

## COM302: Principles of Public Relations

**Credit Hours:** 3

**Contact Hours:** This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

### Faculty Information



Faculty contact information and office hours can be found on the faculty profile page.

### Course Description and Outcomes



#### Course Description:

This course provides an overview of the public relations profession from its historic beginnings to its contemporary role in society. The course also provides a foundation for the public relations sequence by exploring its definitions, history, ethics, principles, strategic planning, and career possibilities.

#### Course Overview:

This course explores the various factors and processes involved in the modern and global world of public relations. The course examines how public relations professionals influence and interact with internal and external publics, including the media. Common tools, media relations, and crisis management are examined, as well as the globalization and diversity of the public relations industry. The course also focuses on ethical and legal considerations and the factors that influence public opinion. The course emphasizes the similarities and differences between for-profit corporations and nonprofit organizations. The course concludes with a focus on public relations careers, organizations, and trends.

#### Course Learning Outcomes:

1. Understand the field of public relations, its evolution, its role in modern organizations, and its future.
2. Apply ethical principles to issues and behaviors surrounding the local, regional, national, and international practice of public relations.
3. Differentiate between stakeholder (audience) communicative needs based on the organization's mission, the situation, and audience demographics.
4. Determine the types of messages, communication platforms, and media needs for organizations to promote their missions in a complex and diverse environment.
5. Create a professional portfolio of work demonstrating your ability to apply concepts to practice.

6. Predict the tangible and intangible skills and experience that new public relations practitioners need to demonstrate to build a successful career in the field.

## Participation & Attendance



Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first seven (7) days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

## Course Materials



### Required:

Wilcox, D., Cameron, G., & Reber, B. (2015). *Public relations: Strategies and tactics* (11th ed.). Boston, MA: Pearson. ISBN-13: 9780205960644.

**NOTE:** All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises will be provided within the course itself. Please read through each course module carefully.

## Course Schedule



### Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- Discussion Boards: The original post must be completed by Thursday at 11:59 p.m. MT, and the instructor and peer responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- Critical Thinking Assignments: Assignments are due Sunday at 11:59 p.m. MT.

Week #	Readings	Assignments
1	<ul style="list-style-type: none"> <li>• Chapters 1, 2, &amp; 7 in <i>Public Relations: Strategies and Tactics</i></li> <li>• Bernays, E. (2006/2007 Winter). Definition of public relations. <i>Public Relations Quarterly</i>, 51(4), 27.</li> <li>• PRSA (Public Relations Society of America) article defining PR: <a href="https://www.prsa.org/aboutprsa/publicrelationsdefined/#.WHzzGVzQsRY">https://www.prsa.org/aboutprsa/publicrelationsdefined/#.WHzzGVzQsRY</a></li> <li>• Wynne, R. (Jan. 21, 2016). Five things everyone should know about public relations. <i>Forbes</i>. Retrieved from <a href="http://www.forbes.com/sites/robertwynne/2016/01/21/five-things-everyone-should-know-about-public-relations/#1d603951436b">http://www.forbes.com/sites/robertwynne/2016/01/21/five-things-everyone-should-know-about-public-relations/#1d603951436b</a>.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> <li>• Opening Exercise (0 points)</li> <li>• Mastery Exercise (10 points)</li> </ul>

2	<ul style="list-style-type: none"> <li>• Chapters 3 and 6 in <i>Public Relations: Strategies and Tactics</i></li> <li>• Eyun-Jung, K., Hong-Lim, C., &amp; Hong-Lim, C. (2012, January). Does an ethics statement of a public relations firm make a difference? Yes, it does. <i>Journal of Business Ethics</i>, 105(2), 267-276.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> <li>• Critical Thinking Assignment (75 points)</li> <li>• Opening Exercise (0 points)</li> <li>• Mastery Exercise (10 points)</li> <li>• Portfolio Project Milestone (25 points)</li> </ul>
3	<ul style="list-style-type: none"> <li>• Chapters 14, 17, &amp; 21 in <i>Public Relations: Strategies and Tactics</i></li> <li>• Waters, R. D., Tindall, N. J., &amp; Morton, T. S. (2010). Media catching and the journalist-public relations practitioner relationship: How social media are changing the practice of media relations. <i>Journal of Public Relations Research</i>, 22(3), 241-264.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> <li>• Critical Thinking Assignment (70 points)</li> <li>• Opening Exercise (0 points)</li> <li>• Mastery Exercise (10 points)</li> </ul>
4	<ul style="list-style-type: none"> <li>• Chapters 9 &amp; 13 in <i>Public Relations: Strategies and Tactics</i></li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> <li>• Critical Thinking Assignment (75 points)</li> <li>• Opening Exercise (0 points)</li> <li>• Mastery Exercise (10 points)</li> <li>• Portfolio Project Milestone (25 points)</li> </ul>
5	<ul style="list-style-type: none"> <li>• Chapters 8 and 15 in <i>Public Relations: Strategies and Tactics</i></li> <li>• The American Legion - Department of Texas. (2016). "What is a PSA and why are they important?" Hubmaster Report December 2016. Retrieved from <a href="https://www.txlegion.org/Files/hubmaster/2016-12.pdf">https://www.txlegion.org/Files/hubmaster/2016-12.pdf</a>.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> <li>• Critical Thinking Assignment (75 points)</li> <li>• Opening Exercise (0 points)</li> <li>• Mastery Exercise (10 points)</li> </ul>
6	<ul style="list-style-type: none"> <li>• Chapter 10 in <i>Public Relations: Strategies and Tactics</i></li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> <li>• Critical Thinking Assignment (75 points)</li> <li>• Opening Exercise (0 points)</li> <li>• Mastery Exercise (10 points)</li> </ul>
7	<ul style="list-style-type: none"> <li>• Chapter 11 and 20 in <i>Public Relations: Strategies and Tactics</i></li> <li>• Kochhar, R. (2015, July 9). How Americans compare with the global middle class. <i>Pew Research Center</i>. Retrieved from <a href="http://www.pewresearch.org/fact-tank/2015/07/09/how-americans-compare-with-the-global-middle-class/">http://www.pewresearch.org/fact-tank/2015/07/09/how-americans-compare-with-the-global-middle-class/</a>.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> <li>• Opening Exercise (0 points)</li> <li>• Mastery Exercise (10 points)</li> </ul>
8	<ul style="list-style-type: none"> <li>• Chapter 1 (the last portion of the chapter, beginning with "A Career in Public Relations") in <i>Public Relations: Strategies and Tactics</i></li> <li>• Chapter 20 (the last section of the chapter, beginning with "Opportunities in International Work") in <i>Public Relations: Strategies and Tactics</i></li> <li>• Chapter 4 in <i>Public Relations: Strategies and Tactics</i></li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> <li>• Portfolio Project (300 points)</li> <li>• Opening Exercise (0 points)</li> <li>• Mastery Exercise (10 points)</li> </ul>

## Assignment Details



This course includes the following assignments/projects:

### Module 2

#### **PORTFOLIO PROJECT MILESTONE (25 points)**

In addition to your Critical Thinking assignment for this week, you should choose your Portfolio Project topic. Please review your two Portfolio Project options. You will either choose to put together a professional public relations piece for a nonprofit organization (NPO) or a for-profit company.

#### **Portfolio Project Topic—Option 1 and Option 2**

Submit your Portfolio Project topic to your instructor for preliminary approval. Provide reasons for your choice. Your submission should contain no more than one page of content, framed by a cover page and references page. This assignment is required and is worth 25 points.

#### **CRITICAL THINKING ASSIGNMENT (75 points)**

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

In the field of public relations, professionals have to continually balance personal ethics, professional ethics, and situational need in order to resolve ethical questions and quandaries. The purpose of this essay is to ask you to articulate your ethical perspective and then apply that to either a nonprofit or corporate context.

#### **Option 1: Ethics in Nonprofit Organizations**

Your essay should be a coherent and well-developed essay focusing on the relationships between personal and professional ethics in the nonprofit sector. This essay will have two sections that need to be connected in the paper's overall thesis and your discussion/ conclusions.

Section 1: Your Personal Ethics

*In no more than 1 page*, please articulate your personal ethics statement. This should summarize your overall ethical worldview, its foundations, and ethical boundaries in a professional context that you believe are important.

Section 2: Ethical Case: Care4All

Imagine that you are working as a public relations professional whose primary responsibility is developing corporate and large donations for a nonprofit organization, Care4All, that delivers healthcare to people in your community who cannot otherwise afford it. Your organization is primarily reliant on such donations and corporate partnerships in order to provide for its patients. One of the challenges of large corporate donors is that they often expect a 'quid pro quo' for donations such as a substantial amount of free advertising or even in one donor's case asking for their sister to be hired as a nurse (she was a fully qualified nurse).

Last year the fundraising objectives were not met with the charity raising only 97% of its targeted goal for fundraising and you are tasked with ensuring that the fundraising objectives are met for the year. Many ideas have been offered such as more event fundraising, small donor fundraising, fees for services based on income. You have been tasked to develop a sketch of an initial strategic plan for the next year identifying key needs/problems, measurable objectives, critical stakeholders to engage, and to develop a specific set of ethical principles guiding the strategic plan. This plan need only sketch out the key principles to be considered by the team, but it needs to be delivered quickly, so it should focus on core principles, objectives, and recommendations with strong support. It is important that you tie in personal and professional ethical considerations to your analysis of the case and recommendations.

Your paper should be 3-4 pages in length (excluding cover page and references) and formatted according to the [CSU-Global Guide to Writing and APA Requirements](#). Be sure to discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of three credible, academic or professional references beyond the textbook. Review the grading rubric to see how you will be graded for this assignment.

## **Option 2: Ethics in a Corporate Setting**

Your essay should be a coherent and well-developed essay focusing on the relationships between personal and professional ethics in the corporate sector. This essay will have two sections that need to be connected in the paper's overall thesis and your discussion/ conclusions.

### Section 1: Your Personal Ethics

*In no more than 1 page*, please articulate your personal ethics statement. This should summarize your overall ethical worldview, its foundations, and ethical boundaries in a professional context that you believe are important.

### Section 2: Ethical Case: Barrz Soda

Imagine that you are working as a public relations professional whose primary responsibility is managing the image and reputation for a beverage company – Barrz Soda. Barrz primary brand is Iron Brew, an intensely popular soda amongst children, teenagers, and young adults. Over the years, the advertising campaigns have become legendary because of their use of humor and image advertising. Iron Brew also has the most sugar per serving of any soda on the market. Barrz Soda, like most beverage companies also has a range of diet sodas, waters, and other beverages that are not high sugar.

In recent years, Barrz soda has come under public criticism for advertising to young adults and for the sugar content in Iron Brew. However, as more advocacy campaigns against sugary drinks have grown, there is pressure for Iron Brew to make changes. In the last couple of years, they have tried to change the formula to Iron Brew, but the market research has showed that any changes in the flavor are likely to result in catastrophic losses in sales. As

it is, sales of Iron Brew remain consistently strong; however, sales in the less sugary alternatives that Barrz offers have been low.

In the next year, Barr needs to see changes in the public and media narrative about the company to ensure their primary brand is not damaged, but also promote their less profitable brands. Ideas have been offered about corporate social responsibility (e.g., donations to health-related organizations), promotional campaigns for their other brands, sponsorship of sports teams with their other brands, development of new brands, etc.

You have been tasked to develop a sketch of an initial strategic plan for the next year identifying key needs/problems, measurable objectives, critical stakeholders to engage, and to develop a specific set of ethical principles guiding the strategic plan. This plan need only sketch out the key principles to be considered by the team, but it needs to be delivered quickly, so it should focus on core principles, objectives, and recommendations with strong support. It is important that you tie in personal and professional ethical considerations to your analysis of the case and recommendations.

Your paper should be 3-4 pages in length (excluding cover page and references) and formatted according to the [CSU-Global Guide to Writing and APA Requirements](#). Be sure to discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of three credible, academic or professional references beyond the textbook. Review the grading rubric to see how you will be graded for this assignment.

### Module 3

#### **CRITICAL THINKING ASSIGNMENT (70 points)**

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

#### **Option 1: NPO**

Research a Nonprofit Organization (NPO). Locate its “Mission Statement.”

Imagine that NPO were interested in developing a capital campaign to raise money to support its mission. Based on your research about the NPO and its mission, identify an appropriate target for a fundraising campaign and produce a press release to support the launch of the capital campaign. The Press Release must be formatted correctly, as per your text’s guidance.

Put the Mission Statement in first, and then the Press Release into one document with a cover (title) page formatted according to the APA formatting guidelines for cover pages ( [CSU-Global Guide to Writing and APA Requirements](#)). Your document should be double-spaced throughout using Times New Roman 12 pt. font.

Review the grading rubric to see how you will be graded for this assignment.

A “mock” sample press release for an NPO can be found [here](#)

#### **Option 2: For-Profit**

Research a company. Locate its “Mission Statement.”

Imagine that the company had developed a new product or service and were ready to launch it. Based on your research about the company, its mission, and your idea for a new product or service for the company, produce a

press release to support the launch of the product or service. The Press Release must be formatted correctly, as per your text's guidance.

Put the Mission Statement in first, and then the Press Release into one document with a cover (title) page formatted according to the APA formatting guidelines for cover pages ( [CSU-Global Guide to Writing and APA Requirements](#)). Your document should be double-spaced throughout using Times New Roman 12 pt. font. Review the grading rubric to see how you will be graded for this assignment. A "mock" sample press release for an NPO can be found [here](#).

## Module 4

### PORTFOLIO PROJECT MILESTONE (25 points)

Submit an outline of your Portfolio Project (25 points). This should be no more than 1-2 pages in length. You do not need to include a cover page. (Hint—review again the list of key pieces to be included in your Module 8 Portfolio Project).

- State your topic.
- Provide an outline which includes the pieces that will go into your final Portfolio Project.
  - Your outline should include headers (the major topics), major resources, and the intended flow of the information in the project.
  - Under each header, write a few sentences on what you think you might cover in that section.
- Provide 3-4 articles that you might consider using for your final Portfolio Project. Give a short reason why each would be pertinent to your project.
  - This is not expected to be a final list. The goal here is to motivate you to begin examining research that might help you in your final Portfolio Project.
  - Add a reference section for your research sources.

### CRITICAL THINKING ASSIGNMENT (75 points)

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

#### Option 1: NPO

There are three parts to this assignment:

1. If you have not already done so, locate the website for the NPO that you wrote your press release for.
  - a. Analyze it using the "Designing a Good Home Page—Do's and Don'ts" page, which can be found [here](#).
  - b. What would you recommend to improve their website?
2. Create an internet banner for your NPO. It should include some kind of graphic (maybe their logo), and a brief text. You will note from a popular site such as Facebook.com that the banners appearing on the right side of your screen are eye-catching, short, and to the point.
3. Create a social media blitz announcing your campaign.
  - a. Choose three social media outlets you would use to post the information.
  - b. Give examples of what you would post (video/photos/graphics and/or text) on each—i.e., what Twitter text would you send out?

Your paper should be 3-4 pages in length (excluding cover page and references) and formatted according to the [CSU-Global Guide to Writing and APA](#). Be sure to discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of three credible, academic, or professional references. Review the grading rubric to see how you will be graded for this assignment.

### **Option 2: For-Profit**

There are three parts to this assignment:

1. If you have not already done so, locate the website for the for-profit that you wrote your press release for.
  - a. Analyze it using the “Designing a Good Home Page—Do’s and Don’ts” page, which can be found [here](#).
  - b. What would you recommend to improve their website?
2. Create an internet banner for your NPO. It should include some kind of graphic (maybe their logo), and a brief text. You will note from a popular site such as Facebook.com that the banners appearing on the right side of your screen are eye-catching, short, and to the point.
3. Create a social media blitz announcing your campaign.
  - a. Choose three social media outlets you would use to post the information.
  - b. Give examples of what you would post (video/photos/graphics and/or text) on each—i.e., what Twitter text would you send out?

Your paper should be 3-4 pages in length (excluding cover page and references) and formatted according to the [CSU-Global Guide to Writing and APA](#). Be sure to discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of three credible, academic, or professional references. Review the grading rubric to see how you will be graded for this assignment.

## **Module 5**

### **CRITICAL THINKING ASSIGNMENT (75 points)**

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

#### **Option 1: NPO Press (News) Conference**

You will be holding a news (press) conference announcing your NPO’s campaign. This assignment involves two parts.

1. A written submission
2. A 2-3 minute video of your initial presentation for the press conference

For your written submission, answer the following questions:

1. Where will the press conference be held? (It should involve minimum travel time.)
2. When will the conference be held (date and time)?
3. Which media outlets will you invite to the press conference? (Be specific in your list—i.e., newspapers—The Chicago Tribune and The Sun-Times; radio stations—WIDN and WBBM; and television stations—WBBM-TV, WMAO-TB, WLS-TV, and WTTW (PBS).)
4. Describe what will be in your **media kit** to hand out to the various news outlets that attend the press conference.



5. Put together a brief outline of what you will be saying in your 2-3 minute presentation.
6. Think about two questions that those in attendance might ask at the end of the conference. Write out the questions, and your answers.

For your video presentation:

1. Briefly introduce yourself.
2. Give a brief history of the NPO.
3. Announce the campaign.

Note: Your presentation must not be shorter than two minutes, and no longer than three minutes in length, for full credit.

Review the reference concepts taken from the assigned textbook reading and relevant research. Review the grading rubric to see how you will be graded for this assignment.

### **Option 2: For-Profit Press (News) Conference**

You will be holding a news (press) conference announcing your for-profit's campaign. This assignment involves two parts.

1. A written submission
2. A 2-3 minute video of your initial presentation for the press conference

For your written submission, answer the following questions:

1. Where will the press conference be held? (It should involve minimum travel time.)
2. When will the conference be held (date and time)?
3. Which media outlets will you invite to the press conference? (Be specific in your list—i.e., newspapers—The Chicago Tribune, The Sun-Times; radio stations—WIDN and WBBM; and television stations—WBBM-TV, WMAO-TB, WLS-TV, and WTTW (PBS).)
4. Describe what will be in your **media kit** to hand out to the various news outlets that attend the press conference.
5. Put together a brief outline of what you will be saying in your 2-3 minute presentation.
6. Think about two questions that those in attendance might ask at the end of the conference. Write out the questions, and your answers.

For your video presentation:

1. Briefly introduce yourself.
2. Give a brief history of the NPO.
3. Announce the campaign.

Note: Your presentation must not be shorter than two minutes, and no longer than three minutes in length, for full credit.

Review the reference concepts taken from the assigned textbook reading and relevant research. Review the grading rubric to see how you will be graded for this assignment.

## **Module 6**

### **CRITICAL THINKING ASSIGNMENT (75 points)**

Choose one of the following two assignments to complete this week. Do *not* complete both assignments. Identify your assignment choice in the title of your submission. Note that while there are two options for the Critical Thinking assignment, there is only one rubric. Review the rubric to confirm you are meeting the assignment requirements.

#### **Option 1: NPO Crisis**

Write a paper that summarizes a crisis management plan for your NPO. In order to do this you must:

- Conduct a threat appraisal of your NPO to identify a list of 3-5 realistic or plausible threats that the NPO could face. Justify your threat appraisal – that is make sure that you offer clear and evidence-based reasons that these are credible threats.
- Evaluate what kind of threats these pose to the organization’s reputation and identify the one crisis that represents the biggest threat to the organization. In this section, be sure to apply the four phases of the conflict management life cycle as it relates to your organization and the threat.
- Develop a crisis management plan for your NPO based on the crisis that you have identified. In this section, outline a strategic plan for how your organization should address the crisis. This should include the steps needed to minimize or avoid the crisis as well as the communication strategies needed to manage the organization’s reputation.

Your paper should be 3-4 pages in length (excluding cover page and references) and formatted according to the [CSU-Global Guide to Writing and APA](#). Be sure to discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of three credible, academic, or professional references beyond the text or other course materials. Review the grading rubric to see how you will be graded for this assignment.

### **Option 2: For-Profit Crisis**

- Conduct a threat appraisal of your company to identify a list of 3-5 realistic or plausible threats that the firm could face. Justify your threat appraisal – that is make sure that you offer clear and evidence-based reasons that these are credible threats.
- Evaluate what kind of threats these pose to the organization’s reputation and identify the one crisis that represents the biggest threat to the organization. In this section, be sure to apply the four phases of the conflict management life cycle as it relates to your organization and the threat.
- Develop a crisis management plan for your company based on the crisis that you have identified. In this section, outline a strategic plan for how your organization should address the crisis. This should include the steps needed to minimize or avoid the crisis as well as the communication strategies needed to manage the **organization’s** reputation.

Your paper should be 3-4 pages in length (excluding cover page and references) and formatted according to the [CSU-Global Guide to Writing and APA](#). Be sure to discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of three credible, academic, or professional references beyond the text or other course materials. Review the grading rubric to see how you will be graded for this assignment.

## **Module 8**

### **PORTFOLIO PROJECT (300 Points)**

Choose one of the following two Portfolio Projects to complete. Do *not* do both assignments. Identify your assignment choice in the title of your submission. Review the Portfolio Project grading rubric to understand how you will be graded on your project.

#### **Option 1: Nonprofit Organization**

You will research and choose a **nonprofit organization** that you potentially would like to work for. Nonprofits organizations have a purpose of something other than making a profit. NPOs (nonprofit organizations) are often dedicated to furthering a particular mission or advocating for a particular group of people in need. NPOs are generally founded to serve a humanitarian, educational, healthcare-related, or environmental need. They channel their income into programs and services aimed at meeting unmet or under-met needs, such as food, water,

shelter, health and education, or towards other issues such as deforestation and endangered species. Be aware that many of these organizations fund global needs, such as water-well projects in Africa, or food and health needs in third world countries. Income-driven, for-profit companies have shareholders. All nonprofits have stakeholders.

In economic terms, a nonprofit organization uses its surplus revenues to further achieve its purpose or mission.

Imagine the nonprofit you have chosen is launching a capital campaign. Through your research (see CT Assignment for Module 3), you have identified that the NPO should target a fundraising goal of \$ \_\_\_\_\_ to raise money for \_\_\_\_\_ (again, see CT Assignment 3 for the specific outcomes ).

Throughout the course, you will be putting together several key pieces for your chosen organization, culminating in a professional Portfolio.

These pieces include:

- Resumes tailored to the public relations or development position you hold
- Press releases
- Internet banner public service announcements (PSAs) and social media blitzes
- Outline for a professional presentation at a press conference
- Strategic crisis management plans

Your Portfolio will include a compilation of the Critical Thinking assignments you have put together in Modules 3, 4, 5 and 6, and your resume. You should make revisions in these pieces, based on feedback from your instructor.

Your final piece will be to put together the resume tailored to the public relations or development position you hold with the nonprofit you “work” for. Please consult the **Career Center** for resources to help you build your [professional resume](#).

Include a cover page, and put the pieces in the order listed above *beginning with your resume*.

They should be formatted according to the guidelines discussed in the Modules, and/or, where appropriate, according to the [CSU-Global Guide to Writing and APA](#). Be sure to discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of six credible, academic, or professional references beyond the text or other course materials (you may use the same ones you used for the assignments in Modules 4 and 6). Review the grading rubric to see how you will be graded for this assignment.

### **Option 2: For-Profit Company**

You will research and choose a **for-profit company** that you would potentially like to work for. For-profit companies are generally founded to generate income for entrepreneurs. Sales revenue, in the form of cash and receivables, is the life-blood of for-profit organizations. For-profit companies offer products and services that are valued in the marketplace, choosing to distribute profits between owners, employees, shareholders, and the business itself.

Imagine the for-profit company you are working for is launching a new product or service. This should be a new product or service for them that you create (see CT 3 for the research to support the appropriateness of your product/service recommendation).

Throughout the course, you will be putting together several key pieces for your chosen company, culminating in a professional portfolio.

These pieces include:

- Resumes tailored to the public relations position you hold
- Press releases
- Internet banner advertisements and social media blitzes
- Outline for a professional presentation at a press conference
- Strategic crisis management plans

Your portfolio will include a compilation of the Critical Thinking assignments you have put together in Modules 3, 4, 5 and 6, and your resume. You should make revisions in these pieces, based on feedback from your instructor.

Your final piece will be the resume you put together tailored to the public relations position you hold with the for-profit company you “work” for. Please consult the **Career Center** for resources to help you build your [professional resume](#).

Include a cover page, and put the pieces in the order listed above *beginning with your resume*.

They should be formatted according to the guidelines discussed in the Modules, and/or, where appropriate, according to the [CSU-Global Guide to Writing and APA](#). Be sure to discuss and reference concepts taken from the assigned textbook reading and relevant research. You must include a minimum of six credible, academic, or professional references beyond the text or other course materials (you may use the same ones you used for the assignments in Modules 4 and 6). Review the grading rubric to see how you will be graded for this assignment.

## Course Grading



20% Discussion Participation  
0% Opening Exercises  
8% Mastery Exercises  
37% Critical Thinking Assignments  
35% Final Portfolio Project

**Grading Scale and Policies**

A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

### In-Classroom Policies

For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

### Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see the CSU-Global Guide to Writing and APA for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and internet resources.

### Citing Sources with APA Style

All students are expected to follow the CSU-Global Guide to Writing and APA when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions on your course’s Assignments page.

### Disability Services Statement

CSU–Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email [ada@CSUGlobal.edu](mailto:ada@CSUGlobal.edu) for additional information to coordinate reasonable accommodations for students with documented disabilities.

**Netiquette**

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults, or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom.

If you have concerns about something that has been said, please let your instructor know.