

JOUR 80 Introduction to Public Relations (4 units) – Spring 2024 (Online)

INSTRUCTOR INFORMATION

Name: Gail McElroy

Email: mcelroygail@fhda.edu

Online Office Hour: Each week on Mondays from 10 to 11a.m. This “virtual” office hour means students may go online to the classroom and send a message and/or an email and expect an immediate response from the instructor.

Textbook (FREE): <https://ohiostate.pressbooks.pub/stratcommwriting/>

COURSE DESCRIPTION

Explores the principles, history, development and current professional practice of public relations. Covers concepts of planning and executing effective communication strategies, including message design and distribution, for any organization. Applicable journalistic writing styles are covered.

ADVISORY: EWRT 211 and READ 211 (or LART 211), or ESL 272 and 273.

OBJECTIVES

In this course, students will:

- Examine the history, development and current practices of public relations in today's society and the global economy.
- Analyze the distinctions and compare approaches of public relations, journalism, marketing, and advertising.
- Analyze various public relations campaigns through the lenses of effectiveness and professional ethics.
- Define publics and target audiences.
- Create news releases using Associated Press style and correct grammar.
- Formulate a public relations campaign; identify multiple strategies including multimedia and social media.

STUDENT LEARNING OUTCOMES

When this course is completed, students should be able to:

1. Demonstrate knowledge of the history, role and function of public relations in today's society and global economy.
2. Compare ethical and legal case studies and distinguish which of the chosen methods for handling the issues are best aligned with the Public Relations Society of America member code of ethics and media law.
3. Research and design a public relations strategy for a specific entity and create a press release (using Associated Press style, summary lead and quote attribution) and associated media strategy, based on a stated goal and means of evaluating outcomes.

TEXTBOOK

The required textbook is an “open-source” text which means it is available for free for reading online or downloading. See the link listed under instructor information (above) or access the textbook in our Canvas course.

Suggested resource: *The Associated Press Stylebook* (preferably the latest edition)

COURSE REQUIREMENTS

- Access the course and class information in Canvas.
- Complete textbook readings and view online video links and/or files under each week's module in Canvas.
- Post weekly discussions in reply to the question or prompt.
- Contribute to and participate in online class discussions, responding to at least two other classmates each week.
- Complete four assignments (details and instructions are posted in Canvas).
- Research and write a paper on a career in PR.
- Prepare a Written PR Plan and Presentation.

All requirements have specific due dates. Be prepared to spend a minimum of 24 hours a week studying and using the course materials.

LATE POLICY

Unless the instructor waives it, a late penalty of 10% will be deducted for each calendar day late. If there are unavoidable circumstances, such as a family emergency or illness, the issue will be decided on a case-by-case basis. Generally, only one late assignment or discussion response will be accepted for the quarter. If you do have an emergency, contact the instructor as soon as possible. It is much easier to be understanding and accommodating *before* a deadline rather than after.

DROPS: Make sure to check the Academic Calendar for deadlines. The instructor may drop any student who does not post any assignments for two or more consecutive weeks and/or has not logged into the classroom for 10 or more consecutive days. Students who “disappear” but do not drop the course will receive an “F.” Please see [“How to Drop a Class”](#) for regulations, dates and procedures for dropping classes.

Important Deadlines (dates are strictly enforced): **Saturday, April 21** – Last day to add quarter-length classes; **Friday, May 31** – Last day to drop with a “W.”

PLAGIARISM: Plagiarism (copying work or cheating) is grounds for probation and/or suspension from the college. Any student who cheats on an exam, plagiarizes from somebody's work (including their own) or lifts information from sources without citing those sources will receive a zero for that assignment and a grade no higher than a C for the course. If you are uncertain about the college's policy on academic misconduct, please refer to the [Academic Integrity](#) section on the college website.

COURTESY/EQUITY

In online discussions, students are expected to be professional and courteous. Students who exhibit inappropriate behavior may be docked points or have other consequences. All persons, regardless of gender, age, class, race, religion, physical disability, sexual orientation, etc., shall have equal opportunity without harassment in this course. Problems with or questions about harassment can be discussed in confidentiality with the instructor via email.

WRITTEN ASSIGNMENTS

All written assignments should be typed, double-spaced and use 12-pt. font. Always include your name and the name of the assignment at the top of the page. If the assignment has more than one page, use page numbers.

DISCUSSION POSTS

Posts should be in the same format as work you would hand in for a college class, except paragraphs should be shorter. Discussion posts are due on Thursdays each week and replies to other classmates by Saturdays.

- Use complete sentences (bullet points are OK within a paragraph).
- Use standard English grammar and sentence structure.
- Use upper case for the word "I", for all proper names, and for the beginnings of sentences. (Stay away from phonetic spelling and "texting" type language like "u" for "you" and "r" for "are.")
- Read the instructions carefully.
- Read/view any resources needed to respond to the question.
- Most DQ posts should be 200-300 words, depending on the scope of the prompt. Do not aim for exact word count. If your post seems too short, consult the resources more closely, or think more deeply, to come up with more ideas to write about.
- Replies to your classmates do not have to be structured as formally as initial posts, but should show some thought (more than just "good post" or "I agree").
- You are welcome to reply to more than two classmates' posts. **(Two is the minimum.)**

GRADING

Discussion Questions (1 @ 10 points; 1 @ 15 and 8 @ 40 points) – 345 points

Assignments (4 @ 75 points) – 300

Career Research Paper – 100 points

PR Plan Proposal – 15 points

Written PR Plan* – 100 points

PR Plan Presentation* – 50 points

Participation (earned by responding to two classmates each week) – 90 points

Assignment grades are based on accuracy, following directions, thoroughness and quality.

Points will be deducted for an excessive amount of grammar, typos and/or punctuation errors.

*Students who do not turn in both a Written PR Plan and Presentation will not earn higher than a "C" for the course. In addition, students who do not turn in these assignments forfeit any extra credit.

Grade Scale

A+* = 990-1000 points

B+ = 875-899 points

C+ = 775-799 points

D = 600-699 points

F = 600 points or less

A = 926-989 points

B = 826-874 points

C = 700-774 points

A- = 900-925 points

B- = 800-825 points

*To earn an A+ you must have a score of 990 or above *excluding* extra credit points.

EXTRA CREDIT

Students are limited to a maximum of 50 extra credit points. Extra credit opportunities may be posted periodically. Students who do not turn in both a Written PR Plan & Presentation are not eligible to earn extra credit points.

CANVAS INFORMATION

This course utilizes Canvas. Students can log in by going to <https://deanza.instructure.com> and using your My Portal credentials. Please note that you will be unable to log into our classroom until the **Saturday before our first day of class**. Additional instructions and assistance can be found on the [Online Education](#) website.

LIBRARY SERVICES

De Anza College Library Services are available for all students, both on and off campus. Please consult the [library website](#) for a complete description of the library services.

The library subscribes to several [electronic databases](#) which provide access to thousands of full-text journals, newspapers, and magazine articles. To use the article or research databases from an off-campus computer, log in with your **eight-digit student ID number**.

STUDENTS WITH DISABILITIES: The Disability Support Programs and Services (DSPS) includes on- and off-campus programs and services offering students with disabilities a comprehensive array of accommodations, educational assistance classes and support services. Once you have identified the service(s) you need, follow the process to apply for and submit accommodations through the ClockWork app under MyPortal.

Please see next page for Course Calendar of Assignments.

COURSE CALENDAR OVERVIEW FOR JOUR 80 (SPRING 2024)

| Wk | Dates | Topics & Required Reading | DQs & Assignments <ul style="list-style-type: none"> DQs Due Thursdays Assignments Due Sundays |
|----|---------------------------------------|--|--|
| 1 | April 8 – 14 | Review of Syllabus Introductions | Discussion (DQ) #1 |
| 2 | April 15 – 21 | Introduction to Public Relations (PR) – history, role & function, industry, trends, careers Read: Read: Ch. 7 (Public Relations Industry) | Discussion #2 |
| 3 | April 22 – 28 | Communications Strategies Read: Ch. 1 (Defining Strategic Communication) & Chapter 2 (Media Writing) | Discussion #3 Assignment #1 |
| 4 | April 29 – May 5 | PR Tools Read: Ch. 9 (PR Writing) | Discussion #4 |
| 5 | May 6 – 12 | Media Relations & News Releases Read: Ch. 8 (Media Relations), Ch. 4 (News Value), and Ch. 5 (News Writing Basics) | Discussion #5 Career Research Paper Due |
| 6 | May 13 – 19 | PR Plans/Campaigns Read: Ch. 6 (Feature Writing) | Discussion #6 Assignment #2 |
| 7 | May 20 – 26 | Crisis Communications | Discussion #7 PR Plan Proposal Due |
| 8 | May 27 – June 2 (Memorial Day May 27) | Social Media & Social Marketing Read: Ch.10 (Social Media Uses and Messaging) & Ch. 11 (Advertising Industry) | Discussion #8 Assignment #3 |
| 9 | June 3 – 9 | Special Events | Discussion #9 |
| 10 | June 10 – 16 | Professional Ethics & Legal Issues Read: Ch. 3 (Strategic Communications Ethics) | Discussion #10 Assignment #4 |
| 11 | June 17 – 23 | Written PR Projects | Written Report Due |
| 12 | June 24 – 28 | Presentations | Class Ends Friday, June 28 |