
Public Relations Principles

COMM-3313

Fall 2020 Section E01 3 Credits 08/12/2020 to 12/05/2020 Modified 08/08/2020

Description

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

Professor Taylor Bryant

Email: lbryant@westga.edu

Office: Humanities 217

Virtual Office Hours: Tuesday/Thursday 2 p.m. - 4 p.m. *(Also available by appointment for virtual meetings)*

Preferred Method: Text - 404.923.0754

Materials

Required Materials

Wilcox, D.L. and Cameron, G. T. (2016). Public Relations: Strategies and Tactics. (11th Ed.).

Boston: Allyn & Bacon. (Available at retailers online, including UWG Bookstore) ISBN 0134003551

Hardware, software and reliable internet connection for online access to CourseDen and other various websites.

Outcomes

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.

Evaluation

A 90 – higher

B 80 – 89

C 70 – 79

D 60 – 69

F 59 – lower

Please also note: an 89.5% will round to a 90, but an 89.4% is an 89. No exceptions.

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. I reserve the right to offer extra credit at my discretion. It is not guaranteed. Therefore, I suggest you take your assignments seriously as if extra credit will not be offered.

Assignments

Assignments (See schedule for specific dates and times)

Discussion Posts (15% collectively) Due 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)

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 specified date (check CourseDen) 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)

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.

Schedule

Tentative Course Schedule (*Schedule subject to change. Check CourseDen daily.*)

Week	Dates	Topics	Chapters	Assignments
1	Aug. 12-22	Introductions	Chapter 1	Intro Post
		What is PR?		Discussion 1
				Reading Quiz 1
2	Aug. 16-22	Departments & Firms	Chapter 4	Discussion 2& 3
		History of PR	Chapter 2	Reading Quiz 2
3	Aug. 24-Sept.6	Ethics & Professionalism	Chapter 3	Discussions 4 & 5
		Conflict Management	Chapter 10	Reading Quiz 3
4	Aug. 31 – Sept. 6	Legal Issues in PR	Chapter 12	Discussion 6
				Reading Quiz 4
5	Sept. 7-10	Exam 1 (Tues-Wed)		Exam 1
6	Sept. 14-18	Overview of PR Process	Chapter 5	Reading Quiz 5
		Research & Audiences	Chapter 11	
7	Sept. 21-26	Planning & Evaluation	Chapter 6	Reading Quiz 6
			Chapter 8	
8	Sept. 28-Oct.3	Communication & Public	Chapter 7	Reading Quiz 7
		Opinion	Chapter 9	

9	Oct. 5- 10	Tactics: Social Media & Events	Chapter 13 Chapter 16	Reading Quiz 8
10	Oct. 12-19	Tactics: Mass Media	Chapter 14 Chapter 15	Reading Quiz 9
11	Oct. 19 -21	Exam 2 PR Proposal Due		Exam 2 PR Proposal
12	Oct. 26- Oct.31	Corporate PR	Chapter 17	Discussion 7 Reading Quiz 10
14	Nov. 2-7	Nonprofit, Health & Education PR	Chapter 21	Discussion 8 Reading Quiz 11
15	Nov. 8 - 14	Politics & Government PR Global PR	Chapter 19 Chapter 20	Discussion 9& 10 Reading Quiz 12
16	Nov. 16 - 21	Entertainment, Sports & Tourism PR	Chapter 18	Discussion Post 11 Reading Quiz 13
17	Nov. 23 – Dec. 2	Exam 3 Working Life Project		Exam 3 Working Life Project Due

* Course Policies and Resources

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 online, there is no formal attendance policy. 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 second week of class).

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.

🎯 College/School Policies

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

<p>6 X 6 MASS COMM SUCCESS (https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG)</p> <p>(click to view image)</p>	<ol style="list-style-type: none">1. Freedom of Speech & Press2. History3. Diversity4. Global Impact5. Theory6. Ethics7. Think Critically & Creatively8. Research & Evaluate9. Write Effectively10. Self-Evaluate11. Apply Numbers & Statistics12. Apply Technology
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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.

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.

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)

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) (<https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php>).