

# Comm 251-1M: Principles of Public Relations

## Winter 2010

**Class Meeting:** Thursday, 6:00 p.m.- 8:50 p.m.  
1/14/2010 – 3/4/2010  
REID 2318  
3 Credits

**Instructor:** Jill Haynes  
**Classroom:** Reid 2218  
**Office and Hours:** By appointment  
**E-mail:** jillhaynes@sbcglobal.net

**Course Text:** *Public Relations: The Profession and the Practice.* Lattimore, Dan et al. 3<sup>rd</sup> Edition. McGraw-Hill.

### Course Description

Principles of Public Relations will teach students public relations fundamentals creating a strong foundation for future study. Topics covered include:

- What is PR?
- How is PR used?
- Types of PR
- Ethic and legal issues in PR

### Course Objectives

- To recognize the forms of public relations, and to define and differentiate each
- To recognize the relationship between business and community
- To understand how public relations plays a role in our individual lives
- To understand the relationship between the media and public relations practitioners
- To explore the history of public relations

### Overview of Course Requirements

- Approximately 50% of your final grade will be based upon your demonstration of public relations knowledge:
  - Two tests – one written and one multiple choice worth 50 points each (100 pts)
- The other 50% will be based upon your demonstration of public relations skills:
  - Final project (200 points)
  - Interview (100)
  - Homework/participation/attendance (100 points)

**Late Assignments**

An assignment is considered late when it is not received when collected in class or at the assigned date and time electronically. Late assignments will be accepted on the condition that an entire letter grade will be deducted from the assignment. If the assignment is not turned in within 48 hours, a grade of zero will be assigned.

**Participation/Attendance**

All members of the class are expected to participate in class discussion. Questions and comments about the material are vital to learning. Please feel free to share your thoughts, opinions, etc.

**Cheating and Plagiarism**

Please refer to the College's official policy on plagiarism.

**D2L**

Homework, announcements, lecture notes, copy of the syllabus, due date, etc. will be posted.

**Unit Tests**

There will be two tests given in class; one written and one multiple choice. There will be no makeup tests. If you miss a test, you will be given a zero.

**Projects****Interview**

Students will interview another classmate and create a biography for the person. The interview is worth 100 points.

**Crisis Communication (Final Project)**

Students will work in groups to create a crisis plan and press conference for a real or fictitious company. Class presentation is required on the last night of class. Topics need to be approved in advance. This project is worth up to 200 points – 50 pts. for the press conference and 150 pts. for the crisis plan.

# Winter 2010

**Week 1 – Jan. 14**

Reading Assignment, Chapters 1-3  
Interviews/Bio

**Week 2 – Jan. 21**

Reading Assignment, Chapters 4-6  
Press Releases/Fact Sheet/Media Alert

**Week 3 – Jan. 28**

Reading Assignments, Chapters 7-9  
Social Media

**Week 4 – Feb. 4**

Reading Assignment, Chapters 10-12  
Writing Exam (Writing assignment)  
New Conferences

**Week 5 – Feb. 11**

Reading Assignment, Chapters 13-15  
Measurement

**Week 6 – Feb. 18**

Reading Assignment, Chapters 16-17  
Crisis Communication

**Week 7 – Feb. 25**

Knowledge Exam (Multiple choice)  
Final Project Assigned

**Week 8 – March 4**

Final Projects presented