

MKT230 Principles of Public Relations

Syllabus Overview

This syllabus contains all relevant information about the course: its objectives and outcomes, the grading criteria, the texts and other materials of instruction, and weekly topics, outcomes, assignments, and due dates. Consider this your roadmap for the course. Please read through the syllabus carefully and ask questions if you would like anything clarified. Please print a copy of this syllabus for reference.

Course Description

3 Credits

Prerequisite: None

This class is designed to provide a basic overview of how to plan and carry out a multi-faceted public relations program. It offers practical experience in identifying publics (stakeholders) and messages. Students evaluate PR strategies as they intertwine with advertising and marketing and learn how social media impacts and has changed the practice and process of public relations. Students work as teams to solve case histories in PR applying specific principles to solve complex problems.

Course Outcomes

At the completion of this course, students should be able to:

- Explain the broad purpose of public relations past, present and future
- Identify situations in which PR could be used
- In a PR situation, identify various audiences and the media that reaches them
- Effectively research and find supporting data for a PR campaign
- Analyze and develop PR plans
- Use PR as one of the marketing communication tools
- Evaluate PR case histories and synthesize effective PR principles

Communication with Your Instructor

You will receive a welcome email from your instructor prior to the start of class. This email will contain your instructor's contact information. Your instructor will also be communicating with you via several methods in the course, including:

- **Announcements** – This communication tool, located on the navigation menu within your course in Canvas, contains important updates. Be sure to check for new announcements from your instructor each time you access your course.
- **Q&A** – Use this discussion board, located on the Home screen in your course, to communicate with your instructor and classmates regarding general course questions (i.e. missing links, assignment clarification, etc.).
- **Inbox** – Use the Inbox, located in the top right corner of Canvas, to send a message to your instructor or classmates.

Materials and Resources

Required: Scott, D.M. (2017). *The New Rules of Marketing & PR. 6th Edition, John Wiley 7 Sons, NJ.*
ISBN: 9781119362418 (pbk)

Bookstore Information

The bookstore can be located in the left-hand navigation of any Canvas course.

Library Services

Detailed information about the eLibrary can be found in the LIB100: eLibrary Overview course and the Student Resource Center. This is a course that all students have access to during their academic career.

Canvas Help Desk and Technical Questions

If you experience technical issues in your course, please contact the Canvas Help Desk by clicking the Help link (top right corner within Canvas). There are 3 ways to contact them:

- Phone (888-628-2749)
- Live chat
- Report a problem (submit a ticket)

Be sure to notify your instructor of any technical difficulties you are experiencing.

Additional resources are available in the Student Resource Center and the Canvas Guides website:
<https://community.canvaslms.com/docs/DOC-4121>

Weekly Schedule

Week 1 History, Perspective and IMC	
Outcomes	<ul style="list-style-type: none"> • Explain how PR is integrated into the strategic concept of communication • Define and explain what public relations is • Describe how PR has changed and evolved • Explain how PR fits in with integrated marketing communication
Readings	<p>Textbook - <i>The new rules of marketing & PR</i></p> <ul style="list-style-type: none"> • Chapter 1 – The old rules of marketing and PR are ineffective in an online world • Chapter 2 – The new rules of marketing & PR <p>Articles</p> <ul style="list-style-type: none"> • What is public relations? PRSA's widely accepted definition • Basic definitions: Advertising, marketing, promotion, public relations and publicity, and sales • The father of spin: Edward L. Bernays & the birth of PR • History of Public Relations teaches lessons in PR classes today
Lecture	<ul style="list-style-type: none"> • Perspectives on PR • IMC
Multimedia	<ul style="list-style-type: none"> • A Brief History of Public Relations
Discussion	Effective and ineffective PR
Assignment	"media comment"

Week 2 Research in PR	
Outcomes	<ul style="list-style-type: none"> • Determine what research should be done for a product or service • Use databases, libraries, and the internet as secondary research tools • Analyze research facts to bring to a PR program
Readings	<ul style="list-style-type: none"> • Public relations research: Importance and examples • Public relations research: the key to strategy
Lecture	<ul style="list-style-type: none"> • Research in PR
Multimedia	<ul style="list-style-type: none"> • PR Planning
Discussion	Examples of Research in PR
Assignment	Concept Map

Week 3 Stakeholders	
Outcomes	<ul style="list-style-type: none"> • Determine key stakeholders in an organization • Apply communication strategy to PR • Develop specific messages for varying stakeholders
Readings	<ul style="list-style-type: none"> • Corporate public relations dynamics: internal vs external stakeholders and the role of the practitioner. • Stakeholder relations management is a key skill.
Lecture	<ul style="list-style-type: none"> • Stakeholders
Multimedia	<ul style="list-style-type: none"> • Strategies for managing stakeholder relationships • Digital Desktop - Stakeholder Engagement
Discussion	Key stakeholders
Assignment	Process map

Week 4 Social Media	
Outcomes	<ul style="list-style-type: none"> • Describe various communication channels used by PR experts • Analyze social media for differences in communication style and techniques • Evaluate new media options as key avenues for stakeholder discussions
Readings	<p>Textbook - <i>The new rules of marketing & PR</i></p> <ul style="list-style-type: none"> • Chapter 4 - Social media and your target audience • Chapter 5 - Blogs tapping millions of evangelists to tell your story <p>Articles</p> <ul style="list-style-type: none"> • What is earned, paid and owned media • 3 successful online PR case studies
Lecture	<ul style="list-style-type: none"> • Social Media
Multimedia	<ul style="list-style-type: none"> • Panel: How to Get Good PR • Using Social Media for PR - In a Nutshell
Discussion	Facebook
Assignment	Defense of the pipeline
Group Project	Uber PR Plan

Week 5		Content
Outcomes		<ul style="list-style-type: none"> Describe content in terms of a marketing and PR tool Use content for various audiences and stakeholders
Readings		<p>Textbook - <i>The new rules of marketing & PR</i></p> <ul style="list-style-type: none"> Chapter 8 - The content rich website Chapter 12 - Strategies for creating awesome content Chapter 16 - An image is worth a thousand words <p>Article</p> <ul style="list-style-type: none"> What is content marketing?
Lecture		<ul style="list-style-type: none"> Content
Multimedia		<ul style="list-style-type: none"> How content marketing impacts PR
Discussion		Elements of content marketing
Assignments		Examples of content marketing
Group Project		Uber PR Plan

Week 6		Crisis Management
Outcomes		<ul style="list-style-type: none"> Evaluate critical issues that could be detrimental to a client organization Develop a set of criteria for handling crises Implement and evaluate a crisis program
Readings		<p>Textbook - <i>The new rules of marketing & PR</i></p> <ul style="list-style-type: none"> Chapter 14 (pp269-272) <p>Articles</p> <ul style="list-style-type: none"> When your reputation's on the line How publics react to crisis communication efforts 13 golden rules of PR crisis management
Lecture		<ul style="list-style-type: none"> Crisis Management
Multimedia		<ul style="list-style-type: none"> Damage control and crisis management Public relations functions: crisis management
Discussion		Wells Fargo

Assignment	Spin This
Group Project	Uber PR Plan

Week 7 The PR Plan	
Outcomes	<ul style="list-style-type: none"> Organize key elements of a plan Evaluate key facts and determine importance Write and communicate the results of a PR plan
Reading	Textbook - <i>The new rules of marketing & PR</i> <ul style="list-style-type: none"> Chapter 10 - You are what you publish: building your marketing & PR plan Articles <ul style="list-style-type: none"> How to develop your PR media plan 10 steps to writing a successful public relations plan How to develop a successful PR strategy
Lecture	<ul style="list-style-type: none"> The Plan
Multimedia	<ul style="list-style-type: none"> PR Planning
Discussion	Background research
Group Project	Uber PR Plan

Week 8 The Future of PR	
Outcomes	<ul style="list-style-type: none"> Explain how PR is evolving in this changing world Provide believable scenarios on the future of public relations Write and communicate the results of a plan
Readings	Textbook - <i>The new rules of marketing & PR</i> <ul style="list-style-type: none"> The remaining chapters of the Textbook are very helpful in terms of “how to” with social media Articles <ul style="list-style-type: none"> 7 PR trends you need to know about The future of public relations – Three forks in the road
Lecture	<ul style="list-style-type: none"> The Future of PR
Multimedia	<ul style="list-style-type: none"> Tom Kelleher Discusses the Future of Public Relations

Discussion	Your opinion about the future of PR
Group Project	Uber PR Plan

Grading and Evaluation

Your grades will reflect the way in which you present and support your topics and positions in the various learning activities used in this course. The grades will be based on the quality and quantity of your comments and responses in the various activities.

Be sure to review the discussion and assignment rubrics in the course for specific grading criteria.

The various graded activities are weighted as follows:

Course Element	% of Final Grade
Discussions	32%
Assignments	35%
Group Project: PR Case History Report	33%
Total	100%

Students will be expected to meet all the deadlines of the class as indicated throughout the course and in the syllabus. This is primarily so we don't get behind in the course. In addition, discussions cannot overlap from one week to the next. This is to ensure that all discussions and submissions take place within the week they are scheduled in order to be of value to the entire class as well as to help you not get behind. If there are extenuating circumstances, you will need to communicate that to the instructor and make arrangements accordingly, if appropriate.

Late Assignments: Exceptions are to be determined by the instructor on a case-by-case basis. There will be no opportunities for extra credit.

Learner Success Guidelines

These guidelines are provided to help you succeed in your coursework:

- Participate in the class introduction activity on the first day of class.
- Submit ALL assignments by the posted due dates and times.
- Check your emails daily.
- Contact Portal Help for logon problems or Canvas Help for technical issues with Canvas.

- Participate fully in all threaded discussions.
- Contact your instructor if you have questions about an assignment or need additional help completing your work successfully. Academic dishonesty is grounds for dismissal from the program.

Academic Policies

The following Academic Policies can be found in the [Student Resource Center](#).

- Grading Criteria
- Reasonable Accommodations Policy
- Student Attendance Policy
- Academic Honesty and Integrity Policy
- Student Engagement and the Granting of Academic Credit
- Copyright Policy

Caveat

The above schedule, content, and procedures in this course are subject to change. All policies are superseded by the latest College Catalog available on our website:

<https://www.cambridgecollege.edu/student-rights-complaints-grievances/student-code-conduct>