PR 3310: Principles of Public Relations (Section D01--online section)
Summer I 2017

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Catalog Description:
A study of the policies and procedures of creating and maintaining goodwill among organizations’
various publics. Examines the many aspects of public relations as a staff and management function.

Course Overview:
This course introduces undergraduate students to the field of public relations. Emphasis is placed on the
historical, ethical, theoretical, and professional foundations of public relations practice. We will be
looking at public relations from a variety of perspectives as we work our way through the semester.

Course Materials:


Additional readings may be provided by instructor on blackboard.

Format:
In this course, you’ll learn the fundamental principles, strategies, and techniques of effective public
relations. We’ll examine real-world PR cases to see the concepts we learn applied in the real world and
let you try your hand as an ethical practitioner. We will do this through online discussion boards,
exercises, and case studies.
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<thead>
<tr>
<th>EXPECTED LEARNING OUTCOMES</th>
<th>METHODS OF ASSESSMENT</th>
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<tbody>
<tr>
<td>Students will demonstrate knowledge of the public relations industry’s background, including measurement of public opinion, techniques of persuasion and legal ramifications.</td>
<td>Students will be required to earn passing grades on the subject on a unit exam.</td>
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<td>Students will demonstrate knowledge of public relations ethics.</td>
<td>Students will complete an assignment in which they discuss the ethical issues that most commonly plague public relations and its practitioners. Students will be required to earn passing grades on the subject on a unit exam.</td>
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<td>Students will demonstrate knowledge of the processes through which quality public relations is achieved, including an understanding of the interactions and differences between public relations, advertising, marketing and other forms of mass communications.</td>
<td>Students will complete an assignment in which they compare and contrast public relations efforts with those of other areas of mass communications. Students will be required to earn passing grades on the subject on a unit exam.</td>
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<td>Students will demonstrate knowledge of the role diversity plays in quality public relations.</td>
<td>Students will complete an assignment in which they explain the role of diversity in public relations efforts. Students will be required to earn passing grades on the subject on a unit exam.</td>
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<td>Students will demonstrate an understanding of the many manifestations of public relations in industry and how technology has influenced public relations.</td>
<td>Students will complete an assignment in which they detail the area of public relations in which they hope to be employed and why. Students will be required to earn passing grades on the subject on a unit exam.</td>
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Graded Assignments:

<table>
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<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Quizzes</td>
<td>40 points (4 quizzes at 10 points each)</td>
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<tr>
<td>Exams</td>
<td>150 points (3 exams at 50 points each)</td>
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<tr>
<td>Discussion Responses and Assignments</td>
<td>175 points (7 sections at 25 points each)</td>
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<tr>
<td>Responses to Others’ Discussion Responses</td>
<td>70 points (7 sections at 10 points each)</td>
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Total Possible Points: 435 points

Quizzes and exams will cover all material students are required to read/view, including material from the textbook, instructor videos, other videos, websites, posted readings, online discussions, etc., throughout the semester. Exams are a combination of multiple choice, matching, short answer, and true/false questions. Whether material in the text is discussed online or not, students are responsible for all text material.

No work will be accepted late. Any late work assignments, quizzes, exams, discussion posts/responses, etc. will receive a grade of “0.”

Grading Scale:

The following grading scale is used for determination of final letter grades in the course and as a general rubric for how student assignments are evaluated. I do not round up grades. For example, 89.9999 will be a B. I will not round it up to an A.

A = 90 - 100  Excellent. Mastery of the assignment/concepts at the highest level of attainment.
B = 80 - 89.9  Good. Strong performance demonstrating a high level of attainment.
C = 70 - 79.9  Average. An acceptable performance demonstrating an adequate level of attainment.
D = 60 - 69.9  Inferior. A marginal performance; a minimal passing level of attainment.
F = 0 - 59.9  Failure. Unacceptable performance revealing almost no understanding of content.

Questions about your grades:

I am more than happy to talk with you about your grade and discuss the strengths and weaknesses of your graded work. That said, I require a 24-hour “cool off” period. We will not discuss your grade until we both have time to gather our thoughts and have a productive conversation. After the initial 24 hours, students have one week to discuss the grade with the instructor. If the student does not meet/talk with the instructor within a week, then the instructor considers the matter closed.

Other class policies:

You are responsible for all material covered in class/videos, including readings, discussions, and any other material introduced by the instructor.

Expectations for Class Participation/Conduct:

The Student Code of Conduct applies to all work related to this class (available online at [http://www.depts.ttu.edu/studentaffairs/](http://www.depts.ttu.edu/studentaffairs/)). All students are expected to be honorable and to observe standards of conduct appropriate to a community of scholars and professionals. Please reference OP 34.12
regarding Academic Integrity. Plagiarism and/or cheating are taken very seriously. Any attempt of students to present as their own any work that they have not honestly performed is regarded by the faculty and administration as a serious offense and renders the offenders liable to serious consequences, possibly suspension. Any evidence of academic misconduct will result in an “F” for the course and will be reported to the appropriate university office in accordance with the Texas Tech University Code of Student Conduct and the rules of faculty governance. Academic misconduct is any activity that compromises the academic integrity of the institution or subverts the educational process.

Please be respectful of your instructor and the other students in the class; again, the class relies on healthy, constructive discussion and debate.

**Students with Challenges:**

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, you may contact the Student Disability Services office in 335 West Hall or 806-742-2405. Please reference [OP 34.22](#) for additional information.

**Observance of Religious Holidays:**

A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent for the observance of a religious holy day shall be allowed to take an exam or complete an assignment scheduled for that day within a reasonable time after the absence. Please reference [OP 34.19](#) for additional information.

**Miscellaneous:**

- The instructor reserves the right to make any changes to the syllabus, schedule, assignments, readings, forms, lecture topics, assessments, and any other course content if deemed necessary to facilitate course management and to achieve the learning objectives for the course. Students are responsible to stay aware of these changes.
- Only students enrolled in this course may participate in (and receive credit for) this class.
- I take plagiarism very seriously. Any evidence of plagiarism or cheating will result in an “F” for the course and disciplinary action. Do not submit the same work to more than one class. Do not adapt work from another class for this class. Do not adapt someone else’s work and submit it as your own. This course requires original work, created at this time, for this purpose.
- Much of what we do in this course will be on the discussion portion of Blackboard. I will not tolerate hate speech, defamatory speech, threatening, slander/libel, racist speech, or any other speech that I deem in my sole judgment to be inappropriate and ill-conducive to the learning environment in this class. If anybody posts any speech of this kind, I reserve the right to remove them from that section and to give them a grade of “0” for that section, and to give them a grade of “F” for the class. This class depends on constructive discussion. This does not mean that something you say might not offend somebody. That is different than hate speech. If at any time you feel like somebody has posted something that falls into the definition of inappropriate comments that I have outlined above, please notify me immediately and I will handle it. Please do not handle it yourself.
Schedule

Readings, assignments, discussion questions, quizzes, exams, etc. will be posted on the first day of each section.

Section 1: Introduction to and History of Public Relations          June 6 – June 9

How you will be graded for this section:
- The quality, thoughtfulness, and relevance of your discussion responses.
- The quality, thoughtfulness, and relevance of your responses to others’ discussion responses.
- Your quiz 1 score

Section 2: Law/Ethics, Theory, and PR Research & Planning          June 10 – June 13

How you will be graded for this section:
- The quality, thoughtfulness, and relevance of your discussion responses.
- The quality, thoughtfulness, and relevance of your responses to others’ discussion responses.
- Your quiz 2 score

Section 3: Communicating and Evaluation                           June 14 – June 17

How you will be graded for this section:
- The quality, thoughtfulness, and relevance of your discussion responses.
- The quality, thoughtfulness, and relevance of your responses to others’ discussion responses.
- Your exam 1 score

Section 4: Diversity, Media Relations                            June 18 – June 21

How you will be graded for this section:
- The quality, thoughtfulness, and relevance of your discussion responses.
- The quality, thoughtfulness, and relevance of your responses to others’ discussion responses.
- Your quiz 3 score

Participation in mid-course evaluation
- Each student will also be asked to complete an anonymous survey regarding the course, its structure & quality, and how it can be improved.

Section 5: Social Media, Employee Relations, Corporate PR          June 22 – June 25

How you will be graded for this section:
- The quality, thoughtfulness, and relevance of your discussion responses.
- The quality, thoughtfulness, and relevance of your responses to others’ discussion responses.
- Your exam 2 score

Section 6: Non-Profit, PR agencies                                June 26 – June 29

How you will be graded for this section:
- The quality, thoughtfulness, and relevance of your discussion responses.
- The quality, thoughtfulness, and relevance of your responses to others’ discussion responses.
- Your quiz 4 score
Section 7: Reputation Management
June 30 – July 3

**How you will be graded for this section:**
- The quality, thoughtfulness, and relevance of your reputation management plan assignment.
- The quality, thoughtfulness, and relevance of your responses to others’ reputation management plans.

Section 8: Final Exam
July 4 – July 7

**How you will be graded for this section:**
- Your exam 3 score
- **Participation in end of course evaluation**
  - Each student will be asked to complete an anonymous survey regarding the course, its structure & quality, and how it can be improved.