

COMM 3313-E01: PUBLIC RELATIONS PRINCIPLES
University of West Georgia, College of Social Sciences
Maymester 2019 Hybrid course (online and face-to-face)

We will meet face-to-face May 13, 14, 20, and 21 only.

Instructor: Dr. Hazel Cole

Office Hours: by appointment online Contact: email via Course Den
Please allow 24 hours for a response

Email through CourseDen is the best way to reach me. The direct line to the main office is 678-839-6518 and if you need to talk via telephone, please email your number and I'll call you back.

PREREQUISITES COMM 1154: Introduction to Mass Communications
REQUIRED MATERIALS Wilcox, D.L., Cameron, G. T. and Reber, B.H. (2016). Public Relations: Strategies and Tactics. (11th Ed.). Boston: Allyn & Bacon. (Available at retailers online, including UWG Bookstore) ISBN-10: 0134128079

Hardware, software and internet connection for online access to CourseDen and resources including videos streamed from www.youtube.com

COURSE OVERVIEW

A survey of the role, responsibilities and potential of public relations.

COURSE LEARNING OBJECTIVES

1. Students will define public relations.
2. Students will apply the public relations four-step process.
3. Students will demonstrate understanding of career opportunities in public relations.

LEARNING AT A DISTANCE: What you need to know As a 100% online course, this course can offer students more flexibility in their learning, but because its online nature, students need to be aware of online expectations and additional resources, specifically using CourseDen, the library's Distance Education resources, and the University's Online resources.

CourseDen: This course will use the University's course management software CourseDen extensively. Please make sure you are familiar and comfortable with all the applications and tools in CourseDen.

If you experience technical problems with CourseDen, especially during an online assignment or assessment, including quizzes and exams, contact Distance Learning at UWG immediately. Only legitimate issues with CourseDen (not with your computer or your connection) documented by

Distance Learning will be considered. Please ensure that you are using a reliable machine and have reliable internet access to successfully complete this course.

ACADEMIC SUPPORT

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact Accessibility Services.

Center for Academic Success: The Center for Academic Success provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu **University Writing Center:** The University Writing Center assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu

ONLINE COURSES UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the UWG Online site. Students enrolled in online courses can find answers to many of their questions in the Online/ Off-Campus Student Guide. If a student is experiencing distress and needs help, please see the resources available at the **UWG Cares** site. Online counseling is also available for online students.

HONOR CODE At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the Student Handbook.

ASSIGNMENTS

Discussion Posts (3 total = 15% collectively)

Your participation is integral to the success of this course and to your success in this course. Online participation is achieved through your contributions to online discussions. I will post a discussion question on CourseDen for chapters in the text. Your grade for each discussion post will be determined by the quality, thoroughness, and contributions of your post to the discussion. You will have five posts to discussion topics which will be used to determine your grade. Discussion posts are due by 11:59 p.m. on Saturdays and will close after the due date. If you miss participating in a post, you will receive no credit for that assignment.

Reading Quizzes (10 quizzes total =10% collectively)

Due Saturdays by 11:59 pm

Quizzes will cover the assigned readings for the week the quiz is due. Reading quizzes can be taken at your convenience online via CourseDen anytime from when they are posted until the time they are due. You have one hour (60 minutes) from the time you access the quiz to answer all 10 multiple choice or true/false questions. Reading quizzes are due by 11:59 pm on the due date. There will be no make-up reading quizzes offered unless documentation of technical problems with CourseDen (not your computer or internet connection) is provided/confirmed by Distance Learning. You may take the reading quizzes multiple times, but only the highest score will be accepted.

EXAMS

Exams (15% each = 60%) Due on Saturdays by 11:59 p.m.

Exams are multi-part and cover assigned readings, discussion posts, and any other course activities. Exams require reflection on and application of concepts from the course. If you know you have a conflict with an exam date, let me know ASAP. All exams will be taken online via CourseDen. You will have 75 minutes from when you begin the exam to complete and submit the exam. A study guide will be available for each exam.

PR Assignment (15%)

The aim of this assignment for you is to get a deeper appreciation of what it takes to work in today's public relations field. Details are in the Contents folder. Please read the assignment (posted on Course Den) carefully.

GRADE ALLOCATION A 90 – higher B 80 – 89 C 70 – 79 D 60 – 69 F 59 – lower

You earn your grade. You start with a zero on the first day. You must build your grade up from there. Your grade is not a reflection of how much I like you or how good of a person you are. Grades are evaluations of your performance on the assignments in this course.

COURSE POLICIES Late work I do not accept late work. If you anticipate missing a deadline, turn in the assignment to me before it is due (uploaded/posted to Course Den). Meeting deadlines is essential to the profession; any assignment turned in after its deadline will receive a zero. Deadlines are not negotiable in this course.

Attendance

Because this course will be taught as a hybrid course, attendance is mandatory. However, please note that success in this course will not be possible without access to the text and participation in online activities. Please discuss any concerns you have about this course with the instructor ASAP (by the first day of class). Lack of attendance may result in a letter grade deduction from final grade if more than one face-to-face unexcused absence is incurred. An excused absence is a note from your doctor or other “approved” absence from the professor.

Classroom and Online Etiquette

Exercising personal freedom is an appealing part of college life. In order to create an atmosphere where individual expression and social interchange are both respected, please observe the following: (1) address each other with respect; (2) contribute to discussions, don’t dominate them; (3) stay focused on the topic being discussed.

Contacting Me

I look forward to learning more about you and what you would like to get out of this course. Anytime you need to get in touch with me, please use the CourseDen email feature.

WEEKLY SCHEDULE

Note: Exam 1 and 2 is open over a two-day period only. Final exam is open for one day.

Wk	Dates	Topic	Chapters	Assignments
1	May 11-			Welcome and Introduction Discussion Post
2	May 13 –18			Discussion Post 1 and 2 Reading Quiz 1 on Ch 1 Reading Quiz 2 on Ch 2 & 4 Reading Quiz 3 on Ch 3 & 10 Reading Quiz 4 on Ch 12 Exam 1 (open May 17-18 / open until 11:59 pm)
3	May 20-25			Discussion Post 3 Reading Quiz 5 (Ch 5 & 11) Reading Quiz 6 (Ch 6 & 8) Reading Quiz 7 (Ch 7 & 9) Exam 2 (open May 24-25 until 11:59 pm)
Final Exam week	May 26-28			Discussion Post 3 Reading Quiz 8 (Ch 13 & 16) Reading Quiz 9 (Ch 14 & 15) Exam 2 (open May 28 ONLY from 8:00 a.m. until 11:59 p.m.)