

COMM 210
7-9:30 p.m., Thursday
Corboy Law Center Room L09

Principals of Public Relations
Spring 2015

Instructor: Missy Maher: 312-213-9802; missy.maher@edelman.com; Mmaher6@luc.edu

Online Office hours: Please set up time via email. Best is before class, but flexible.

Course Information

Course description: The course will serve as a foundation for those interested in a career in public relations as well as provide a helpful overview of the practice for those planning careers in other fields. It will provide an introduction to public relations and its role in American society. Basic principles and theories are reviewed and the communications planning process is examined. The student will learn basic public relations terms, tactics and the importance of writing skills and storytelling. The course is intended to help students prepare an external or internal public relations plan and best practices when working as an intern or entry level associate.

Course Learning Objectives

By the end of the course, students should be able to:

- Master knowledge of basic terms, concepts and principles of public relations
- Understand strategies and tools of public relations through assignments
- Apply writing experience and take initial steps in developing a communications plan
- Acquire skills expected in an entry level position

Required Texts:

- Wilcox, Cameron, Reber, Shin; *Think Public Relation*; Pearson, ISBN# 13: 9780205857258
- Additional readings will also be provided or recommended by the instructor in class.

Students' role: Students are expected to complete readings and assignments on time; participation in class is mandatory. It is the students' responsibility to contact the instructor if s/he has questions about course content or assignments. Most course information will be posted on Sakai.

Instructors' role: I will respond to students' questions in a timely manner (within 24-48 hours when possible – if urgent please send to @edelman email address, it's the quickest way to reach me) and will provide constructive feedback on assignments. You can also call me at the number above or set up an appointment.

Grading (All based on points)

Participation (pop quizzes, test questions, discussion)

It is important to come to class prepared, having read the assigned readings and ready to discuss them and answer questions pertaining to the readings. There will be 3-5 pop quizzes based on readings. In addition, you will be asked to submit 2 questions per class to be considered on your mid-term exam. Overall participation during the course is also important.

Individual Written Assignments

There are several written assignments, each designed to expose the student to the public relations process. Written assignments will be due the following class session unless otherwise indicated.

Group Project

Students will also have a group project. Students will choose a team and develop a public relations plan to address a real company's communication needs. Specific project details will be provided separately in class.

Please remember that in public relations you are frequently writing to a professional audience. Structure your writing style accordingly. Content, quality, persuasiveness and neatness count. Use spell-check. Papers containing typos, errors grammar and punctuation will be downgraded. Check your facts and proofread your work.

Tests

There will be two tests: a mid-term and a final. The mid-term will test the student's knowledge of concepts and practices presented in class and the readings during the first half of the semester. The test will likely include multiple choice and short essay.

The final exam will test the student's concepts and practices presented during the second half of the semester. It will likely include multiple choice & short essay questions.

Course Changes

The instructor reserves the right to make changes in the course schedule and assignments. Regular attendance in class is your best assurance of keeping up with any changes that may occur.

Grade Point System (Rounded up at .5 and up)			
A = 93-100	B = 83-86	C = 73-76	D = 63-66
A- = 90-92	B- = 80-82	C- = 70-72	D- = 60-62
B+ = 87-89	C+ = 77-79	D+ = 67-69	F=59 and below

Each assignment and, test will be given a rubric point scale. Grades will be posted on sakai.

working schedule. It is likely that changes or additions will be made during the semester and announced in class.

Week 1 Jan. 15	Course introduction and overview Review syllabus, class rules and requirements Tell me about you writing assignment, due Jan 22
Week 2 Jan. 22	Introduction to Public Relations Careers in PR Readings: Chapter 1, 2 Presentation: The Evolution of PR Assignment: Submit 2 test questions, due Jan 29
Week 3 Jan. 29	The Mass Media Reading: Chapter 11 Presentation: Media when it comes to PR...different than advertising, we usually sell...vs. buy Assignment: Media List and Pitch Email, due Feb 5 Assignment: Submit 2 test questions, due Feb 5
Week 4 Feb. 5	The Internet and Social Media Reading: Chapter 12 Presentation: Social Media, Creative Newsroom Approach Assignment: Re-do Media List and Pitch Email, due Feb 12 Assignment: Submit 2 test questions, due Feb 12
Week 5 Feb 12	Reaching Diverse Audiences Reading: Chapter 10 Presentation: Marketing to the Modern Family Assignment: Submit 2 test questions, due Feb 26
Week 6 Feb 19	Managing Competition and Conflict Corporate PR Readings: Chapters 8, 15 Assignment: Crisis, due Mar. 12
Week 7 Feb 26	Midterm

Week 8 Mar. 5	Spring Break
Week 9 Mar. 12	Midterm What am I missing? We'll figure this out together. Assignment: Blog or Hybrid Example, due Mar. 19
Week 10 Mar. 19	Discuss Blog or Hybrid How to Write a Deck Group Assignment Choose Groups Assignment: YouTube, due Mar. 26
Week 11 Mar. 26	Discuss YouTube Assignment: Facebook, Pinterest, Twitter, Due April 2 Work on Group Assignment
Week 12 April 2	Discuss Facebook, Pinterest, Twitter 1:1 Meet with Missy on Group Assignments
Week 13 April 9	Easter
Week 14 April 16	1:1 Meet with Missy on Group Assignment
Week 15 April 23	Present Group Assignment to Class
Week 16 April 30	Present Group Assignment to Class Review for final
Week 17 May 7	Final

Course Policies

Attendance policy: All synchronous sessions are required. If for some reason you cannot attend one of the weekly sessions, please notify me PRIOR TO THE CLASS.

Assignments Policy: Assignments are due by class time, unless otherwise noted in the assignments calendar. Late assignments will be accepted but a grade penalty will be assessed a 3% grade deduction for each day the assignment is late. Again, if there is an unavoidable problem getting an assignment in on time, please notify me.

Academic Integrity Policy: Loyola University Chicago takes seriously the issues of plagiarism and academic integrity. Below is an excerpt of the university's statement on integrity. For more information about Loyola's policy on integrity, check online at:
http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml

The faculty and administration of Loyola University Chicago wish to make it clear that the following acts are regarded as serious violations of personal honesty and the academic ideal that binds the university into a learning community:
Submitting as one's own:

1. Material copied from a published source: print, internet, CD-ROM, audio, video, etc.
2. Another person's unpublished work or examination material.
3. Allowing another or paying another to write or research a paper for one's own benefit.
4. Purchasing, acquiring, and using for course credit a pre-written paper.

The critical issue is to give proper recognition to other sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. (taken directly from:
http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml)

Class Conduct Policy: Always be respectful in your interactions with your classmates and instructor. Please respect other ideas and opinions and the rights of others by (1) allowing all classmates the right to voice their opinions without fear of ridicule, and (2) not using profanity or making objectionable (gendered, racial or ethnic) comments, especially comments directed at a classmate.

Receiving Assistance: Students are urged to contact me should they have questions concerning course materials and procedures. If you have a disability or any other special circumstance that may have some impact on your course work and for which you may require accommodations, please contact me early in the semester so that arrangements can be made with Services for Students with Disabilities (SSWD) (<http://www.luc.edu/sswd/>).

Statement of Intent: By remaining in this course, students are agreeing to accept this syllabus as a contract and to abide by the guidelines outlined in this document.