



Syllabus

COM-233: Principles of Public Relations

Written By: Evan Doyle

Course Description

This course examines the history, roles, functions, purposes, methods, responsibilities, and ethical issues of public relations in various contexts, including corporate, nonprofit, and agency environments. Focuses on how organizations effectively communicate with various publics to achieve specific public relations objectives.

Credit Hours: 3

Prerequisite Courses: None

Prerequisite Skills and Knowledge: Basic background in communication principles and theories.

Course Outcomes

Upon completion of this course, you should be able to:

1. Articulate the history, basic theories and principles of public relations practice.
2. Distinguish and apply the public relations process and its use in developing campaigns.
3. Understand and apply the public relations specialties and the roles of practitioners, in-house departments, and counseling firms.
4. Analyze written, spoken, and visual tactics used in public relations.
5. Evaluate social responsibility and application of Christian ethical standards in public relations.

Course Textbook

Wilcox, D. L., Cameron, G. T., Reber, B. H., & Shin, J. (2013). *THINK Public Relations*. Boston, MA: Pearson.

Course Technology

None

Grading Scale

Grade	Quality Points Per Credit	Percentage	Score
A	4.0	95%-100%	950-1000

A-	3.7	92%-94.9%	920-949
B+	3.3	89%-91.9%	890-919
B	3.0	85%-8.9%	850-889
B-	2.7	82%-84.9%	820-849
C+	2.3	79%-81.9%	790-819
C	2.0	75%-78.9%	750-789
C-	1.7	72%-74.9%	720-749
D+	1.3	69%-71.9%	690-719
D	1.0	65%-68.9%	650-689
F	0.0	0%-64.9%	0-649

Grading Policies

Your grading policy for your course is dependent on your school and program. Your grading policies can be found in the IWU Catalog.

Letter Grade Equivalencies

Grade	Description of Work
A	Clearly stands out as excellent performance. Has unusually sharp insights into material and initiates thoughtful questions. Sees many sides of an issue. Articulates well and writes logically and clearly. Integrates ideas previously learned from this and other disciplines. Anticipates next steps in progression of ideas. Example "A" work should be of such nature that it could be put on reserve for all cohort members to review and emulate. The "A" cohort member is, in fact, an example for others to follow.

B	Demonstrates a solid comprehension of the subject matter and always accomplishes all course requirements. Serves as an active participant and listener. Communicates orally and in writing at an acceptable level for the degree program. Work shows intuition and creativity. Example "B" work indicates good quality of performance and is given in recognition for solid work; a "B" should be considered a good grade and awarded to those who submit assignments of quality less than the exemplary work described above.
C	Quality and quantity of work in and out of class is average. Has marginal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at least minimally.
D	Quality and quantity of work is below average. Has minimal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at below acceptable levels.
F	Quality and quantity of work is unacceptable and does not qualify the student to progress to a more advanced level of work.

Course Module Summary

Week	Module	Discussion	Reading Chapters	Chapter Quizzes	Assignments/Projects	Total Points
Week One	Module One	2/50	Chapters 1 & 2 What is PR?	--	--	50
	Module Two	--	Chapter 3 History of PR	1/50	--	50
Week Two	Module Three	2/50	Chapter 5 Research and Campaigns	--	Report 75	125
	Module Four	--	Chapter 6 Communication and Measurement	1/50	--	50
Week Three	Module Five	2/50	Chapter 11	--	--	50

			Mass Media			
	Module Six	--	Chapter 13 Events and Promotions	1/50	--	50
Week Four	Module Seven	2/50	Chapter 12 Digital & Social	--	Report 75	125
Week Five	Module Eight	2/50	Chapters 4 & 15 Corporate PR	--	--	50
	Module Nine	--	Chapter 16 Entertainment/Sports	--	Case Study 100	100
	Module Ten	--	Chapters 17 & 18 Political/Nonprofit PR	1/100	--	100
Week Six	Module Eleven	2/50	Chapter 9 Ethics, Law, and Christian Practice	--	--	50
	Module Twelve	--	Chapters 10 & 14 Diverse and Global Politics	1/50	Final Project 150	200
End of Course Survey						10 extra credit
TOTAL		12/300		6/300	5/400	1000

* Number of Activities/Sum Point Totals

Course Assignments

Module One Outline

Title	Type	Due Dates	Estimated Time	Points
1.1 Discussion: The Word Gave Life	Discussion	Due by the end of week one.	1 hour	5
1.2 Reading: Chapters 1 & 2	Activity	Due by the end of the week.	2.5 hours	0
1.3 Discussion: Stereotypes vs. Reality	Discussion	Initial post due by the end of the fourth day of the first week; two responses due by the end of the first week.	2 hours	45
Totals			5.5 hours*	50

Module Two Outline

Title	Type	Due Dates	Estimated Time	Points
2.1 Reading: Chapter 3	Activity	Due by the end of the week.	1.5 hours	0
2.2 Quiz	Quiz	Due by the end of the week.	1 hour	50
Totals			2.5 hours*	50

Module Three Outline

Title	Type	Due Dates	Estimated Time	Points

3.1 Discussion: If I Didn't Have Love	Discussion	Due by the end of the week.	1 hour	5
3.2 Reading: Chapter 5	Activity	Due by the end of the week.	1.5 hours	0
3.3 Discussion: Current Event	Discussion	Initial post due by the end of the fourth day of the first week; two responses due by the end of the first week.	3 hours	45
3.4 Assignment: Organization Report - Mission	Assignment	Due by the end of the week.	4 hours	75
Totals			9.5 hours*	125

Module Four Outline

Title	Type	Due Dates	Estimated Time	Points
4.1 Reading: Chapter 6	Activity	Due by the end of the week.	1.5 hours	0
4.2 Quiz	Quiz	Due by the end of the week.	1 hour	50
Totals			2.5 hours*	50

Module Five Outline

Title	Type	Due Dates	Estimated Time	Points
5.1 Discussion: The No-Spin Zone	Discussion	Due by the end of the week.	1 hour	5
5.2 Reading: Chapter 11	Reading	Due by the end of the week.	1.5 hours	0

5.3 Discussion: Using Tactics	Discussion	Initial post due by the end of the fourth day of the first week; two responses due by the end of the first week.	2 hours	45
Totals			4.5 hours*	50

Module Six Outline

Title	Type	Due Dates	Estimated Time	Points
6.1 Reading: Chapter 13	Activity	Due by the end of the week.	1.5 hours	0
6.2 Quiz	Quiz	Due by the end of the week.	1 hours	50
Totals			2.5 hours*	50

Module Seven Outline

Title	Type	Due Dates	Estimated Time	Points
7.1 Discussion: The Light of the World	Discussion	Due by the end of the week one.	1 hours	5
7.2 Reading: Chapter 12	Activity	Due by the end of the week.	1.5 hours	0
7.3 Discussion: New vs. Old Media	Discussion	Initial post due by the end of the fourth day of the week; two responses due by the end of the week.	2 hours	45
7.4 Assignment: Organizational Report - Social	Assignment	Due by the end of the week.	4 hours	75

Totals	8.5 hours*	150
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Module Eight Outline

Title	Type	Due Dates	Estimated Time	Points
8.1 Discussion: The Word Gave Life	Discussion	Due by the end of the week.	1 hours	5
8.2 Reading: Chapters 4 and 15	Activity	Due by the end of the week.	2.5 hours	0
8.3 Discussion: Current Event Two	Discussion	Initial post due by the end of the fourth day of the week; two responses due by the end of the week.	3 hours	45
Totals			6.5 hours*	50

Module Nine Outline

Title	Type	Due Dates	Estimated Time	Points
9.1 Reading: Chapter 16	Activity	Due by the end of the week.	1.5 hours	0
9.2 Assignment: Case Study	Assignment	Due by the end of the week.	1.5 hours	100
Totals			3 hours*	100

Module Ten Outline

Title	Type	Due Dates	Estimated Time	Points

10.1 Reading: Chapters 17 and 18	Activity	Due by the end of the week.	2.5 hours	0
10.2 Quiz	Quiz	Due by the end of the week.	1.5 hours	100
Totals			4 hours*	100

Module Eleven Outline

Title	Type	Due Dates	Estimated Time	Points
11.1 Discussion: Such a Time as This	Discussion	Due by the end of the week.	1 hours	5
11.2 Reading: Chapter 9	Activity	Due by the end of the week.	1.5 hours	0
11.3 Discussion: Ethical Practice	Discussion	Initial post due by the end of the fourth day of the week; two responses due by the end of the week.	2 hours	45
Totals			4.5 hours*	50

Module Twelve Outline

Title	Type	Due Dates	Estimated Time	Points
12.1 Reading: Chapters 10 and 14	Activity	Due by the end of the week.	2.5 hours	0
12.2 Quiz	Activity	Due by the end of the week.	1 hours	50
12.3 Assignment: Final Project	Assignment	Due by the end of the week.	10 hours	150
End of Course Survey	Survey/Quiz	Due by the end of the week.	30 minutes	10 extra credit

		Totals	<div>14 hours*</div> <div>200</div>

TOTALS	67.5 hours*	1000
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* These timings are based on estimations of average times to complete each assignment. Actual assignment completion times will vary.

Course Development Resources

Wilcox, D. L., Cameron, G. T., Reber, B. H., & Shin, J. (2013). *THINK Public Relations*. Boston, MA: Pearson.

To better assist students, the OCLS library resources page provides a helpful guide to facilitate a more detailed understanding of how to use APA in academic writing (http://www2.indwes.edu/style_guide.html). Your instructors and the librarians of OCLS are available to answer questions that may arise. Proper use of APA writing style, as specified in the assignment and/or rubric, will be considered in scoring your assignment.

Expectations, Policies, and Important Student Information

School/Division	Link
DeVoe School of Business Division of Liberal Arts School of Services and Leadership	View School/Division Expectations, Policies, and Student Information
School of Educational Leadership	View School/Division Expectations, Policies, and Student Information
Wesley Seminary @ IWU	View School/Division Expectations, Policies, and Student Information
Nursing - Undergraduate	View School/Division Expectations, Policies, and Student Information
Nursing - Graduate	View School/Division Expectations, Policies, and Student Information