



PBRL325 - Public Relations

Location: USA

Frequency: Any

Instruction: Franklin

Format: Online








Length: 6-Week

Edition:

*Note: The PDF version of the course will not include class communications or discussion posts that are added throughout the duration of the course.
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Total Points in Course: 0.0
Estimated Hours For Course: 0

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Object: Faculty Course Overview**Faculty Course Overview**

This object is hidden for students

Student Content**Textbooks, Course Outline, & Assignments**

The textbook for this course is *Public Relations: Strategies and Tactics*. The book is divided into five parts, which include: role, process, strategy, tactic, and application.

Each week students will have one major assignment to complete.

Week-by-Week Course Breakdown

The remainder of this manual consists of a breakdown of the course, week-by-week, along with a teaching overview section. Each weekly section covers needed preparation for the week and recommended in-class or online activities for the course. The following parts of this manual have been customized for teaching either an online or face-to-face course. The manual includes a suggested topical breakdown and time estimates for each class activity.

Preparation**At least one week before the first class:**

1. Review all materials to determine the flow of the course and the requirements.
2. Become familiar with the textbook and the companion Web site for the text.
3. Be prepared to answer e-mails about the assignments for week 1. Students are expected to come to the first class having completed several assignments.
4. Create a welcome announcement. First, create a new learning object in the *Instructor Communication* container. Remember to include your contact information.

Before the first class:

1. Review the readings for week 1 from the text.
2. Review the activities for weeks 1 and 2 to determine if you have all the materials you need.
3. Visit the PRSA Web (<http://www.prsa.org/>) site at and PROI Web (<http://www.proi.com/>) site.

In week 3, you will assign students a current event to research and respond to. Begin thinking of a current event that would fit the assignment.

Attendance Policy

The University is obligated by the U.S. Department of Education to track attendance. You are required to take attendance for each week of class, both face-to-face and online. Please make every effort to meet this weekly deadline. The help desk, faculty services, as well as your lead faculty are eager to help

you if you have any questions. In addition, the tutorial found at this link <http://video.franklin.edu/Franklin/tutorials/attendance/Attendance.htm> provides a good overview of the entire process.

The Take Attendance link is located under the APPS menu located on the top right section of the screen.

Course Roster

View the course roster by clicking on the Gradebook APP. Click on Take Attendance and then click on the Printable Roster link in the upper right corner. Contact your lead faculty if you are not able to view the course roster one week prior to the course start date. Note: a direct link to the course roster APP will be available soon.

HELP

Click on HELP in the upper right corner of the screen to see the Instructor Knowledgebase for myFranklin4 containing step-by-step instructions to assist you. You can also view this information through this link: <http://video.franklin.edu/Franklin/myFranklin4-TeachingFacultyHelp/default.htm>

Turnitin.com

Turnitin.com is the tool used by Franklin University to assist students in detecting plagiarism in their own work. [Click here for information on Turnitin.com.](#)

Object: Course Overview



Course Overview

Student Content

Course Description

A course in the technique of establishing and maintaining public relations with an examination of the public relations functions of some of the large concerns. Exercises in practical application of public relations techniques are included.

Prerequisites

- None

Course Outcomes

Upon successful completion of this course, students will be able to:

1. Analyze the role of public relations in different types of organizations.
2. Plan a public relations research project.

3. Determine the appropriate communication techniques to use for various audiences.
4. Explain what constitutes public opinion, how it is formed, and the media used to influence it.
5. Develop public relations activities to fulfill various organizational needs.
6. Identify the difficulties of cross-cultural and multinational communications from a public relations perspective.
7. Evaluate the role of ethics and professionalism in public relations.
8. Identify regulations that affect public relations activities.

Franklin University Design Team

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Object: Course Materials



Course Materials

Student Content

Required Materials

- Wilcox, D., Cameron, G. & Reber, B. (2014). *Public relations: Strategies and tactics*. (11th ed.). New York, NY: Pearson Education, Inc. ISBN: 9780134002743 (print), 9780133809565 (e-text).

Obtaining Course Materials: A digital copy of the textbook (e-textbook) for this course is accessible via VitalSource, an online platform for digital instructional materials. Clicking on any link to the book from within the course will direct you to an object from which a digital copy of the textbook can be opened in a new browser tab.

Your Franklin account was charged for these embedded materials at the time of registration. For a seamless learning experience, it is strongly recommended that you utilize the materials embedded within your course. To opt out of using these materials, access the Shortcuts menu at the top of the screen. Select the "E- Textbook Opt Out" link and follow the instructions. If you elect to opt out of using these materials, visit <http://www.franklin.edu/financial-aid/tuition-fees/e-textbooks> (or refer to the ISBN listed above) to help you find and purchase the course materials on your own.

Object: Accessing E-Textbooks





Accessing E-Textbooks

Student Content

To access the text(s) for this course, click on any link to the e-textbook(s) within the course (or directly select the e-textbook object(s) located within the Syllabus container), and then click the **Open** button. It is highly recommended that you then download the e-textbook(s) to your device(s) for offline use.

Note: The e-textbook object(s) are titled using APA style, as follows: Author's last name (copyright year).

Object: Wilcox et al. (2014)



Wilcox et al. (2014)

Student Content

Click the **Open** button above to access a digital version of your textbook (e-textbook).

LTI

Activated

Integrate

Activated

Object: Class Participation Points



Class Participation Points

Student Content

In traditional learning settings, you may have participated in courses in which the professor lectured while you listened and took notes. You will not be sitting in class taking notes while the professor lectures for the entire time. Instead, you will actively participate in your learning. For example, in many courses, you will participate in discussions, role-plays, debates, or simulations. In addition, you will interact with your classmates to share your learning and work experiences and collaborate on case studies and other types of problems.

A portion of the final grade for this course consists of participation points. These points are awarded to students at the end of every class session or at times in the course the professor deems appropriate.

Note that for face-to-face students, participation points are **not** automatically awarded to students simply on the basis of their presence in class. When students attend a class session, they start with zero participation points. It is the student's responsibility to earn participation points during the session by actively participating in class activities, discussions, and presentations.

Similarly for online students, participation points are **not** automatically awarded to students based on their presence at Meet sessions or by completing assignments. Students in the course start with zero participation points. It is the student's responsibility to earn participation points during the course by actively participating in class activities, discussions, and presentations.

Evidence of active participation by a student is defined broadly as:

- Verbal participation in team and class discussions appropriate to the setting.
- Offering relevant comments and questions that are aligned with the topic at hand.
- Offering relevant current events such as current articles that are aligned with the topic at hand.
- Participation in chat activities and the online discussion board.

Students' active participation will be assessed according to the following criteria (adapted from the [Foundation for Critical Thinking](#)):

Criteria	Description
Clarity	Focus on a specific topic and context, give examples, avoid vague generalities or undefined terms, and help others to understand without any confusion.
Accuracy	Give correct information that others can verify; students should acknowledge the limits of their knowledge of the topic.
Precision	Specific details support all comments.
Relevance	Comments connect to the issues currently under discussion and help others to understand those connections.
Depth	Address the problem in all its complexity; consider the context of the problem, its root causes, and the other issues it brings up.
Breadth	Address the problem from many points of view; consider how others might understand the problem.
Logic	Consider how statements and assumptions work together and communicate them so that others can follow their reasoning.
Significance	Focus on the most important elements of a topic or elements that others have overlooked; avoid repeating common knowledge.
Ethics	Students should consider how their statements and actions affect others and judge their own contributions in terms of how they benefit the learning community.

Note: The professor may choose to define and apply alternative participation criteria at his or her discretion.



Policies and Services

Student Content

Academic Policies

Please follow the links below to find the academic policies that apply to taking courses at Franklin University:

- [Academic Assessment](#)
- [Academic Integrity and Dishonesty](#)
- [Process for Student Concerns](#)
- [Academic Program Requirements](#)

Student Responsibilities

Please follow the links below to understand what your responsibilities are with regard to taking courses at Franklin University:

- [Communications](#)
- [Time Commitment](#)
- [Attendance Policy](#)
- [Virus Policy](#)
- [General Technology Requirements](#)
- [Student Code of Conduct](#)
- Copyright - Materials used in Franklin University courses may be subject to copyright protection. For more information about copyright law, view the following resources:
 - [Franklin University Library's copyright research guide](#)
 - [Franklin University's Plan to Effectively Combat Copyright Infringement](#)

Student Support Services

Please follow the links below to learn about the support services available to you at Franklin University:

- Learning Commons in the [Academic Bulletin](#) and on the [Franklin University website](#)
 - Library Services in the [Academic Bulletin](#) and on the [Franklin University website](#)
 - Testing Center in the [Academic Bulletin](#) and on the [Franklin University website](#)
- Disability Services in the [Academic Bulletin](#) and on the [Franklin University website](#)
- [Harassment, Discrimination, and Sexual Misconduct \(Anti-Discrimination Policy\)](#)
- [Family Education Rights and Privacy Act \(FERPA\) Information](#)
- [BlueQuill Zendesk](#), which you can also access using the Help icon at the top right of your screen
- Technology Help Desk Services in the [Academic Bulletin](#) and on the [Franklin University website](#)

Grading Policy

Please follow the links below to learn about the grading policies for students at Franklin University:

- [Undergraduate Grading Policies](#)
- [Graduate Grading Policies](#)
- [Submission and Return Policy](#)