

LABETTE COMMUNITY COLLEGE SYLLABUS

SPRING SEMESTER 2021

COURSE NUMBER: COMM 105

COURSE TITLE: INTRODUCTION TO PUBLIC RELATIONS

SEMESTER CREDIT HOURS: 3 Credit Hours

DEPARTMENT: Communication

DIVISION: General Education

INSTRUCTOR: Tonya D. Bell, Professor of Communication
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Office Location: H202 Office Phone: 620-820-1121

REVISION DATE: January 2021

TEXT AND SUPPLEMENTARY MATERIALS USED IN THE COURSE:

Engaging Public Relations A Creative Planning Approach. 5th Edition. By Charles O. Kaufman. Copyright 2018. Publisher Kendall Hunt. ISBN 9781524972196

COURSE DESCRIPTION:

This course will provide opportunities for students to improve his/her understanding of the nature and purpose of proper public relations skills and programs, will provide opportunities for students to develop an awareness of the role of public relations in any given company, organization or situation, will help the student understand the importance of planning and using a public relations program, and will provide opportunities for students to develop writing skills and techniques to utilize various media and communication channels in implementing a public relations program for a specific company or organization.

COURSE OUTCOMES AND COMPETENCIES:

Students who successfully complete this course will be able to:

- 1. Understand the major differences between public relations, marketing and advertising.**
 - Describe public relations role in society and within the firm apart from marketing and advertising.
 - Gain a general understanding of legal considerations involved in public relations work activities.
 - Understand methods and techniques of evaluating public relations programs.
 - Have an understanding of ethical standards of conduct set by national professional organizations.
- 2. Demonstrate an understanding of terms and theories of public relations, and how public relations can utilize technology to its advantage.**
 - Gain understanding of the basic process of communication.
 - Demonstrate effective public relations skills in their projects.
 - Understand public relations activities in corporations.

- Understand techniques of informal and formal research and select the appropriate technique for a specific situation.
- Write and organize a basic program plan for a public relations activity.
- Apply practical knowledge on setting up media interviews, writing speeches and other written tactics.
- Have the ability to design a questionnaire.

WEEKLY COURSE OUTLINE:

Please note: This is a tentative weekly overview of the course schedule and is subject to change.

Week 1: Introduction of course: review syllabus – Getting acquainted: interviews/introductions

Week 2: Chapter 1: What is Public Relations – Guest speaker (PR professional) – Chapter 2: Public Relations Industry Today

Week 3: Discuss PR project guidelines – Begin brainstorming for PR project(s) – Guest speaker (PR professional) – Chapter 3: Strategic Communication Planning – Chapter 4: Research and Analytics – Discuss developing questionnaires and research in PR

Week 4: Conduct preliminary research/investigate ideas for PR project(s) – Chapter 5: Solving Problems Creatively – Chapter 6: Public Relations Tactics – Write project proposal(s) – Present project proposal(s) to classmates/instructor

Week 5: Chapter 7: Social Media – Discuss preparation/process for project(s) – PR Plan Worksheets (outline project details, timeline, etc.) – Chapter 10: Media Relations – Discuss the execution of a public relations project and establishing and building media relations – Present accepted PR project(s) to appropriate college administration and student government association

Week 6: Chapter 8: Public Relations Writing – Discuss and write press releases

Week 7: Discuss a variety of traditional and non-traditional PR tools utilized in promoting projects – Effective use of technology in promoting projects (social networking, organization websites, the “third screen”)

Week 8: Chapter 9: Layout and Design – Develop project logos – Begin promoting project(s) via social media

Week 9: FIELD TRIP: Visit local newspaper office – Disseminate press releases – Mid-Term presentations (Exploring the History and Evolution of PR – see Chapter 12: Evolution of the Public Relations Industry)

Week 10: SPRING BREAK – NO CLASSES – ENJOY!

Week 11: Discuss and write public service announcements for radio and television – FIELD TRIP: Visit local radio station – Disseminate PSA for radio – Chapter 11: Crisis Communications

Week 12: FIELD TRIP: Visit television station – Promoting project(s) – Develop traditional promotion pieces (flyers) and unconventional promotion pieces/tools (beyond flyers and brochures) – Promoting project(s) – Distribute traditional promotion pieces – Evaluate progress on project(s)

Week 13: Final project preparations – Chapter 13: Communication and Persuasion Process – Discuss PR careers

Week 14: Chapter 14: Legal Issues for Public Relations Practitioners – Execution of PR project(s)

Week 15: Evaluation of PR project(s) – Write and disseminate post event press releases

Week 16: Research on career opportunities within the field of PR – Prepare for Final (Ch's 1-14)

Week 17: Final presentations exploring career opportunities within the field of PR due – Final – Refer to finals schedule for date and time

METHODS OF INSTRUCTION:

Lecture/class discussions, readings, guest speakers, group work, both in and out-of class assignments and projects, field trips to area media outlets, and public relations project(s). Areas to be covered will include, but are not limited to: defining public relations, the basic steps involved in a public relations program – research, planning the program, communication, and evaluation; addresses emerging trends in public relations, and gaining an understanding of the general types of publics that most public relations professionals face.

METHODS OF EVALUATION:

The instructor reserves the right to modify, add, and/or take away assignments based on the circumstances that develop during the semester.

Possible Points:

Please note: This is a tentative overview of assignments/points and is subject to change.

Assignments:	Points:
• 14 Chapter Quizzes (10 pts. ea.)	140
• Conception of PR Project(s)	
○ Brainstorm	10
○ Preliminary Research	10
○ Develop and Present Project Proposals	30
• Developing PR Project(s)	
○ PR Project Proposals	15
○ PR Plan Worksheets (Outline Project Details)	15
○ Create Project Logo(s)	10
• Promoting the Project(s) with PR Tactics	
○ Media Kit/Promotional Material	
▪ Press Releases	20
▪ Technology (social media, web, etc.)	20
▪ Public Service Advertisement - Radio	20
▪ Public Service Advertisement - TV	20
▪ Conventional Promotion Piece (posters)	20
▪ Unconventional Promotion	20
○ Media Tours	
▪ TV	20
▪ Radio	20
▪ Newspaper	20
• PR Project/Final	
○ Execution of Project	50
○ Evaluation of Project/Final	50
• Attendance (pts. deducted for unexcused absences)	24
Total Possible Points	534

Grade:

Final course grades are determined by the total point accumulation of all grades.

Percentages are **not** rounded. Grades will be docked for late work. ***Execution of a PR Project is required to fulfill course requirements. Not doing so will result in failure of the course.***

90% – 100% = A

481 – 534 = A

80% – 89% = B

428 – 480 = B

70% – 79% = C

374 – 427 = C

60% – 69% = D

321 – 373 = D

59% & Below = F

320 & Below = F

ATTENDANCE REQUIREMENTS:

Daily activities in the classroom are designed to accomplish many of the objectives of the course; therefore, students should attend every class. If a student will be absent, notify the instructor *before* missing class—this applies to all absences, including LCC sponsored events. If an emergency occurs and it is not possible to notify the instructor prior to class, contact the instructor within the same day of the missed class to discuss the absence. Failure to do so will result in zeros on all work and activities. If a student contacts the instructor and the absence is excused, arrangements can be made to complete the missed work upon return for full credit. ***Absences occurring during media tours and/or the execution of the PR project(s) will only be excused for officially approved LCC events, a documented illness, or bereavement. Students with excused absences during media tours will be required to write a research paper over the media outlet visited in order to receive credit. Students with excused absences during the execution of the PR project(s) will be required to execute a project of his/her own in order to pass the class. An unexcused absence during the execution of the PR project(s) will result in failure from the course.*** Students who make a habit of providing excuses for absences that are not school related will be required to schedule a conference with the instructor and provide written documentation regarding the nature of the absences.

Attendance is taken at the start of class. Students must actively participate in roll call and in-class activities and discussions in order to be counted present. If a student enters the classroom after the instructor has started roll call, they will be counted tardy. 3 tardies will result in 1 unexcused absence. Since attendance and participation are critical, if a student exceeds 6 unexcused absences for Monday/Wednesday/Friday sections or 4 unexcused absences for Tuesday/Thursday sections they may be dropped from the course.

All students will receive a grade for the course after the last day to withdraw for the semester regardless of the number of absences.

Online Attendance:

Online students and hybrid students whose courses meet online during the Add/Drop period must complete the Required Attendance Assignment to certify their attendance in the class. Students who do not complete the assignment during the Add/Drop period will automatically be dropped from the course.

CLASSROOM BEHAVIOR:

Disruptive behavior that hinders the learning process is grounds for being dropped from class. The following behaviors are considered disruptive or unacceptable:

- Sleeping
- Using cell phones or other electronic devices not previously approved by the instructor
- Inappropriate language or distracting/inappropriate chatting
- Disrespectful responses and comments to classmates or the instructor
- Interrupting or disrespecting classmates during presentations (please do not enter or leave the room during presentations except for emergencies)

OUT-OF-CLASS STUDENT WORK EXPECTATIONS:

Students should expect to spend a minimum of two hours on out-of-class student work for every hour spent in the classroom.

STUDENTS WITH DISABILITIES:

Students who need special assistance should contact the ADA Coordinator by calling the Human Resources office at (620) 421-6700, ext.1230, or visit the Business Office on the main campus.

ADDITIONAL CLASSROOM POLICIES ARE AVAILABLE AT:

[LCC catalog](#) and includes:

- ACADEMIC HONESTY, CELL PHONE IN CLASSROOM, CHILDREN (GUESTS) IN CLASSROOM, CODE OF CONDUCT, TOBACCO USE, WEATHER

COMMUNICATION:

All communication concerning this course or college business will be sent to your LCC student e-mail address. It is your responsibility to check this account regularly.

SYLLABUS SUPPLEMENT:

Additional course and student support information is located on the [LCC Syllabus Supplement page](#)