



Spring 2023

## Course Information

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**Course Number:** COMM 105 100

**Course Title:** Introduction to Public Relations

**Semester Credit Hours:** 3.00

**Department:** Communication

**Prerequisites:** None

## Instructor Information

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**Instructor:** Tonya Seller Neises

**Labette Email:** tonyab@labette.edu

**Office Phone:** 620-820-1121

**Office Location:** H202

**Office Hours:** Monday/Wednesday 9-9:30 a.m. or 12:20-1:20 p.m. AND Tuesday/Thursday 8:30-9:30 a.m. or 12:20-1:20 p.m.

**Virtual Office Hours:**

Monday/Tuesday/Thursday: 2-3 p.m.

## Required Texts and Materials

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

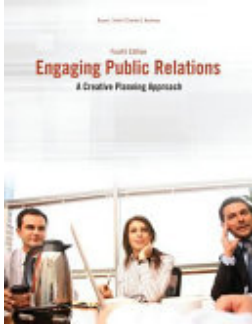
### **Engaging Public Relations**

Edition: 4th

ISBN: 9781465266736

Authors: Bruce L. Smith, Charles O. Kaufman

Publisher: Kendall Hunt



## Course Description

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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

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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

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Date	Event
1/17	<b>Classes Begin for full semester and First 8 Week Session [Tue]</b>
1/19	<b>Last day to add First 8 Week Session courses without instructor permission [Thu]</b>
	<b>Last day to add First 8 Week Session courses with instructor permission [Mon]</b>
1/23	<b>Last day for a full refund for First 8 Week courses [Mon]</b>
	<b>Last day to enroll/add full semester courses without instructor permission [Mon]</b>
1/30	<b>Last day to enroll/add full semester courses with instructor permission [Mon]</b>
	<b>Last day for full refund for full semester courses [Mon]</b>
1/31	<b>Degree/Certificate Check Requests Due to Registrar; Graduation Filing Deadline [Tue]</b>
2/2	<b>Certification Rosters due at 12:00 pm [Thu]</b>
2/6	<b>Last day to pay for classes or make payment arrangements [Mon]</b>
2/17	<b>College Closed--President's Day [Fri]</b>
3/3	<b>Last day to Withdraw from First 8 Week Classes [Fri]</b>
3/10	<b>First 8 Week Session Ends [Fri]</b>
3/13	<b>3/13--3/17 College Closed/Spring Break [Mon-Fri]</b>

Date	Event
3/20	First 8 Week Session Grades Due at noon [Mon] Second 8 Week Session Starts [Mon]
3/22	Last day to add Second 8 Week Session courses without instructor permission [Wed]
3/24	Last day to add Second 8 Week Session courses with instructor permission [Fri] Last day for a full refund for Second 8 Week Session courses [Fri]
3/29	Certification Rosters Due for Second 8 Week Courses at 12:00 pm [Wed]
4/3	Summer/Fall 2023 Enrollment Begins [Mon]
4/7	College Closed/Holiday Break [Fri]
4/28	Last day to withdraw from all courses [Fri]
5/2	Tuesday Evening Finals
5/3	Wednesday Evening Finals
5/4	No Day Classes/Thursday Evening Finals/College Open
5/8	5/8--5/11 Finals-Day/Online Classes [Mon-Thu] Monday Evening Finals
5/15	Grades due at noon [Mon]
5/29	College Closed/Memorial Day

## Course Outline

Week	Activity
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## Week Activity

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| 1 | <ul style="list-style-type: none"><li>• Introduction of course: review syllabus</li><li>• Getting acquainted: interviews/introductions</li><li>• PR vs. Advertising (PRSA Definition of Public Relations)</li></ul> |
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| 2 | <ul style="list-style-type: none"><li>• Chapter 1: What is Public Relations</li><li>• Discuss Virtual PR project/event guidelines</li><li>• Guest speaker (PR professional)</li></ul> |
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| 3 | <ul style="list-style-type: none"><li>• Chapter 2: Public Relations Industry Today</li><li>• Discuss the importance of establishing and building media relations (see Ch. 10 for reference)</li><li>• Begin brainstorming for Virtual PR project/event ideas</li><li>• Guest speaker (PR professional)</li></ul> |
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| 4 | <ul style="list-style-type: none"><li>• Chapter 3: Strategic Communication Planning<ul style="list-style-type: none"><li>◦ PR Plan Worksheets (outline project details, timeline, etc.)</li></ul></li><li>• Discuss and conduct preliminary research for Virtual PR project/event</li><li>• Write Virtual PR project/event proposal</li></ul> |
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| 5 | <ul style="list-style-type: none"><li>• Present Virtual PR project/event proposal to class/instructor for approval</li><li>• Chapter 6: Public Relations Tactics<ul style="list-style-type: none"><li>◦ Discuss press releases (inverted pyramid and 5 W's and the H)<ul style="list-style-type: none"><li>▪ Complete the 5 W's and the H for your Virtual PR project/event</li></ul></li></ul></li><li>• Complete the LCC event requests and fundraising requests for each PR project</li></ul> |
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## Week Activity

6	<ul style="list-style-type: none"><li>• Chapter 7: Social Media</li><li>• Write press releases for peer review</li><li>• FIELD TRIP to local newspaper office OR Guest Speaker (Journalist/PR professional)</li></ul>
7	<ul style="list-style-type: none"><li>• Final drafts of press releases due</li><li>• Discuss a variety of traditional and non-traditional PR tools utilized in promoting projects</li><li>• Effective use of technology in promoting projects (social media platforms, organization websites, the "third screen")</li><li>• Chapter 8: Public Relations Writing</li><li>• Develop project logos</li></ul>
8	<ul style="list-style-type: none"><li>• Set up Virtual PR project/event on social media platform(s)<ul style="list-style-type: none"><li>◦ Virtual PR project/event platform(s) should not go "live" until obtaining instructor approval</li></ul></li><li>• Individualized help setting up social media platforms available this week</li></ul>
9	SPRING BREAK - NO CLASSES, ENJOY!
10	<ul style="list-style-type: none"><li>• Obtain instructor approval for your social media platform(s) to "go live" for your Virtual PR project/event</li><li>• Discuss and write public service announcements for radio and television<ul style="list-style-type: none"><li>◦ Peer review PSA's and complete finals drafts</li></ul></li><li>• FIELD TRIP to local radio station to record PR project/event PSA's</li></ul>
11	<ul style="list-style-type: none"><li>• Social media platform(s) should be "live" in order to begin Virtual PR project/event promotion</li><li>• Chapter 11: Crisis Communications</li></ul>

## Week Activity

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| 12 | <ul style="list-style-type: none"><li>• Continue Virtual PR project/event promotion</li><li>• Develop traditional promotion piece (flyer, etc.) and unconventional promotion piece<ul style="list-style-type: none"><li>◦ Peer review promotion pieces and complete final drafts</li><li>◦ Distribute traditional and unconventional promotion pieces</li></ul></li><li>• Evaluate progress on project</li></ul> |
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| 13 | <ul style="list-style-type: none"><li>• Continue Virtual PR project/event promotion</li><li>• Discuss PR careers</li><li>• Research PR career data from the Bureau of Labor and Statistics</li><li>• FIELD TRIP: Visit television station OR Guest Speaker (Television/PR professional)</li></ul> |
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| 14 | <ul style="list-style-type: none"><li>• Execute Virtual PR project/event this week</li></ul> |
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| 15 | <ul style="list-style-type: none"><li>• Write and disseminate post event press releases</li><li>• Write and send event thank you notes</li><li>• Evaluation of Virtual PR project/event</li></ul> |
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| 16 | <ul style="list-style-type: none"><li>• Review for final exam</li></ul> |
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| 17 | <ul style="list-style-type: none"><li>• PR Final</li></ul> |
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## Methods of Instruction

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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, field trips to area media outlets, and a virtual 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 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

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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:

- 7 Chapter Quizzes (10 pts. ea.) 70
- Conception of Virtual PR Project/Event
  - Brainstorming for Virtual PR Project/Event Ideas 10
  - Conduct Preliminary Research for Virtual PR Project/Event 10
  - Develop Virtual PR Project/Event Proposal 20
- Developing Virtual PR Project/Event
  - Virtual PR Project/Event Proposal/Presentation 10
  - Virtual PR Project/Event Plan Worksheets (Outline Project Details) 10
  - Create Virtual PR Project/Event Logo 10
  - Set Up Virtual PR Project/Event Utilizing Social Media Platform(s) 30
- Promoting the Virtual 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
  - Media Tours/Guest Speakers



- PR Professional Guest Speaker 15
- TV Station Tour OR Guest Speaker 15
- Radio Station Tour/Record PSA's 15
- Newspaper Office Tour OR Guest Speaker 15
- Execution and Evaluation of Virtual PR Project/Event and Final
  - Execution and Evaluation of Virtual PR Project/Event 50
  - Final Exam 50
- Attendance (pts. deducted for unexcused absences) 24

Total Possible Points 534

## Determination of Grades

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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

## Classroom Protocol

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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)

## Attendance Requirements

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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 (even if your coach is also sending out a notification). 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 classes with guest speakers or during media tours will only be excused for officially approved LCC events, a documented illness, or bereavement. Students with excused 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 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 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.***

## On Ground Class Attendance Information

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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 RedZone contact:

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

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

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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

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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

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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) 820-1182, 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

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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 RedZone course web page 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 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

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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>