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# Public Relations Principles

## COMM-3313

Fall 2020 Section 101 3 Credits 08/12/2020 to 12/05/2020 Modified 08/11/2020

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### COURSE OVERVIEW:

COMM 3313 introduces you to the fundamentals of public relations. You will learn what public relations professionals do and how they do it. You will examine the nature and role of public relations, activities of public relations professionals, the major influences that affect organizational behavior, the ethics of public relations and professional development of public relations professionals.

This course is an overview of the functions, practices and growing application of public relations in private industry and the public sector. Emphasis is placed on the planning, writing, and management functions, working with the media and developing effective public relations strategies.

This course will be taught partially at a distance, which is part face-to-face and mainly online.

Students interested in any number of careers in communications must be able to write with care and precision— to pursue a career in public relations, you will need strong writing skills. Assignments will assess your mastery of public relations writing and planning skills.

## Description

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A survey of the role, responsibilities, and potential of modern public relations. Includes development of basic techniques needed for effective public relations programs.

### Requisites

Prerequisites:

COMM 1154 Minimum Grade: C and ENGL 1102 Minimum Grade: C

Corequisites:

## Contact Information

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**INSTRUCTOR:** Dr. Hazel J. Cole

**OFFICE HOURS:** Virtual by appointment

**Email:** [hcole@westga.edu](mailto:hcole@westga.edu)

**Please log on and use CourseDen email for all course-related questions**

**Office:** (678) 839-4937

## Meeting Times

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**Face-to-Face Meeting Dates:**

Partially at a distance course will meet face-to-face on the following dates:

- August 17 and 24
- September 14, 16 and 23

**Location:**

Douglasville Conference Center

6700 Church Street, Room #3

Douglasville, GA 30134

Note: Other engagement will happen in online setting. All assignments will be due online via CourseDen.

## Materials

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**Text:**

- *Public Relations: Strategies and Tactics* by Wilcox, Cameron and Reber (Boston: Pearson, 11<sup>th</sup> Edition, 2017.)

## Outcomes

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**COURSE LEARNING OUTCOMES:**

You will learn how to identify and execute effective public relations principles, research, strategy and implementation while simultaneously exploring the history and future of the profession. The course will emphasize the following foundational elements of public relations:

- Meaningful understanding of the concepts, history, and practices of public relations.
- Ability to apply general public relations principles and the four-step planning process.
- Skills to creatively explore public relations cases.
- Ability to consider potential opportunities and challenges in building constituent relationships.

## Evaluation

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**Assignments****Discussion Posts (15% collectively) Due Fridays by 11:59 pm**

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. *Your top eight posts to discussion topics will be used to determine your grade.*

**Reading Quizzes (10% collectively) Due Fridays 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 Saturdays and will be available on CourseDen at least 48 hours before their due date. There will be no make-up reading quizzes offered unless documentation of technical problems with CourseDen (not your computer or connection) is provided/confirmed by Distance Learn.

**Exams (15% each) Available Friday-Saturday**

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.

**Proposal (15%)**

Public relations professionals are often submitting proposals for specific public relations projects. You will work as part of a group with students from class to submit a public relations proposal. Details for this assignment can be found on CourseDen.

## Working Life Project (15%)

As a core assignment for this course you will conduct an in-depth interview—preferably in person, otherwise via phone—with a working professional in the field of public relations and write an analysis of the interview. The interview is semi-structured, allowing you to incorporate questions specific to the professional you are interviewing. 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. I encourage and challenge you to make the extra effort to get in touch with someone who might be a potential professional contact for you or someone whose interview will make a nice addition to your student portfolio. Some public relations professionals are not eligible for this assignment. All must be approved by the professor.

### GRADE ALLOCATION

A 90 – higher

B 80 – 89

C 70 – 79

D 60 – 69

F 59 – lower

You earn your grade. 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. I reserve the right to offer extra credit at my discretion. Please also note: an 89.5% will round to a 90, but an 89.4% is an 89.

## Criteria

### Breakdown

## Assignments

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## Schedule

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See CourseDen for weekly course schedule.

## Course Policies and Resources

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### Course Policies

#### Attendance and Participation

This is a fully online course and attendance is recorded as participation in all aspects of the course.

#### Academic Dishonesty

Academic dishonesty will result in failure on assignment on the first attempt, and may be subject to additional disciplinary action(s) on the second attempt including failure of the assignment and the course. Hint: It will not be tolerated. The University of West Georgia Student Code of Conduct (Section 2.0) defines academic dishonesty as including, but not limited to, cheating, fabrication, plagiarism, excessive collaboration, and facilitating or allowing academic dishonesty in any academic exercise. Code definitions are noted below.

**Cheating:** Cheating means using, attempting to use or aiding others in using unauthorized materials, information, or study aids. It also means excessive collaboration or gaining unauthorized access to unauthorized materials.

**Fabrication:** Fabrication means falsification or unauthorized invention of any information or citation.

**Plagiarism:** Plagiarism means representing the words or ideas of another as one’s own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged. Plagiarism also includes “self-plagiarism” which includes the reuse of one’s own work without acknowledging that one is doing so or citing the original work.

**Excessive Collaboration:** Excessive collaboration means the end result of all idea swapping, sharing, brainstorming, and conferring has obliterated one student's voice and replaced it with that of another. Student writers collaborate excessively when they abandon, wittingly or unwittingly, their own words and adopt, claiming them as their own, the ideas or exact phrasing of their collaborator.

#### Late work

*Late is defined as not meeting the assigned deadline. If the professor accepts late work, TEN points from your grade will be deducted for each day it is late, starting with the due date. If more than 3 days go by, the assignment will receive an automatic zero.*

If you anticipate missing a deadline, submit the assignment to me before it is due (uploaded/posted to Course Den). Any assignment turned in after its deadline will receive a zero unless approved documentation of extenuating circumstances (approved at the instructor's discretion) is provided.

The very nature of this course demands that we stick to a firm schedule. Readings and assignments must be completed on the day they are assigned on the course schedule. Be sure to read the book and take notes while reading; lectures are intended to *complement* (not duplicate) that information, so completing readings before class is very important.

#### 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

The *Email* tool allows you to send e-mail to and receive e-mail from me and your classmates. It is important that you check your e-mail each weekday. I will respond to e-mail within 24-48 hours with the exception of Friday afternoons, weekends, and holidays. If you send me e-mail Friday afternoons, weekends, or holidays, I will respond by 5:00 pm the following business day. Do not send e-mail to my UWG e-mail address. CourseDen Email allows me to timely respond to and efficiently manage emails given that all course related emails are archived in one place.

## College/School Policies

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### Mass Communications Degree Program Learning Outcomes

**ACEJMC Professional Values and Competencies:** The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the Department is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its Mass Communications degree program learning outcomes ACEJMC's 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog \(https://catalog.westga.edu/preview\\_program.php?catoid=11&poid=1991\)](https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991) or [ACEJMC - Standard 2. Curriculum and Instruction \(http://www.acejmc.org/policies-process/nine-standards/\)](http://www.acejmc.org/policies-process/nine-standards/).

### 6 X 6 MASS COMM SUCCESS

[6 X 6 MASS COMM SUCCESS](https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG)  
([https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6\\_MC\\_Success\\_Graphic.JPG](https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG))

(click to view image)

1. Freedom of Speech & Press
2. History
3. Diversity
4. Global Impact
5. Theory
6. Ethics
7. Think Critically & Creatively
8. Research & Evaluate
9. Write Effectively
10. Self-Evaluate
11. Apply Numbers & Statistics
12. Apply Technology

## Film & Video Production Degree Program Learning Outcomes

**Overview:** The Bachelor of Science degree program in Film & Video Production is designed to train graduates in the field who are agile, adaptable, and able to employ their skills in an array of roles from entrepreneurial content producers to on-set film work, both above and below the line. It will provide students with a comprehensive understanding of the machinery at work behind media production and distribution, along with a set of tangible, marketable, and transferable skills for an array of positions within the infrastructure of film and content production. The FVP degree program learning outcomes include:

1. Demonstrate critical thinking, aesthetic awareness and technical proficiency in the production and assessment of audio-visual film work.
2. Understand all phases and roles of film production in order to help formulate career goals.
3. Understand the various potentials of film as both a commodity for a targeted audience, and an act of authorship and creative expression.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of cinema in a global society.

## Institutional Policies

### 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 \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

**Center for Academic Success:** The [Center for Academic Success \(http://www.westga.edu/cas/\)](http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or [cas@westga.edu](mailto:cas@westga.edu).

**University Writing Center:** The [University Writing Center \(https://www.westga.edu/writing/\)](https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or [writing@westga.edu](mailto: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](#)

[\(https://uwgonline.westga.edu/\)](https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide \(http://uwgonline.westga.edu/online-student-guide.php\)](http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](https://www.westga.edu/student-services/counseling/index.php) 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 \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

## UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

## Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

## HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: [http://www.usg.edu/hb280/additional\\_information#](http://www.usg.edu/hb280/additional_information#) ([http://www.usg.edu/hb280/additional\\_information](http://www.usg.edu/hb280/additional_information))

You may also visit our website for help with USG Guidance: <https://www.westga.edu/police/campus-carry.php> (<https://www.westga.edu/police/campus-carry.php>)

## Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the [Counseling Center](#). Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in [Health Services](#). To report a concern anonymously, please go to [UWGcares](#).

## ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the [E.L.L. resource page](#) for more information.

## COVID-19

**Proctored Exams/Online Instruction:** Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student's personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

**Face Coverings:** Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

**Student FAQs:** For more information about UWG COVID-19 guidance for students visit the [Student FAQ webpage](#) (<https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php>).

## Additional Items

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