



Spring 2026

Course Information

Course Number: COMM 105 100

Course Title: Introduction to Public Relations

Semester Credit Hours: 3.00

Department: Communication

Prerequisites: None

Instructor Information

Instructor: Tonya Seller Neises

Labette Email: tonyab@labette.edu

Office Phone: 620-820-1121

Office Location: H202

Office Hours: Monday/Wednesday 8:30-9:30 a.m. and 12:30-1 p.m.; Tuesday/Thursday 7:30-8:00 a.m. and 11 a.m.-12:30 p.m.

Virtual Office Hours:

Virtual Monday-Wednesday 1-2 p.m.

Required Texts and Materials

Please visit the [Labette Community College Bookstore](#) for all of your materials needs.

Open Educational Resources provided by the instructor

Technology Requirements

In terms of hardware, regular, reliable access to a computer with Internet access is a minimum requirement.

Course Description

This course introduces students to the public relations industry from management and practitioner standpoints. It focuses on developing skills and knowledge required to be a successful public relations practitioner.

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 relation 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.

Important Dates for the Semester

Date	Event
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1/20/26	CLASSES BEGIN [Tue]
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1/21/26	Last day to add first 8-week session courses without instructor permission [Wed]
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Date	Event
1/22/26	Last day to add first 8-week session courses with instructor permission [Thu] Last day for a full refund for first 8-week session [Thu]
1/26/26	Last day to add full semester courses without instructor permission [Mon]
1/28/26	Last day to enroll/add full semester courses with instructor permission [Wed]
1/29/26	Last day to enroll for Jumpstart concurrent classes (CO) [Thu] Last day for full refund for full semester courses [Mon]
2/2/26	Last day for departmental/athletic scholarship forms [Mon] Degree/Certificate Check Request due to Registrar; Graduation Filing Deadline [Mon]
2/5/26	Cert Rosters due at noon [Thu]
2/16/26	Last day to pay for Jumpstart classes or make payment arrangements [Mon]
2/26/26	Last day to pay for classes or make payment arrangements [Thu]
3/5/26	Last day to withdraw from first 8-week session classes [Thu]
3/12/26	First 8-week session ends [Thu]
3/16/26	3/16-3/19 College-closed-Spring Break [Mon-Thu]
3/23/26	First 8-week session grades due at noon [Mon] Second 8-week session starts [Mon]
3/24/26	Last day to add second 8-week session courses without instructor permission [Tue]
3/25/26	Last day to add second 8-week session courses with instructor permission [Wed] Last day for a full refund for second 8-week session courses [Wed]

Date	Event
4/1/26	Cert Rosters for second 8-week session due at noon [Wed] Summer & Fall 2026 enrollment begins [Wed]
4/30/26	Last day to withdraw from all courses [Thu]
5/5/26	Tuesday evening finals [Tue]
5/6/26	Wednesday evening finals [Wed]
5/7/26	No Day Classes-Administrative Offices Open [Thu] Thursday evening finals [Thu]
5/11/26	5/11-5/14 Day/Online finals [Mon-Thu] Monday evening finals [Mon]
5/15/26	Administrative Offices Open [Fri] Commencement [Fri]
5/18/26	Grades due at noon [Mon]
5/25/26	College Closed-Memorial Day [Mon]

Course Outline

Week	Activity
1	<ul style="list-style-type: none"> • Introduction of course: review syllabus (brief discussion of service-learning projects) • Getting acquainted: interviews

Week	Activity
2	<ul style="list-style-type: none"> • Getting acquainted: introductions • PR vs. Advertising (PRSA Definition of Public Relations) • Reading on Marketing, PR, Advertising • Discuss PR Campaigns <ul style="list-style-type: none"> ◦ Discuss PR project/event guidelines and proposal information ◦ Discuss secondary research for PR project/events
3	<ul style="list-style-type: none"> • Guest speaker to discuss PR careers • Research PR career data from the Bureau of Labor and Statistics • PR Basics, Kahoot quiz
4	<ul style="list-style-type: none"> • Present PR project/event proposals • PR Tools and Tactics, Kahoot quiz • Discuss the importance of establishing and building media relations
5	<ul style="list-style-type: none"> • PR Writing, Kahoot quiz <ul style="list-style-type: none"> ◦ Discuss press releases (inverted pyramid and 5 W's and the H) ◦ Complete the 5 W's and the H for your Virtual PR project/event • Rough draft of press release due for peer review • Complete the LCC event requests and fundraising requests for each PR project • Discuss radio PSA's

Week	Activity
6	<ul style="list-style-type: none"> • Final draft of press release due • Rough draft of radio PSA's due • Discuss a variety of traditional and non-traditional PR tools utilized in promoting projects • Effective use of technology in promoting projects (social media platforms, organization websites, the "third screen") • Discuss/develop project logos
7	<ul style="list-style-type: none"> • Final drafts of radio PSA's due • FIELD TRIP to local radio station to record PR project/event PSA's
8	<ul style="list-style-type: none"> • Complete PR project/event posters - include your logo (email pdf file to Ms. T for printing) • Set up PR project/event on social media platform(s) <ul style="list-style-type: none"> ◦ Individualized help setting up social media platforms available this week ◦ PR project/event platform(s) should not go "live" until obtaining instructor approval
9	<ul style="list-style-type: none"> • Obtain instructor approval for your social media platform(s) to "go live" for your PR project/event • Discuss and write public service announcements for television <ul style="list-style-type: none"> ◦ Television PSA due for peer review ◦ Final draft of Television PSA due
-	<ul style="list-style-type: none"> • SPRING BREAK - NO CLASSES, ENJOY!

Week	Activity
10	<ul style="list-style-type: none">• Social media platform(s) should be "live" in order to begin PR project/event promotion• Distribute/hang PR project/event posters• Guest speaker on developing a professional portfolio
11	<ul style="list-style-type: none">• Continue PR project/event promotion• Develop unconventional promotion piece<ul style="list-style-type: none">◦ Peer review unconventional promotion piece and complete final draft◦ Distribute unconventional promotion pieces• Evaluate progress on PR project/event
12	<ul style="list-style-type: none">• Continue PR project/event promotion• Guest speaker on dealing with crisis communication, Kahoot quiz
13	<ul style="list-style-type: none">• Execute PR project/event this week
14	<ul style="list-style-type: none">• Write and disseminate PR project/event post event press releases• Write and send event thank you notes• Evaluation of PR project/event
15	<ul style="list-style-type: none">• Review for final exam
16	<ul style="list-style-type: none">• PR Final

Methods of Instruction

This course uses a variety of different methods for instruction which may include but are not limited to the following: lecture, discussion, handouts, textbook readings, out of class assignments or homework, labs, simulations, active and cooperative learning, etc.

In addition to methods listed above, instruction will also include guest speakers, group work, both in and out-of class assignments and projects, a field trip to the local radio station, and a public relations project/event. Areas to be covered will include, but are not limited to: defining public relations, the basic steps involved in a public relations campaign – 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: This is a tentative overview of assignments/points and is subject to change.

Assignments: Points:

- 4 Quizzes (10 pts. ea.) 40
- Conception of PR Project/Event
 - Brainstorming for PR Project/Event Ideas 10
 - Conduct Preliminary Research for PR Project/Event 10
 - Develop PR Project/Event Proposal 20
- Developing PR Project/Event
 - PR Project/Event Proposal/Presentation 10
 - PR Project/Event Plan Worksheets (Outline Project Details) 10
 - Create PR Project/Event Logo 10
 - Set Up PR Project/Event Utilizing Social Media Platform(s) 30
- Promoting the PR Project/Event with PR Tactics
 - Media Kit/Promotional Material (Rough Drafts 10 pts./Final Drafts 20 pts.)
 - Press Releases 30
 - Technology (social media platform(s) utilized to promote and execute) 30
 - Public Service Advertisement - Radio 30
 - Public Service Advertisement - TV 30
 - Conventional Promotion Piece (flyer, poster, etc.) 30

- Unconventional Promotion 30
- Guest Speakers/Media Tour
 - Careers in PR 20
 - Crisis Communication 20
 - Building a Portfolio 20
 - Radio Station Tour/Record PSA's 40
- Execution and Evaluation of PR Project/Event and Final
 - Execution and Evaluation of PR Project/Event 50
 - Final Exam 50

Total Possible Points 520

Determination of Grades

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 automatic failure of the course.**

90% – 100% = A 468 – 520 = A

80% – 89% = B 416 – 467 = B

70% – 79% = C 364 – 415 = C

60% – 69% = D 312 – 363 = D

59% & Below = F 311 & Below = F

Classroom Protocol

CLASSROOM EXPECTATIONS:

Students are expected to be respectful in their communication and work with peers and the instructor. Inappropriate or derogatory language and content are not to be used in coursework, collaborative discussions, or any form of communication. Disrespect of others will not be tolerated.

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, ear buds, 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)

ASSIGNMENT DEADLINES:

Reach out to me prior to deadlines if you have extenuating circumstances. Be aware of deadlines and do not wait until the final hour to complete assignments. Late work will be docked a full letter grade for each day it is late.

COMMUNICATION:

Please use Canvas to message your instructor. Always be respectful in your communication/responses to one another and to the instructor.

AI USE:

All coursework is expected to be your own original work and voice. Students may be tempted to utilize Artificial Intelligence, AI-based, tools (such as ChatGPT) on assignments for public relations. AI can be biased, inaccurate, and generate responses that may not be in line with the terminology and information found in the required textbook for this course. It is the student's responsibility to ensure information is accurate and written in their own "voice." Typically, students should only use AI to brainstorm and help refine their work rather than using it as a means to avoid creating their own original work based on the content learned within the required textbook and within the course. However, for some assignments, the instructor will share information on how students may utilize AI to assist in the development of their work. AI use that is inconsistent with the parameters shared by the instructor will be considered academic misconduct.

Attendance Requirements

ATTENDANCE:

Daily activities in the classroom accomplish many the objectives of the course; therefore, students should attend every class. If a student will be absent, notify the instructor before missing class to inquire about missed work. This applies to all absences--even if/when they are school related.

To have an absence excused that is not school related, you must email: studentabsence@labette.edu and provide proper documentation to the VP of Student Affairs regarding the absence. The VP will notify your instructor as to whether the absence is excused. Unexcused absences result in a full letter grade dock on all assigned work/activities. If the absence is excused, arrangements can be made to complete the missed work.

Students with absences during guest speakers will be required to schedule an interview with the speaker and write a reflection paper in order to receive credit. Students absent during the radio tour will be required to write a research paper over the media outlet and work with the instructor to reschedule to record their public service announcement..

Attendance is taken at the start of class. Students must actively participate in roll call and in all class activities and discussions in order to be counted present. If a student enters the classroom after the instructor starts class, they will be counted tardy. Three tardies results in one unexcused absence. Since attendance and participation are critical, if a student exceeds four unexcused absences 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.

On Ground Class Attendance Information

Regular attendance is essential for college success. Each instructor determines the attendance requirements that will be included in the course syllabus. Failure to comply with the course attendance requirements as stated in the syllabus may result in a lowered grade or involuntary withdrawal from the course.

For technical assistance with Canvas contact:

- onlinesupport@labette.edu (evenings and weekends)
- (620) 820-1146 (office 8-4:30 pm M-Th)

Absences due to student representation of the college in some official capacity such as athletic travel or participation in an academic or official student organization activity will be allowed to make up course work upon presentation of verifying evidence. It is the student's responsibility to provide such evidence to the instructor of the missed class prior to the missed class.

Communication

All communication concerning this course or college business will be sent to your LCC student email address, unless you are taking a concurrent course and your school district email can be used. Please check your email on a regular basis.

Out-of-Class Student Work Expectations

Students should expect to spend a minimum of two hours on out-of-class student work for every credit hour of their class.

Students with Disabilities

If you have problems accessing any material in this course due to a disability, please notify your instructor immediately and steps will be taken to address your needs. You may also contact the ADA Coordinator, by calling the Student Success Center at (620-820-1227), or by visiting the Student Success Center on the Main Campus. Services for LCC students who have a documented disability from a certified professional are coordinated through the ADA Coordinator in the Student Success Center on the Main Campus in Parsons.

Continuity of Instruction

In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to change when necessitated by revised course delivery, semester calendar or other circumstances. Information about changes in the course can be obtained at the Student Page of the RedZone, in your Canvas course or by contacting your instructor for the course. If the course is not able to meet face-to-face, students should immediately log onto RedZone or Canvas and read any announcements and/or alternative assignment. Students are also encouraged to continue the readings and other assignments as outlined on the syllabus. Students must adhere to any emergency operations plan created by the college for that incident.

Final Exam Schedule

Final examinations will be given according to the schedule of examinations available each semester. All Students are expected to take their final during the scheduled times. Students who have more than three finals scheduled in one day need to contact the Vice President of Academic Affairs.

Link to all LCC Calendars (including the Final Exam schedule):

<http://www.labette.edu/calendars/index.html>