



**BMKT 3320
PUBLIC RELATIONS
COURSE SYLLABUS & OUTLINE
SUMMER I 2016
UIW ONLINE**

Instructor Information:

Professor:

Phone:

E-Mail:

Catalog Description:

This course covers all forms of writing for public relations including press releases, public service announcements, features, magazine queries, securing television and radio interviews, coverage memos, media alerts, trade press releases, background stories, and public relations presentations. Students will have exposure to all writing required for a career in public relations. Prerequisite: BMKT 3331.

Required Texts:

Guth, D. & Marsh, C. (2012). Public relations: A values-driven approach (5th ed.). Boston, MA: Pearson. ISBN 0205811809.

Course Objectives/Outcomes:

Through a hands on approach, students will learn the theoretical and applicable approaches to managing an organizations internal and external communication marketing plan. Concepts reviewed include models of public relations, the role of the professional, along with cases and industry best practices. Upon successful completion of this course, the student will be able to: 1) Explain the history, theory, and models of corporate public relations, 2) Analyze the role of the public relations professional in the corporate environment, 3) Describe the strategies, tactics, and techniques of public relations programs, and 4) Develop an understanding of the various writing tasks for specific audiences and purposes. Course outcomes can be assessed using one or more of the following methods: exams, quizzes, written case analysis, and other assignments as deemed appropriate by the instructor.

Disability Accommodations:

The University of the Incarnate Word is committed to providing a supportive, challenging, diverse and integrated environment for all students. In accordance with Section 504 of the Rehabilitation Act – Subpart E and Title III of the Americans with Disabilities Act (ADA), the University ensures accessibility to its programs, services and activities for qualified students with documented disabilities. For more information, contact: Student Disability Services, Administration Building, Suite 105. Ph. (210) 829-3997. Fax (210) 829-6078. Website: <http://www.uiw.edu/ada/>.

Drop Course Information:

It is the student's responsibility to drop their course within the 100% refund period to avoid assessment of tuition and fees. There will not be a University-initiated drop for non-participation. If you do not plan to attend, you must drop your courses by Friday at 5pm of the first week of the term to be within the 100% refund period. Please submit your drop to <http://online.uiw.edu/course-drop-form>. A \$50 administrative fee is applied for all drops from courses offered through the Virtual University. ARMY Students must drop their course(s) through [GoArmyEd](#). Active duty military students are not charged a drop fee.

Syllabus Statement:

This syllabus does not serve as a contract and is subject to change. The Instructor may adjust the syllabus as necessary.

Attendance and Religious Observance Policies:

Please visit <http://uiw.smartcatalogiq.com/2015-2017/Catalog/VIII-Institutional-Academic-Policies/Attendance-and-Religious-Observance-Policies>

Late Work:

Aside from extreme circumstances which have been discussed with the instructor, all work is to be turned in when due. Regardless of the circumstances, late work will be subject to a ten percent grade deduction for each week that it is late.

Academic Integrity Statement:

The University of the Incarnate Word is strongly committed to the nurturing of academic excellence. The University expects its students to pursue and maintain truth, honesty and personal integrity in their academic work. Students must always submit work that represents their original words or ideas. If any words or ideas are used that do not represent the student's original words or ideas, the student must cite all relevant sources. The student should also make clear the extent to which such sources were used. Submissions to any public meeting or private mailbox/forum fall within the scope of words and ideas that require citations if used by someone other than the original author.

Grading Activities Criteria and Grading Guidelines:

The following grading system applies to this course: A: 93 - 100; A-: 90 - 92; B+: 87 - 89; B: 83 - 86; B-: 80 - 82; C+: 77 - 79; C-: 70 - 76; D+: 67 - 69; D: 63 - 66; D-: 60 - 62; F: < 60

Assignments (20%): Five @ four points each; Case studies are recommended, TBD at instructor's discretion; may be an individual or team assignment

Public Relations Project (25%): Presentation of a comprehensive Public Relations project; Framework TBD at instructor's discretion; May be an individual or team assignment

Final Examination (25%): Format TBD at instructor's discretion

Discussion (16%):

Constructive class contribution includes being present, engaged, and professional. For a portion of each class, students will be expected to participate in student-led discussions by asking questions, sharing examples, presenting arguments, and providing work-based applications. Student engagement and work in facilitator groups comprises 30 percent of your overall grade, so please take it seriously (the typical approach will be to assign readings to facilitator groups for discussion in small or large groups as well as instructor-led, student-oriented lectures). Proactive, meaningful class participation is essential to maximizing course potential and to enable the Instructor to fully evaluate your comprehension of course content. Further, it enhances the interest level as specific, real-world examples are discussed. You are expected to conduct yourself in a professional and courteous manner at all times. In evaluating class participation, consider the following recommendations:

- Students are expected to be prepared to actively participate in classroom discussions by responding to instructor questions and by offering specific examples/alternatives appropriate to the discussion at hand.
- The quality of participation should clearly demonstrate full understanding of the subject matter at an appropriate depth and breadth. You are expected to examine issues from multiple perspectives and integrate materials from sources outside of the formal course resources.
- Participation should include adequate support via specific evidence for assertions and should clearly demonstrate your ability to apply the subject matter in the marketplace.
- Participation may often affirm others’ opinions. But please know that I’m not simply looking for “I agree” messages. Look for opportunities to not only support what someone else says, but also to provide justifications and propose alternative approaches/theories.

The following expectations-based rubric will be used to determine your in-class participation grade:

	<70%	70%-79%	80%-89%	90%-100%
Business Acumen	Fails to demonstrate competence in course concepts, either by lack of connection to concepts in contributions, or by misrepresenting concepts when used.	Demonstrates limited competence in course concepts. Significant room for improvement in terms of the scope and the depth of content coverage exists.	Demonstrates competence and accuracy in using course concepts OR makes frequent effort to use course concepts, but with room for improved consistency and detail.	Frequently uses a wide range of concepts from the class materials, demonstrating competence and accuracy in the use of concepts.
Critical Thinking	Fails to demonstrate critical thinking. Does not work with peers to devise ways to cover course content. Does not critically examine arguments, alternatives, and analysis.	Rarely demonstrates critical thinking, appearing to accept all statements as fact rather than exploring or challenging ideas. Rarely works with peers to outline approaches to covering course content. Room for improvement in terms of critically examining course content exists.	Occasionally engages in activities designed to cause depth of thinking, including questions or efforts to address the unknown or challenge assumptions. Occasionally works with peers to structure learning processes. Occasionally critically examines arguments, alternatives, and analyses.	Frequently asks and makes an effort to explore relevant, thought-provoking questions to advance the conversation and encourage deeper exploration of concepts. Facilitates content coverage. Critically examines arguments, alternatives, and analyses.
Personal Effectiveness	Fails to demonstrate personal effectiveness. Lack of engagement results in little or no impact on learning, OR contribution effort has a negative impact on self and others.	Infrequent contribution effort leading to limited influence on the group. Infrequently engages peers using a wide variety of participatory behaviors. Contribution effort occasionally has a negative impact.	Occasional contribution effort, however, positive impact and influence on class discussions when contributions are made. There is room for improvement in terms of engaging peers using a variety of contribution guidelines.	Consistently uses a wide range of contribution approaches, leading to clearly positive influence and impact on the class discussions and the learning of self and others.



Course Schedule:

The table below includes the topics, readings, and assignments for each week of the session (subject to change with notification). For each weeks activities you will notice the number of instructional hours in parenthesis. This is the Alternative Instructional Equivalencies for this course. It is an expectation for the minimum amount of time (hours) you will spend on each topic each week. Its primary purpose is for accreditation.

Week	Topics	Weekly Activities (Instructional Hours)
1	Intro to PR and Careers in PR Assignment #1 Class Discussion	Read Chapters 1 and 2 in the Guth text. Submit individual/team assignment #1 (3). Participate in discussion forum (3).
2	History of PR and Publics in PR Assignment #2 Class Discussion	Read Chapters 3 and 4 in the Guth text. Submit individual/team assignment #2 (3). Participate in discussion forum (3).
3	Communication Theory & Public Opinion and Ethics & Social Responsibility in PR Market Research Project Class Discussion	Read Chapters 5 and 6 in the Guth text. Begin development of Market Research Project (5). Participate in discussion forum (3).
4	Research & Evaluation and PR Strategies Assignment #3 Class Discussion	Read Chapters 7 and 8 in the Guth text. Submit individual/team assignment #3 (3). Participate in discussion forum (3).
5	Communication and Multimedia Messaging Assignment #4 Class Discussion	Read Chapters 9 and 10 in the Guth text. Submit individual/team assignment #4 (3). Participate in discussion forum (3).
6	Cyber-Relation in the Digital Age and Crisis Communications Assignment #5 Class Discussion	Read Chapters 11 and 12 in the Guth text. Submit individual/team assignment #5 (3). Participate in discussion forum (3).
7	PR & MKT and Cross-Cultural Communication Class Discussion	Read Chapters 13 and 14 in the Guth text. Participate in discussion forum (3).
8	PR & the Law and Your Future in PR Final Market Research Project Final Examination Class Discussion	Read Chapters 15 and 16 in the Guth text. Submit your Final Market Research Project (6). Complete your Final Project/Examination. Participate in discussion forum (3).

**Documented Alternative Instructional Equivalencies (AIE's)
Extended Academic Programs – University of the Incarnate Word**

Course Number and Section: BMKT 43320
Course Title: Public Relations

Semester:
Instructor:

Week	Alternative Instructional Equivalent (AIE) for Activity	Estimated Hours
<i>In-class Hours (if applicable)</i>		50
#1	Submit individual/team assignment #1 (3). Participate in discussion forum (3).	6 hours
#2	Submit individual/team assignment #2 (3). Participate in discussion forum (3).	6 hours
#3	Begin development of Market Research Project (5). Participate in discussion forum (3).	8 hours
#4	Submit individual/team assignment #3 (3). Participate in discussion forum (3).	6 hours
#5	Submit individual/team assignment #4 (3). Participate in discussion forum (3).	6 hours
#6	Submit individual/team assignment #5 (3). Participate in discussion forum (3).	6 hours
#7	Participate in discussion forum (3).	3 hours
#8	Submit your Final Market Research Project (6). Participate in discussion forum (3).	9 hours
	Total	50 hours