

ADPR 180: Public Relations Principles Section 1001 / Fall 2005 Syllabus

Instructor: Philip K. Vollrath, APR
Class Meetings: MWF, 10:00-10:50 a.m.
Location: Johnston Hall 313
Office Hours: MW, 11:00 a.m.-Noon, 4:00-5:00 p.m.;
F, 11:00 a.m.-2:00 p.m.;
or by appointment
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Required Text:

Lattimore, Baskin, Heiman ... (et al) (2004). *"Public Relations, the Profession and the Practice,"* McGraw-Hill. Also on reserve or electronic reserve, required readings as may be assigned by the instructor.

Course Objectives:

At the end of the course, you should have attained the knowledge and understanding of the following:

- Understand the roles of public relations practitioners in an ever-changing technological, global and diverse society.
- Understand the factors that define public relations as a profession, including historical patterns, theoretical foundations, and legal and ethical considerations.
- Become familiar with public relations profiles and practices, locally and globally, as applied to a wide range of occupations, including but not limited to corporate, public relations firms, trade associations, health care providers, financial and educational institutions, entertainment, government and politics.
- Understand and identify elements in the public relations process (research, objectives, strategies, tactics and evaluation) developed from principles of communication and persuasion.
- Explore the continuing and changing pattern of relationships between organizations, their publics, the media and interdependent associated communications disciplines, (including journalism, marketing and advertising).
- Build recognition among students of the existence of emerging trends in the communications process, including virtual publics and their impact on public relations.
- Produce a project that will be suitable for inclusion in each student's portfolio, i.e., a case study or executive summary.

Assignment/Evaluation:	<u>Points</u>
1. Class discussion and presentations of PR Examples	65
2. Three exams including a mid-term exam. Exam: (50 points each)	150
Exams will be multiple choice and true/false and one will include a brief case study	
3. Participation in one team presentation, with class analysis, based	50
upon a case history to be assigned	
4. PR group project (teams) (Class Presentation) (Peer Review)	100
— Options: (1) PR (Crisis) plan for an organization and how you would implement (rehearse) it; (2) Marketing communications plan for introducing a new product or business; (3) Analysis of whether a real life organization practices open or closed communications and why or why not; (4) Investor relations plan; (5) Government plan for marketing a new program to a selected audience; (6) other projects as approved by instructor	
5. Attendance	10
6. Complete portfolio document	<u>25</u>
TOTAL.....	400

Attendance and Class Participation:

To meet the standards required of the profession, active class discussion, knowing subjects when you are called upon, punctuality and regular attendance is expected. Lack of attendance will impact your ability to complete this course.

Grading:

The final letter grade for the course (and grades for the other assignments) will be based on a standard scale.

94-100%	=	A
89-93%	=	AB
84-88%	=	B
79-83%	=	BC
74-78%	=	C
69-73%	=	CD
62-68%	=	D
61% and below	=	F

Course Policies and Expectations:

- Regular attendance is expected. Only five unexcused absences. If you have these and a class grade lower than A, you will be required to complete additional major projects or withdraw from the course. All absences other than for illness or emergency must be made up by completing a paper the instructor will assign. Attendance is mandated for guest speakers.

- Complete all work in a professional manner. Type all work in double space, using one-inch margin and 12-point character. Proofread for spelling and grammar. Follow Associated Press style guidelines.
- You are expected to read, in advance, the chapters assigned for each class meeting. You will be responsible for reading material in the text, even if it is not covered in lecture or discussion. Active class participation is expected and will impact your grade.
- Students who miss class, in addition to the extra writing assignment, are responsible for obtaining lecture notes or handouts from their classmates or from the instructor so that they can keep up with the class. To use the class time effectively, the instructor will not repeat materials already explained in the session that they missed.
- A make-up exam or assignment will be given only when one is warranted.
- Early work is accepted. Late work is penalized or not accepted at the discretion of the instructor.
- Net-surfing, sending or receiving e-mail or cell phone text messages or unnecessary talking and class disturbance between students will not be tolerated.
- You should know and understand the University's policy on Academic Dishonesty. You must be original; cannot steal, fake or copy sources without attribution, or falsify research results. Misrepresentation, plagiarizing, ethics violations and evidence of academic dishonesty are grounds for failing the course.
- Extra credit to enhance your course standing is encouraged. This can take the form of attending PRSSA or AD Club on-campus (2½ points) or PRSA or BMA off-campus (5 points), and writing a 2-page paper on what you experienced and learned. Or it can be a description of your participation as a professional in a real-life project or event (5 points). Other projects or meetings may be considered for extra credit if approved by the instructor. Maximum 25 points allowed for extra credit. Extra assignments for missed classes do not qualify as extra credit.

Schedule of Classes:

A tentative schedule of class topics and presentations is included. This schedule, class topics and guest speakers are subject to change at any time by the instructor, without prior notice.

**ADPR 180: PUBLIC RELATIONS PRINCIPLES
 SECTION 1001 / FALL 2005 – TENTATIVE SCHEDULE**

Readings to be completed by dates listed.

Guest speakers may be substituted for listed class sessions. Students are still responsible for readings even if they are not discussed.

Designated assignments/readings may be altered or substituted as determined by instructor.

Class time may be allotted for team meetings.

<u>DATE</u>	<u>SESSION</u>	<u>TEXTBOOK READING</u>	<u>ASSIGNMENT DUE</u>
8-29	Intro/Syllabus Defining the Profession	Chapter 1	
8-31	Defining Duties & Skills Distinguishing from Related Fields	Chapter 1	Spotlights & Mini Case (discuss) Examples
9-02	Management & Leadership Functions/Profile	Chapter 1	Case: "Doing PR" (discuss) Examples
9-05	NO CLASS – Labor Day		
9-07	History of PR	Chapter 2 (pp. 20-30)	Assign Teams / Examples & Spotlights (discuss)
9-09	History of PR	Chapter 2 (pp. 30-40)	Examples, Spotlights & Case Study (discuss)
9-12	Systems Perspectives/Public Relations Theory	Chapter 3 (pp. 44-54)	Examples & Mini Cases (discuss)
9-14	Public Relations Theory Mass Communication	Chapter 3 (pp. 55-64)	Examples, Spotlights & Case Study (discuss)
9-16	Exam	Chapters 1-3	Exam
9-19	PR and The Law	Chapter 4 (pp. 66-77)	Examples & Mini Cases (discuss)
9-21	Ethics/Professionalism	Chapter 4 (pp. 78-86)	One-Page Paper: "My Professional Values," Due
9-23	Ethics/Professionalism		Team #1 Case Study – "Critical Incidents, the Practical Side of Ethics" (pp. 85-86)
9-26	Crisis Communication	Chapter 9 (pp. 195-198)	Toxic Shock Case Study (discuss)
9-28	Crisis Communication Guest Speaker		

<u>DATE</u>	<u>SESSION</u>	<u>TEXTBOOK READING</u>	<u>ASSIGNMENT DUE</u>
9-30	Research and Public Opinion	Chapter 5	Mini-Case, Spotlights & Case Study
10-03	Strategic Planning	Chapter 6	Spotlights, Mini-Case & Case Studies
10-05	Action and Communication	Chapter 7 (pp. 132-151)	Team #7 Case Study – “University Hospital” (pp. 151)
10-07	Practitioner as a Communicator	Chapter 7	In-Class Writing Assignment
10-10	Evaluation	Chapter 8	
10-12	Media Relations	Chapter 9 (pp. 176-186)	Examples, Spotlights & Mini-Case
10-14	Media Relations Guest Speaker	Chapter 9 (pp. 186-194)	
10-17	Mid-term Exam	Chapters 4-9	Exam
10-19	Employee Communications	Chapter 10	Mini-Cases & Examples
10-21	NO CLASS – Mid-term Break		
10-24	Community Relations	Chapter 11	Team #5 Case Study – “A Civic/Corporate Partnership...” (pp. 247-248)
10-26	Consumer Relations & Marketing	Chapter 12 (pp. 252-266)	Examples, Mini-Cases (discuss)
10-28	B-2-B Marcom Guest Speaker	Chapter 12 (pp. 267-276)	
10-31	Financial Relations	Chapter 13 (pp. 279-288)	Martha Stewart Lessons (discuss)
11-02	Financial Relations Guest Speaker	Chapter 13 (pp. 288-297)	
11-04	Public Affairs: Government PR	Chapter 14	Team #2 Case Study – “The Enron Scandal...” (pp. 318-319)

<u>DATE</u>	<u>SESSION</u>	<u>TEXTBOOK READING</u>	<u>ASSIGNMENT DUE</u>
11-07	Non-Profit Organizations	Chapter 15 (pp. 322-342)	Examples
11-09	Non-Profit Organizations/Challenges	Chapter 15	Team #4 Case Study – “Tulsa Race for the Cure” (pp. 342-343)
11-11	Non-Profit Organizations Guest Speaker		
11-14	Corporate Public Relations	Chapter 16 (pp. 346-368)	Examples
11-16	Corporate Public Relations	Chapter 16	Team #3 Case Study – “Taking BP Beyond” (pp. 365-368)
11-18	Corporate Public Relations Guest Speaker Or Employee Communications	Chapter 16 Chapter 10	Examples
11-21	Exam	Chapters 10-16	Exam
11-23	NO CLASS – Thanksgiving Break		
11-25	NO CLASS – Thanksgiving Break		
11-28	International PR	TBD	Team #6 Case Study To Be Provided
11-30	Blogs and Trolling/Emerging Trends	Chapter 17	Examples
12-02	Class Presentations		
12-05	Class Presentations		
12-07	Class Presentations		
12-09	Class Presentations		