

Public Relations Management
JOUR 6450
3 Credit Hours

Course Information

Course Description:

This program is meant to introduce many of the key aspects of public relations management through the understanding of public relations principles and case studies.

Course Objectives:

Course group guidelines and general information

Areas of student responsibility

FIRST DAY OF CLASS, or on the first day you are logging into the class.

This is a survey management course. We will take a broad look at public relations: its theory, its procedures and practice. In addition through the use of case studies and projects assigned, the student will be able to apply management principles to various areas of the public relations profession.

Students should be able at the end of the course to understand, discuss, and accomplish the following:

1. Public relations principles and organization
2. Issues Management
3. Public relations Strategic Planning
4. Public relations ethics, professionalism and evaluation
5. legal issues, communications effectiveness, research,
6. Employee, consumer, media, community and financial relations functions and marketing
7. Public affairs, non-profit agencies image building
8. Technology, crisis management and global perspective.

Please take a moment and read instructions on getting into your proper group in the Discussion Group area of this syllabus.

The philosophy of group work is based on by assigning member to certain aspects, you can more easily accomplish the workload that is required. It also helps you practice team interaction skills to accomplish common objective. By sharing the talents, experience, and learning resources of the team, the students assume greater self-direction and responsibility for their own learning. Sharing responsibilities also allows the dissemination of more information to the team within a shorter time: a team can cover material than an individual can in the same amount of time.

Although learning teams simulate small team activity in the workplace, they may be less stressful than their corporate counterparts. Because they develop in an educational (rather than work-related) environment, they can provide a "safe" laboratory for experimenting with a variety of behaviors, communication techniques, and roles. There are no bosses and no subordinates in the group; they are all equal as students. With that said, everyone is also responsible. There will be one grade for your groups' work. However, since I can examine each person's individual contribution, there may be some adjustment, either up or down, according to the individual contribution. A leader will be assigned for each discussion group and assignment. Everyone will have an opportunity to lead one discussion group.

You are responsibly to acquire specific information from the online course site.

1. Syllabus...our contract representing areas of importance
2. Communications area...this area has our chat areas, discussion boards and access to email, review each time you visit class
3. Assignments area...this provides you with your assignments and the area for their submission.
4. Discussion area...this will get you to the various discussion boards in our class, review each time you visit the class
5. Tests/Quizzes area...this is the area that has all of your quizzes.

YOU ARE RESPONSIBLE FOR HAVING THE APPROPRIATE TEXT BOOK ON THE FIRST DAY OF CLASS

YOU ARE TO SEND AN EMAIL TO me WITH CONTACT INFORMATION YOU WOULD LIKE TO SHARE. IF YOU CHOOSE NOT TO SHARE ANY OTHER INFORMATION, YOUR EMAIL IS TO STATE, JUST THAT YOU HAVE READ THE SYLLABUS AS TO YOUR REQUIREMENTS IN THIS COURSE. THIS IS TO BE DONE WITHIN THE WEBCT SYSTEM AND NOT TO MY PERSONAL EMAIL ACCOUNT.

Instructor Information:

See Instructor page.

Prerequisites and Co requisites:

None

Course Topics:

The course is divided into four parts: Section #1, Managing Organizational Relationships, Section #2, Managing the Public Relations Process, Section #3 Managing Relationships with Stakeholders, Section #4 Managing Public Relations Practice.

Specific Course Requirements:

Internet access, Microsoft Word or other word processing software that generates a doc. extension. If in question this is to be approved prior to your course work submissions. Please take a moment to review grading procedures.

Textbooks, Supplementary Materials, Hardware, and Software Requirements

Required Textbooks:

RODP course textbooks may be purchased through the [Regents Virtual Bookstore](#). If you do not purchase your text/s from this bookstore we cannot provide any confidence as to your purchases, with respect to the correct text books.

Hardware Requirements:

See TBR Online Degree Programs [Minimum Hardware and Software Requirements](#).

Software Requirements:

Browser: To view lesson slideshows, you must be running Internet Explorer 5 or higher. To determine what browser version you have, select from the browser menu **Help > About**. To download the file, click on your computers platform system: [PC](#) or [Mac](#). The download may take an hour or more, so plan to do it at a convenient time.

You will view the lesson slideshows from the online course. These Power point slides represent supplemental information that you can use and reference in your work. As a way of reference in your work, note the chapter, subject, and slide number. Also, when you go to the Course Module area you will see a link to the slide shows either narrated or presented live in class. If you want more explanation of the slides you will find this helpful.

This DVD included with your text, includes video clips of interviews with public relations professionals, chapter specific multiple choice and true/false quizzes, and interactive flashcards based on the textbook's glossary. To view the videos, [QuickTime](#) needs to be installed on your computer system. To view the flashcards, you will need [Macromedia Shockwave Player](#) installed on your system.

The instructions on loading the Quick Time software and Shockwave Player are located at their websites. To access these sites, place CD in your drive and click on the link. Follow instructions to complete. The time required will be determined by your method of downloading. This could take quite a few minutes if you have a slow dial-up network. There is no charge for this software.

Assessment and Grading

Testing Procedures:

Course work will be accomplished every week. The tests must be completed by 11:55 pm (central time) on the due date; check each due time to ensure that you post by the correct time. . They will consist of true/false and multiple-choice questions, which will contain one or more units of study. Tests will be limited as to time.: The computer will cut you off at the end of the prescribed time period regardless of whether you have completed all questions. **Only a small percentage of your grade will focus on tests.**

Handling written assignments and discussion case studies: ***those assignments, discussion case studies must be submitted per instructions; no credit will be given outside of the proper submission guidelines.***

Grading Procedure:

*****ONLINE SUCCESS:** Your success in this online course will depend on your willingness to read the textual material, successfully complete quizzes, and complete written assignments/discussion papers, as scheduled. Success in taking quizzes and handling written assignments can be enhanced by studying the case problems at the end of the several chapters as well as chapter content. **[Note: Written assignments will be graded on the basis of grammar, spelling and punctuation as well as content.** In all cases work is to be cited with references. The use of APA or MLA writing style and formatting is to be followed.

No assignments or quizzes will be considered for late submission unless there are verifiable circumstances out of your control.

With respect to group work, one grade will be given for the group submission, but individuals may receive either additional points or less points depending upon the situation.

ALL WRITTEN ASSIGNMENTS, EXERCISES, CASE STUDIES MUST BE SUBMITTED IN A DOC. EXTENSION DOCUMENT. No RTF, WPS, or other extension will be graded. Those submissions not capable of being opened will receive a "0" grade, the re-submission if approved, will be considered late, resulting in a 10% up to a 10 point reduction in grade.

ALL WRITTEN ASSIGNMENTS, EXERCISES, CASE STUDIES MUST BE SUBMITTED IN the appropriate Board area, and ON TIME. Individual assignments must be posted in the assignments area following the guidelines provided in this area and by the DUE DATE. Those papers not submitted in the proper areas will be graded as a "0" until posted in the correct area, LATE PAPERS, if they are posted within 5 days of the initial due date, will have a grade reduction of 10%.

ALL WRITTEN ASSIGNMENTS, EXERCISES, CASE STUDIES MUST cite their references in APA or MLA format. With respect to referencing material from within the power points, or interviews that are found in our class, note chapter, person being interviewed (if appropriate) subject title, and slide number. For items taken from our text, use appropriate citation guidelines. In all cases references must be verifiable, no exceptions. Those items found not being referenced, or not using the proper format will result in a grade reduction of 20% up to 20 points.

All PAPERS SUBMITTED WILL BE CONSIDERED FINAL., as each student has unlimited access to the class to ask questions, there will be no re-submission of papers to increase the initial grade given. You are required to ask via email, set up an appointment in the chat room, or call me with your questions as to the proper completion of the assignment. It is your responsibility to ensure clarification of instructions.

ALL PAPERS SUBMITTED MUST REFLECT CRITICAL THINKING AND KNOWLEDGE OF THE MATERIAL.

ALL papers submitted must be written with proper grammar, punctuation, spelling and source citation.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

Grading Scale:

RESEARCH PAPER
DISCUSSION (Lead=50)
CASE PROBLEMS
QUIZZES
ASSIGNMENTS

TOTAL

300 points
300 points
200 points
100 points
100 points

1,000 points

A =
B =
C =
D =
F =

900-1000
800-899
700-799
600-699
Below 600

Assignments and Participation to be used as a guide, but due dates are noted on your calendar

Schedule:

Unit	EXAMS	Topic	reading assignments
week 1		Introduction to Public Relations	Chapter 1
week 2		Theory/Law/Ethics	Chap. 3,4
week 3	Test One	Lattimore Text(1,3,4 The Profession)	
week 4		Research & Planning	Chap.5,6
week 5		Communication/Evaluation	Chap. 7,8
week 6	Test Two	Text(5-8 The Process)	
		Media Relations	Chap. 9
week 7		Employee Communication	Chap. 10
week 8		Community Relations	Chap. 11
		Consumer Relations/Marketing/Investor Relations	
Week 9	Test Three		Chap. 12,13
		Text (9-13 The Publics)	
Week 10		Government Relations	Chap. 14
Week 11		Non Profit Public Relations	Chapter 15
Week 12		Corporate Public Relations	Chapter 16
		Issues	
Week 13	Test Four		Chapter 17
		TEXT(14,15,16,17 The Practice)	
Week 14			
Week 15		TEAM PROJECT PAPER	Due April 25

Case Studies

Lead Discussion requirement

You will be assigned three case studies during the semester.

You will be responsible for preparing to lead the discussion on one of the topics assigned. The instructor will appoint a leader for each discussion/group. Everyone will lead one discussion group. A grade will be given for the leader in the role of leader. The leader will be responsible for getting the group organized and initiating the discussion. The leader will also write and submit a 1-2 page summary of the discussion by the due date.

Class Participation:

You will be expected to participate in all interactive aspects of the course.

You are to use your instructor as a learning resource. Students must check the course bulletin boards and email frequently for announcements and must actively participate in threaded discussion events.

Punctuality:

The course is divided into units to help manage your progress through the course material. You need to meet due dates of projects, discussions, assignments, tests, and all aspects of the course.

Course Ground Rules

Basic Rules

Online participation is required. You will be expected to...

- *submit all work in E-learn (place your name on each assignment, exercise)*
- *communicate with other students in team projects this can be in the private discussion area or in our chat room/s*
- *learn how to navigate in E-learn, and to attach word documents for assignments and case study questions. Word documents, with doc. extensions are to be submitted. Submissions that cannot be opened in this manner will be given a "0" grade if re-submission is authorized, it will be considered late, and appropriate penalties will apply.*
- *keep abreast of course announcements, calendar entries, bulletins and emails. At times you will be directed to go to an URL, from a position within the course, or from your DVD. If the hyperlink that you are directed to is not enabled, please contact your online professor with this information. URL's change with no notice. You will not be held responsible for information found on these URL's located on your DVD.*
- *use the assigned e-mail address in E-learn (as opposed to personal e-mail address)*
- *purchase the required textbook.*

Be sure to address technical problems immediately and observe course netiquette at all times.

Guidelines for Communications

Each time you visit class

Email:

It is very important that you establish a system with respect to communications in this and all online courses. In all cases you should visit the following areas EVERY TIME you visit our cyber class room.

- a. review your email account
- b. review the discussion board area visiting each of the boards
- c. review the calendar area
- d. review the assignment area so that you do not fail to complete an assignment
- e. review your grades...to ensure that all the work that you have submitted has been graded...or that the grades have been posted, there are cases where for system issues your grade is not noted. It is your responsibility to watch this area and submit to your professor a request for updates.

Always include a subject line, and send your emails, through the online course system

1. Remember without facial expressions some comments may be taken the wrong way. Be careful in wording your emails. Do not send any emails that could be considered off key or offensive. WHEN OR IF IN DOUBT DO NOT SEND.
2. Use standard fonts.
3. Special formatting such as centering, audio messages, tables, html, etc. MUST be avoided unless necessary to complete an assignment or other communication.
4. Respect the privacy of other class members.

Email, is to be used to convey personal information, to get answers to your questions that pertain to the course work or questions and discussion items that are not part of the course content.

Do not send Email to my private Email address unless there is no other way. I do not review each day, and the online course system provides a backup of this correspondence. I WILL ATTEMPT TO RESPOND TO YOUR EMAILS THAT ARE SENT WITHIN THE SYSTEM WITHIN 24-48 HOURS.

Discussion Groups: General information

Main Bulletin Board

Calendar

1. Review the discussion threads thoroughly before entering the discussion. Be a lurker then a discussant.
2. Maintain threads by using the "Reply" button rather starting a new topic.
3. Do not make insulting or inflammatory statements to other members of the discussion group. Be respectful of other's ideas.
4. Be patient and read the comments of other group members thoroughly before entering your remarks.
5. Be cooperative with group leaders in completing assigned tasks.
6. Be positive and constructive in group discussions.
7. Respond in a thoughtful and timely manner.
8. This area is to be used like a bulletin board in our brick and mortar schools, except I do not want to see items for sale posted. Items posted should be specific to our class. This is not the area to discuss the weather or general items. If you are unsure that your comments and or postings are incorrect or inappropriate, DO NOT POST THEM. I will use the main bulletin board for posting of all general announcements, changes in schedules, or to post additional information. This is a perfect area to ask questions that will pertain to others in the class.

This course provides a calendar. This calendar found by clicking on the calendar listing in your navigation bar. This will reflect due dates of the various items in out class. During the term there may be changes made to this calendar. Please check this area each time you sign in to the class.

Chat:

1. Introduce yourself to the other learners in the chat session. You will be assigned to a chat group.
2. Be polite. Choose your words carefully. Do not use derogatory statements. If you feel that what you are about to say may offend anyone...then don't
3. Be concise in responding to others in the chat session.
4. Be prepared to open the chat session at the scheduled time.
5. Be constructive in your comments and suggestions.
6. **CARTOONS, JOKES, OR ANY ITEM, NOT SPECIFICALLY PART OF THE COURSE ARE NOT TO BE DISCUSSED IN THE ASSIGNED GROUP AREAS. IN ALL CASES QUESTIONABLE MATERIAL IS NOT TO BE SENT. IN NO CASE ARE OUR ROOMS TO BE USED FOR ANYTHING BUT CHAT, NO PICTURES TO DOWNLOAD.**
7. General chat room is for all your use as a chat room in the usual sense; talk about pets to flowers, just do not say anything to offend another member of the class.
8. **Office hours for the chat room** is to chat with the professor, please attempt to make prior arrangements to schedule this activity. At least one days notice, accomplished through email is needed to schedule this office hours chat. Your note should include the nature of the meeting so that the professor can be more prepared to assist you with the issue.

Chat: found in the communications area of your navigation area. There is a general chat area to discuss with everyone your views...thoughts. The other chat rooms represent a mirror of your private discussion group areas. This will allow you to discuss as a group in real-time issues with your group projects.

Library Services and Web sources

TBR Virtual Library:

Web Sources:

<http://vl.tn.regentsdegrees.org/contents.htm>

The Tennessee Virtual Library is available to all students enrolled in the Regents Degree Program. Links to library materials (such as electronic journals, databases, interlibrary loans, digital reserves, dictionaries, encyclopedias, maps, and librarian support) and Internet resources needed by learners to complete online assignments and as background reading must be included in all courses.

[Columbia Guide to Online Style](#) by Janice R. Walker and Todd Taylor

Citation Styles Online <http://www.bedfordstmartins.com/online/cite6.html>

Technical Support

General information and guidelines

If you are having problems logging into your course, timing out of your course, using your course web site tools, or other technical problems, please contact the AskRODP Help Desk by calling

1-866-550-7637 (toll free)

or go to the AskRODP website at:

<http://help.rodv.org>

Students With Disabilities

The Tennessee Board of Regents is committed to serving all students, including students with disabilities, and adheres to the guidelines set forth in Title II of the Americans with Disabilities Act (ADA). If you have a disability and need special circumstances, please contact your home institution's counseling office. Be sure to let the instructor know of any special needs you have to fully access course materials.

Syllabus Changes

The instructor reserves the right to make changes in the syllabus if necessary due to time constraints or other unforeseen events. If this is necessary, members of the class will be notified as soon as possible BY E-MAIL, OR ON THE MAIL BULLETIN BOARD and or posted on the Announcements Page.