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.

Textbook

Course Assignments & Grade Distribution

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning</td>
<td>100</td>
</tr>
<tr>
<td>Implementation</td>
<td>100</td>
</tr>
<tr>
<td>Evaluation</td>
<td>100</td>
</tr>
<tr>
<td>Program Book and Presentation to Client</td>
<td>125</td>
</tr>
<tr>
<td>Participation (15 days at 5 points)</td>
<td>75</td>
</tr>
</tbody>
</table>

**Total Points: 500**

Grade Calculation:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90% of the total points 450 points – 500 points</td>
</tr>
<tr>
<td>B</td>
<td>80% of the total points 400 points – 449 points</td>
</tr>
<tr>
<td>C</td>
<td>70% of the total points 350 points – 399 points</td>
</tr>
<tr>
<td>D</td>
<td>60% of the total points 300 points – 349 points</td>
</tr>
<tr>
<td>F</td>
<td>50% of the total points 000 points – 299 points</td>
</tr>
</tbody>
</table>

A Successful Course Experience
A successful experience in this course will depend on your individual commitment and work ethic. 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! If you have suggestions that will enrich your learning experience, please let me know.

Dropping a Course
I hope that you never find it necessary to drop this course; however, at times, events can occur that make dropping a course appear to be a wise decision. Before deciding to drop this course, please talk with me to be sure that this is the best possible decision for you. If you do decide to drop this course, you must initiate the process by going to the Student Services Center (the “round building”) and filling out a course drop form. Just stopping attendance and participation will not automatically drop you from the course. **Friday, April 8 is the last day to drop a course this semester.**
**Course Policies**

**Am I required to attend this course?**
- Prompt arrival, attendance, and participation are all vital to your success in this course. Students are expected to attend all class meetings and contribute to the classroom experience by actively listening, asking questions, sharing examples, participating in discussions, and taking part in class activities.
- Attendance and participation will be graded. Each student will earn 5 points for every class session that they attend. If students attend but do not participate in class, I reserve the right to assign 0 points for the day. In all fairness, students will be notified that their lack of participation will result in 0 points before the points are assigned.

**What are your expectations for my assignments?**
- It should go without saying that quality work is an expectation. As a student in Communication, it is expected that you will have effective writing and speaking skills and that you will seek my help if you need assistance in these areas. It is also expected that your work will be free from plagiarism, will demonstrate critical thinking, and will show that you are thinking “beyond the textbook.”
- 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. If an assignment is late/forgotten/otherwise not turned in on time, the student will not receive credit for the assignment.
- Assignments should be turned in as a hard copy unless otherwise noted. If an assignment is turned in using a means other than hard copy, the student will not receive credit for the assignment. Students should complete 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.

**What if I am absent?**
- In the event of an absence, I must be notified before the missed class period in order for the absence to be excused. If I am not notified before the missed class period, the absence will be considered unexcused unless the student provides documentation for an excused absence (i.e., athletics, family emergencies, illness, university-sponsored travel). I reserve the right to determine whether an absence is excused. Late work will only be accepted for excused absences and must be turned in or made up within 7 days of the missed deadline.
- Regardless of the status of an absence, when a student is absent they are responsible for obtaining the information that was missed during class. Students my wish to select a classmate(s) at the beginning of the semester that will agree to help with this task.

**I have a question about one of my grades, what should I do?**
- Should a student have a question about their grade on a particular assignment, I follow the 24/7 rule: students must approach me no sooner than 24 hours and no later than 7 days after the assignment has been returned. Once 7 days have passed, the topic will be closed for discussion.

**What type of citations should I use in my writing and speaking assignments?**
- 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)

**I need help with my work, what should I do?**
- Come talk to me!
- 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.
- Should any situation arise, where I can be of assistance (i.e., you do not have a printer), please come talk to me.

**What are the rules for classroom conduct?**
- I treat my classroom as a small community; 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.
Where can I find class notes and assignment pages?
- In line with the University’s efforts to be more environmentally responsible, you will need to access our course page on Blackboard to download class notes and assignment pages. If you have concerns about this for any reason, please come visit with me so we can identify a solution together.

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. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Academic Integrity/Plagiarism
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity, or plagiarism (Plagiarism is the presentation of the work of another as one’s own work). In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a failing grade (0) on the 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 document of such offenses for at least 5 years.

Disabilities Accommodations
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall, Room #116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

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Grade Appeals
Students who feel that they have not been held to appropriate academic standards as outlined in this class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details in the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, http://cla.tamucc.edu/students/studentinfo.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.

Statement of Academic Continuity
In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University-Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e. emails, websites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.
Assignment Descriptions

**Please do not use these guidelines to begin your work early, as they are incomplete and subject to change. Full descriptions and grading rubrics will be provided to you closer to the respective due dates.

Planning (100 points)
Each PR team will be required to complete the “Planning” phase of PR. Students will be required to write their planning document resulting from the completion of 8 tasks: 1) a summary of background research gathered, 2) lists of priority audiences, 3) methods for primary research, 4) interview/focus group guide and/or survey instrument, 5) results of primary research, 6) description of goals and objectives, 7) lists of messages and themes, and 8) descriptions of channels and strategies chosen.

Implementation (100 points)
Each PR team will be required to complete the “Implementation” phase of PR. Students will be required to write a document that describes tactics and logistics of the campaign, 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 (100 points)
Each PR team will be required to complete the Evaluation phase of PR. Students will be required to write a that describes how evaluation should took place and includes a summative evaluation.

Program Book & Presentation to Client (125 points)
Each PR team will be required to revise their planning, implantation, and evaluation documents with the feedback given by the professor to create an effective and useful program book. Program books are typically presented to clients and may be used by the student in a job interview.

Participation (15 at 5 points each; 75 points)
Participation will be graded. Each student will earn 5 points for every class session that they attend and participate. If students attend but do not participate in class, I reserve the right to assign 0 points for the day. Students should sign the sign-in sheet before they leave the classroom—the professor will not be responsible for “remembering” that a student attended a class that they did not sign in for.
**COMM-4331_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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</table>
| Wednesday, January 20 | READ: N/A  
DISCUSS: Course Introductions | |
| Wednesday, January 27 | READ: Chapters 2 & 3  
DISCUSS: Public Relations Model/Planning: Background | |
| Wednesday, February 3 | READ: Chapter 4  
DISCUSS: Planning: Quantitative/Qualitative Research | |
| Wednesday, February 10 | READ: Chapter 5  
DISCUSS: Planning: Goals, Channels, Strategies | |
| Wednesday, February 17 | READ: Chapter 6-8  
DISCUSS: Implementation Strategies | Planning Due
| Wednesday, February 24 | READ: Chapters 6-8  
DISCUSS: Implementation Strategies | |
| Wednesday, March 2 | READ: Chapters 6-8  
DISCUSS: Implementation Strategies | |
| Wednesday, March 9 | READ: Chapter 9  
DISCUSS: Logistics/Budgeting | |
| Wednesday, March 16 (No Class—Spring Break) | READ: N/A  
DISCUSS: N/A | |
| Wednesday, March 23 | READ: Chapter 10  
DISCUSS: Evaluation | Implementation Due
| Wednesday, March 30 (No Class—COMM Week) | READ: N/A  
DISCUSS: N/A | |
| Wednesday, April 6 | READ: Chapter 10  
DISCUSS: Evaluation | Evaluation Due
| Wednesday, April 13 | READ: N/A  
DISCUSS: Program Book Workshop | |
<table>
<thead>
<tr>
<th>Date</th>
<th>Read</th>
<th>Discuss</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, April 20</td>
<td>N/A</td>
<td>Program Book Workshop</td>
<td></td>
</tr>
<tr>
<td>Wednesday, April 27</td>
<td>N/A</td>
<td>Program Book Workshop</td>
<td>Optional Practice Presentations</td>
</tr>
<tr>
<td>Wednesday, May 4 (No Class—Reading Day)</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Wednesday, May 11</td>
<td>N/A</td>
<td>N/A</td>
<td>Program Book Due Presentation to Client</td>
</tr>
</tbody>
</table>