

COMM 210 Principles of Public Relations
Spring 2020
Hybrid Online Session

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211, School of Communication

*Office Hours: M.W.F 2:40 to 4:30 pm

- ◇ A lecture video clip will be available every Thursday, starting on Jan. 16. The module lasting one week with a weekly asynchronous or synchronous form.
- ◇ Please watch a recording of the course and follow up assignments. The follow-ups include forum post, online quiz, group, or individual assignments on the Sakai.
- ◇ Depending upon the topic in the course, we have three live meetings by zoom or two in-person meetings (15 to 30 mins) during this semester. It is designed to support your individual or group mission, and please refer to the specific schedule on page 3.
- ◇ If any questions or things to discuss in person, please visit my office during office hours or ask me to do a zoom meeting at your convenient time.

1. Course Description

- a. This is an introductory course to lead students to understand the role of PR in society.
- b. By exploring the past, current, and future of PR, students will understand the theories and their reflection into real practices.
- c. Topics include the definition of public relations, PR ethics, Media Relations, PR writings, PR campaign planning, and global PR.

2. Course Objectives

- a. To understand how organizations establish relationships and make a dialogue with diverse publics
- b. To understand the fundamental concepts and exercise hands-on experiences leveraging PR strategies and tactics
- c. To experience peer learning and experiential learning through group assignments and forum posts through Sakai

3. Reference book and reading materials

- a. THINK PR by Dennis L. Wilcox et al. Publisher: Pearson
 Print ISBN: 9780205857258, 0205857256
 eText ISBN: 9780205912742, 0205912745
- b. Additional Readings valuable: students will be expected to be regular readers of some or all of the following: PRWeek, the Holmes Report, IPR Research Letter, O'Dwyer's Daily, PR News, AdAge Daily, Adweek and other selected trade and business publications and sites that cover aspects of the PR business.
- c. Blogs and video clips will be posted for a weekly mission or course schedule
- d. Class materials will be posted on Sakai.
 *To make the assignments, quiz and final exam successful, please read reference book before class and revisit course materials.

4. Participants' role :

- a. It is the participants' responsibility to contact the instructor if s/he has questions on course content or assignment by email or Q&A section on Sakai. The response will be made within 24 hours.
- b. Participants should log into Sakai several times a week to check for updates and instructor feedback
- c. Please respect the due date for quizzes, group, and individual assignments.
- d. Participants are expected to complete readings and assignments on time. Any work turned in after the deadline will receive one letter grade reduction for each week it is late, even if by one day.
- e. No plagiarism and respect academic integrity: plagiarism will result in an automatic failure in this course. Further information, refer to at https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml
- f. Special needs: Please give me written notice in the first week of class about any medical or other conditions that may interfere with your performance. Further information, refer to <http://www.luc.edu/sswd/index.shtml>

5. Grading policy:

Please follow up the below tasks on time, and late submission is subject to the point deduction

- a. Quizzes: 25% - syllabus(5), quiz1(10), quiz 2(10)
- b. 3 forum posts (group assignment) : 30%
- c. Group campaign (PowerPoint) 10 pages: 25 %
- d. Press release writing (200 words): 20%

*Performance Evaluation and Grading

100-93% = A. 92-90% = A- 89-88% = B+ 87-83% = B 82-80% = B- 79-78% = C+
77-73% = C 72-70% = C- 69-68% = D+ 67-63% = D 62-60% = D- 59% \geq F

6. Assignments - point deduction reasons:

- a. Grammar and writing errors: misspelled words, incomplete sentences, or sentences that are poorly written, and factual errors.
- b. The overall structure of contents and writing style
- c. No solid rationale to support your arguments
- d. Refer to the writing style guide: The Associated Press Stylebook
- e. Evaluation criteria

Team dynamics/organization	Did they work well together? Did they split responsibilities? Were all views heard? Were the strengths of individuals exploited? Was there a clear leader?
Response	Quick enough? Appropriate? Key messages identified and clear? Appreciate the needs of different media? Prioritize?
Key Learning	Highlight strengths/weaknesses and critical learnings

7. Course structure :

- It consists of five modules of studies with weekly objectives: the definition of public relations, PR ethics, Media Relations & PR writings, global PR and PR campaign development
- Each module has a quiz or forum post, group, or individual assignment; please follow up on your mission on time within the deadline.

**Course schedule and assignment topics are subject to change. Please refer to the module guideline in the Sakai session of lesson weekly basis*

<i>Dates</i>	<i>Subjects</i>	<i>Assignments & Quizzes</i>
WEEK 1 Jan. 16	Introduction to the course and syllabus review Syllabus quiz (5 points) due Jan. 20 Please read the syllabus carefully and find the quiz to assess your understanding.	
WEEK 2 Jan. 23 @ 6:00 PM live online : self- introduction & group breakup (15 mins) UNIT 1. Definition of PR	Chapter 1 /2 What is PR? The difference between advertisement and journalism Career Paths in Public Relations	
WEEK 3 Jan. 30 UNIT 2. PR Ethics	Chapter 9 PR Ethics 1st forum post on Sakai (group assignment)	1st forum post due Feb.3 (group assignment)
WEEK 4 Feb.6 UNIT 3. Media Relations & PR Writings (1)	Chapter 11. 12 Media and PR Tactics ◇ PESO model Paid, Earned, Shared, and Owned media ◇ PR tactics Assessment online quiz 1	Summer registration begins. Feb.10 Assessment online quiz 1
WEEK 5 Feb.13 UNIT3. Media Relations & PR Writings (2)	<i>Social media writing1</i> 2nd forum post on Sakai <i>Press release writings</i> : How to make a headline, lead and complete a press release	2nd forum post due Feb. 17(group assignment) 1st draft press release writing (400words) submission to Sakai due Feb 20
WEEK 6 Feb. 20 @ 6:00 PM live online (30 mins)	<Public Speaking > guest speaker	
WEEK 7 Feb.27 No online class In-person meeting (15mins.)	In-person or zoom meeting (Chris office @ SoC 211 or Zoom meeting) Please bring your press release draft for one to one meeting Select one of 15 min. slot	Individual Assignment 1 Final press release submission to Sakai due Mar. 7
WEEK 8 Mar. 2 to 7	Spring Break: No class	
WEEK 9 Mar.12 UNIT 4. Global PR	Chapter 8. Global PR	3rd forum post due Mar. 17(group assignment)
WEEK 10 Mar.19 UNIT5. PR Campaign PR CAMPAIGN(1)	Chapter 5/ 6 /10 PR campaign: research and practice	Select your group brand to develop your campaign suggestion

WEEK 11 / Mar. 26 PR CAMPAIGN(2)	SWOT analysis and one big idea suggestion How to write SMART objectives, strategies, and tactics	Fall Semester Registration Mar.30
WEEK 12 Apr. 2 Online live @ 6:00 PM by zoom	Select a brand, and explain why your team decides to make a PR campaign proposal for a selected brand (120 words limit only)	Group campaign proposal on the forum (120 words) due Apr. 1
WEEK 13 Apr. 8	Chapter 14 campaign success rule through case studies	
WEEK 14 Apr. 9~13	Easter Holiday No Class	
Week 15 Apr. 16 No Class	Group meeting and preparation Please contact if you need any consultation from me in preparing your campaign proposal	
WEEK 15 Apr. 22 through 23 Chris office or by zoom	Group Presentation(10 pages in PowerPoint format) <i>*Schedule in-person group meeting (15 mins)</i>	Submit campaign presentation by Apr. 21 on Sakai. The presentation will be held in Apr. 22 thru. 23
Assessment online Quiz 2 due Apr. 30 (open book quiz) : Final exam		