20 of Bobbitt & Sullivan text) resulting from the completion of six tasks: 1) a summary of background research gathered, 2) lists of priority audiences, 3) description of proposed methods for primary research, 4) description of goals and objectives, 5) lists of messages and themes, and 6) descriptions of channels and strategies chosen.
Implementation (50 points)
Each PR team will be required to complete the “Implementation” phase of PR. Students will be required to write a proposal (see page 24 of Bobbitt & Sullivan text) that describes tactics and logistics, and includes a set of appendices showcasing strategies (i.e., provide a link to a website created by the group; include pamphlets and text for e-mail announcements, etc.).

Evaluation (50 points)
Each PR team will be required to complete the (Evaluation) phase of PR. Students will be required to write a proposal (see pages 24-25 of Bobbitt & Sullivan text) that describes how evaluation will take place and includes a section on formative evaluation.

Program Book & Presentation (150 points)
Each PR team will be required to create a Program Book and present their campaign to the community organization. Students should revise early sections of planning, implementation, and evaluation to create an effective and useful program book.

Practice Presentation (25 points)
Students will be given the opportunity to practice their campaign presentation with the professor prior to presenting to the client.

Participation (75 points)
Each student will earn 5 points for every class session that they attend and actively participate in. The professor reserves the right to give a student partial or no credit for lack of participation.

A Successful Course Experience
A successful experience in this course will depend on your individual commitment and work ethic, as well as your ability to be an “active participant observer.” I encourage all students to visit with me frequently throughout the semester, rather than waiting until the end of the semester to ask questions or express concerns. As in most courses, students should be proactive about their work and ready to discuss concepts and share examples during class. Furthermore, a professor who is familiar with their students is better able to help their students accomplish their personal goals, so make yourself known! Be known for doing good work, contributing during class discussion, and talking about your concerns, challenges, successes, and goals with me outside of class. If you have suggestions that will enrich your learning experience, please let me know.

Course Policies

Attendance
- In the “real world,” Public Relations is often accomplished as a team. Team members are interdependent: as one succeeds, they all succeed; as one does not accomplish their duties, they all reap the consequences together. Thus, attendance is especially important in a course that focuses on a team-based approach to Public Relations.
  - Prompt arrival, attendance, and participation are all vital to your success in this course. Students are expected to contribute to the classroom experience by actively listening, asking questions, participating in discussions, and taking part in class activities.
  - Participation will be graded. Each student will earn 5 points for every class session that they attend and participate in. The professor reserves the right to give a student partial or no credit for lack of active participation.

Assignment Deadlines and Absences
- All assignments are due at the beginning of class on the date shown on the course syllabus, unless otherwise noted. If otherwise noted, assignments are due on the exact date and at the exact time noted on the assignment.
  - In the event of an excused absence (i.e., athletics, family emergencies, and illness), the professor must be notified before the missed class period and reserves the right to judge whether an absence is excused. Late work will only be accepted for excused absences and must be turned in by the deadline given to the student by the professor.
  - When a student is absent, they are responsible for obtaining the information that was missed during class. Students should select a classmate at the beginning of the semester who will agree to help with this task.
Unless otherwise indicated, work that is e-mailed to the professor will not be accepted for any reason. Students should complete their assignments on time to reduce the risk of emergencies, such as running out of ink, paper, or not having access to a printer or computer. Students should also save their files in multiple locations to reduce the risk of losing their work.

Should a student have a question about their grade on a particular assignment, I follow the 24/7 rule: students should approach me no sooner than 24 hours and no later than 7 days after the assignment has been returned.

**Assistance**

- I treat my classrooms as small communities; thus, we will maintain a harassment-free environment that is welcoming to different viewpoints and ideas. Any profane or inappropriate ethnic, gender, racial, age, appearance, and/or lifestyle-related comments will not be accepted. Any student who violates this policy will be asked to leave the classroom.
- I am happy to help students with their understanding of assignments by reading through drafts and answering questions about class assignments; however, I will not be able to provide adequate assistance within 36 hours of a deadline, so students should be proactive about starting their assignments and seeking feedback early.
- All assignments that require scholarly citations should adhere to the 6th edition of the APA style manual. If you do not have access to this manual, please visit: [http://library.nmu.edu/guides/userguides/style_apa.htm#website](http://library.nmu.edu/guides/userguides/style_apa.htm#website)
- Should any situation arise, where I can be of assistance (i.e., does not have a printer), please come talk to me.

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**Academic Advising**

The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College’s Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

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**Notice To Students With Disabilities**

Texas A&M University-Corpus Christi complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Services for Students with Disabilities Office, located in Driftwood 101, at 825-5816. If you need disability accommodations in this class, please see me as soon as possible.

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**Grade Appeal Process**

As stated in the University Rule 13.02.99.C2. Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at [http://www.tamucc.edu/provost/university_rules/index.html](http://www.tamucc.edu/provost/university_rules/index.html). For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

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**Academic Honesty**

Students unaware of the university’s statement on academic honesty should review it in the Undergraduate Catalog or Student Handbook. Examples of academic dishonesty and plagiarism are using someone else's ideas and not giving them credit; presenting a paper that is not originally yours; handing in assignments that are not originally yours; presenting “facts” or lifting ideas from sources without crediting the source; presenting falsified opinions and figures; cheating on an exam; and turning in the same work in multiple classes. If you are uncertain as to what actions constitute plagiarism or dishonesty, please ask your professor. Students who violate the code of honesty in this class will receive a 0 on that assignment. Any student receiving more than one “0” for academic dishonesty or plagiarism will fail the course and may be expelled from the program. Note: All violations of academic honesty will be reported to the Dean and Office of Student Affairs who maintains documentation of such offenses for at least 5 years.
**COMM-3340_001 Schedule**

**This schedule is tentative and subject to change. All changes will be to the benefit of the student.**

<table>
<thead>
<tr>
<th>Date</th>
<th>Reading</th>
<th>Discussion</th>
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| Wednesday, August 24  | READ: B&S Chapters 1 & 2  
DISCUSS: Course Introductions | |
| Wednesday, August 31  | READ: B&S Chapters 1 & 2  
DISCUSS: PR & Persuasion; PR Process | Create PR Teams |
| Wednesday, September 7 | READ: B&S Chapter 3  
DISCUSS: Planning/Background Research | |
| Wednesday, September 14 | READ: B&S Chapter 4  
DISCUSS: Planning/Primary Research | |
| Wednesday, September 21 | READ: B&S Chapter 5  
DISCUSS: Planning/Goals & Objectives | |
| Wednesday, September 28 | READ: B&S Chapters 6 & 7  
DISCUSS: Implementation/Traditional & Interactive Media | Planning Proposal Due |
| Wednesday, October 5  | READ: B&S Chapter 8  
DISCUSS: Implementation/Non-media | |
| Wednesday, October 12 | READ: Chapter 9  
DISCUSS: Implementation/Logistics | |
| Wednesday, October 19 | READ: B&S Chapter 10  
DISCUSS: Evaluation | Implementation Proposal Due |
| Wednesday, October 26 | READ: B&S Chapters 11 & 12  
DISCUSS: Legal & Ethical Considerations | |
| Wednesday, November 2 | READ: B&S Chapter 13  
DISCUSS: Cultural Issues | Evaluation Proposal Due |
| Wednesday, November 9 | READ: N/A  
DISCUSS: Workshop | |
| Wednesday, November 16 (No Class—Professor at NCA) | READ: N/A  
DISCUSS: N/A | |
<table>
<thead>
<tr>
<th>Date</th>
<th>Read</th>
<th>Discuss</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td><strong>Wednesday, November 23</strong></td>
<td>N/A</td>
<td>Workshop</td>
<td></td>
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<tr>
<td><strong>Wednesday, November 30</strong></td>
<td>N/A</td>
<td>Workshop</td>
<td>Practice Presentations Due</td>
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<tr>
<td><strong>Wednesday, December 7 (No Class—Reading Day)</strong></td>
<td>N/A</td>
<td>N/A</td>
<td></td>
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<tr>
<td><strong>Wednesday, December 14</strong></td>
<td>N/A</td>
<td>N/A</td>
<td>Program Book &amp; Presentation Due</td>
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</tbody>
</table>