



Dept. of Communication Studies
COM 3090-1 – Intro to PR
3 Units

Fall 2022

Meeting day: Wednesday	Instructor title and name: Professor Susana Franco
Meeting times: 3:00– 5:45 pm	Phone: (619)849-2605
Meeting location: C 202 In-Person	E-mail: SusanaFranco@pointloma.edu
Final Exam: Wednesday, Dec. 14, 2022	Office location and hours: By appointment only

PLNU Mission
To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

COURSE DESCRIPTION:

This course is an introduction to the theory and practice of public relations. This includes public relations roles, research, media relations, social media, and an introduction to cases and campaigns of public relations. This course discussed public relations in business, educational, governmental and nonprofit organizational settings.

COURSE LEARNING OUTCOMES:

- Understand the key theories that underlie the practice of public relations.
- Understand and apply the standard processes of the practice of public relations.
- Work with a group to research public relations career paths.
- Understand the role of values and ethics in public relations.

COURSE TEXTBOOK:

Guth, D. W., & Marsh, C. (2017). *Public relations: A values-driven approach* (6th ed.). Boston: Allyn & Bacon. ***NOTE: this is only available in ebook (used older editions will also be accepted)***

COURSE FORMAT:

Over the semester, we will study an introduction to public relations and current issues. In class discussions and exercises will draw on readings from the textbook, case studies, and current events and require students to apply the knowledge learned in the readings to various activities and group work. We will also have guest speakers from the PR field and media field to give students a deeper understanding of the standard process of the scope of work in practice.

ASSIGNMENT DESCRIPTIONS:**Brief In-Class Presentation:**

Description: This first in class assignment will help you to get acquainted with the group with which you will work for the remainder of the semester. In groups of 5 students, you will each do a short 2-3 minute pitch on your group as you would pitch a client.

Introduce yourself and talk through a PR themed film of your choice.

IN YOUR VIDEOS:

1. A brief introduction into who you are, what year of school you are in, where you are currently living, and what you want to do when you grow up.
2. A very brief description of the film (no more than 1 minute)
3. How PR was represented in the film
4. How accurate to the field the students believe the film to be
5. You can show a clip of the film (no more than 1 minute) but it's not required

Requirements:

- Videos must not exceed 5 minutes
 - Videos must be posted well ahead of class time in case there are technical issues •
- Students must watch each video in their group & write a comment to each person

QUIZZES:

Description: In-class quizzes will cover the reading material that was covered by the previous class reading assignment. Quizzes will be posted to Canvas and are due before class. Quizzes cannot be re-taken or made up if missed. If there are any University excused reasons for missing any specific assigned quiz, the professor should be notified before the quiz is due.

Requirements: Students must take the quiz on Canvas well in advance to its due time, in case of any Internet or technical equipment issues. The student is responsible for taking the quiz with plenty of time to contact the PLNU Helpdesk in case of any issues.

Style Standard: Non-Applicable.

CASE STUDIES:

Description: Over the course of the semester, we will have seven (8) case study analyses within pre-assigned groups during class time. Each of these will be graded (3 pts. each).

Requirements: Students must watch the video lecture, respond to the case study prompt (given in the video) with their own research and analysis, and *write a response to the other students* in their group **before 6pm on the date** the case study is given in order to receive points.

Style Standard: Non-Applicable.

FINAL EXAM:

Description: The midterm exams will be timed on Canvas.

Requirements: Students must take the exam during class time on the exam date. No exceptions will be made.

Style Standard: The exams will each consist of 50 multiple-choice, fill-in-the-blank, matching questions, and short essays (which will be graded for: insight, analysis, clear connections to course content, and a sophisticated writing style.)

SELF-BRAND PRESENTATION

PART ONE: You must interview three people about how they see you. Who do they think you are? Write down notes from what they tell you for your PR "research" before you start to brand yourself.

These three people must include:

1. A family member.
2. A friend.
3. Someone who does not know you.

PART TWO: Based on these observations, decide how you want to “brand” yourself as a human being. Does anything need to change? Do you like how others see you? Create a short presentation (4-6 minutes) to describe how you want to “brand” yourself moving forward in the future.

PART THREE: Present your “brand” to the class via recorded video. Make sure you include the following in the presentation:

1. Your current “brand” (including your feedback from interviews and what your media consumption says about your tastes/who you are).
2. Three values you hold and/or talents you can use
3. A “mission statement” for who you are as a person/ who you want to be

4. At least one goal for your future

FORMATTING DETAILS: To create and present your brand you can use Google Slides, PowerPoint, or an online platform like Prezi. Please avoid Keynote. Get as creative with it as you want. Remember, you only have a few minutes to share with us, so keep it simple. To record the video of yourself presenting the final brand, I suggest you use ZOOM.

PARTICIPATION:

This is a hands-on, student-centered course. Therefore, you will be graded on your participation. Those who are energetic, contributory, and consistent with attendance will receive a high participation grade. As contribution to and involvement with the class goes down, so will the grade. Contributions to our roundtable discussions, guest speaker Q & A sessions, and group projects will be considered when calculating the participation grade.

ASSESSMENT AND GRADING

	Points Possible	Your Score
Presentation Analysis & Response to group members	10	
Canvas Chapter Quizzes (14 @ 5 pts each)	70	(You will be able to drop your lowest grade)
Classroom case studies & discussions(9@4 pts each)	36	
Final Exam	74	
Self-Branding Presentation	10	
Total Points	200 pts.	

GRADING SCALE:

Grade	Percent	Grade	Percent
A	93-100	C	73-76
A-	90-92	C-	70-72

B+	87-89	D+	67-69
B	83-86	D	63-66
B-	80-82	D-	60-62
C+	77-79	F	0-59

GRADING STANDARDS:

“A’s”... are awarded for work that is **highly exceptional, shows insight and analysis in** submittals and class discussion and **goes beyond all minimal requirements**

“B’s”...are awarded for work that is above average and **goes beyond minimal requirements.**

“C’s”...are awarded for work that meets basic standards and requirements.

“D’s”.....are awarded for below average work that usually lacks minimal requirements.

“F’s”.....are awarded for work that clearly does not meet minimal standards, or is not completed.

SPIRITUAL CARE

PLNU strives to be a place where students grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If you have questions, a desire to meet with the chaplain, or if you have prayer requests, you can contact the [Office of Student Life and Formation](#).

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student’s responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of

California.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

SEXUAL MISCONDUCT AND DISCRIMINATION

Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. If you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that help and support are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, it is required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation.

COURSE CALENDAR

Date	Discussion/ Activity	Due	Assigned
Week #1 Wednesday, August 31	Introduction to Class - The Field of Public Relations Go Over Syllabus Meet Your Semester Group In-Class Presentations	In-Class Presentation	Ch. 1 & 2 Canvas quiz
Week #2 Wednesday, September 7	<ul style="list-style-type: none">o Chapter 1: What Is Public Relations?o Chapter 2: Jobs in Public Relations	Ch. 1 & 2 Canvas quiz due before class	Ch. 3 & 4 Canvas quiz C.S #1

<p>Week #3</p> <p>Wednesday, September 14</p>	<ul style="list-style-type: none"> • Chapter 3: A Brief History of PR • Chapter 4: The Publics in PR 	<p>Ch. 3 & 4 Canvas quiz due before class</p> <p>C.S. #1 due before 6pm</p>	<p>Ch. 5 & 6 Canvas quiz</p> <p>C.S. #2</p>
<p>Week #4</p> <p>Wednesday, September 21</p>	<ul style="list-style-type: none"> • Chapter 5: Communication Theory and Public Opinion • Chapter 6: Ethics and Social Responsibility 	<p>Ch. 5 & 6 Canvas quiz due before class</p> <p>C.S. #2 due before 6pm</p>	<p>Ch. 7 & 8 & 9 Canvas quiz</p> <p>C.S. #3</p>
<p>Week #5</p> <p>Wednesday, September 28</p>	<ul style="list-style-type: none"> • Chapter 7: Research and Evaluation • Chapter 8: Planning • Chapter 9: Communication <p><i>Case Study Discussion #3</i></p>	<p>Ch. 7 & 8 & 9 quiz due before class</p> <p>C.S. #3 due before 6pm</p>	<p>Ch. 10 & 11 Canvas quiz</p> <p>C.S. #4</p>
<p>Week #6</p> <p>Wednesday, October 5</p>	<ul style="list-style-type: none"> • Chapter 10: Multimedia Message Development • Chapter 11: Cyber-Relations in the Digital Age <p><i>Case Study Discussion #4</i></p>	<p>Ch. 10 & 11 Canvas quiz due before class</p> <p>C.S. #4 due before 6pm</p>	<p>Ch. 12 & 13 Canvas quiz</p> <p>C.S. #5</p>
<p>Week #7</p> <p>Wednesday, October 12</p>	<ul style="list-style-type: none"> • Chapter 12: Crisis Communications • Chapter 13: Public Relations and Marketing <p><i>Case Study Discussion #5</i></p>	<p>Ch. 12 & 13 Canvas quiz due before class</p> <p>C.S. #5 due before 6pm</p>	<p>Ch. 14 & 15 Canvas quiz</p>

Week #8 Wednesday, October 19	Guest Speakers • Chapter 14: Cross-Cultural Communication • Chapter 15: Public Relations and the Law	Ch. 14 & 15 Canvas quiz due before class	Ch. 16 Canvas quiz
---	---	---	-----------------------

8

	<i>Case Study Discussion #6</i>	C.S. #6 due before 6pm	
Week #9 Wednesday, October 26	• Chapter 16: Public Relations in the 21 st Century • Final Exam Review <i>Case Study Discussion #7</i>	Ch. 16 Canvas quiz due before class C.S. #6 due before 6pm	Study Chapters 1-16
Week #10 Wednesday, November 2	FINAL EXAM: Chapters 1-16		
Week #11 Wednesday, November 9	Guest Speaker Self-Brand Assignment Explained & Workshop		Self-Brand Assignment
Week #12 Wednesday, November 16	Guest Speaker BRANDING: Self-Brand Presentations Workshop		
Week #13 Wednesday, November 23	PERFORMANCE FINAL: Self-Brand Presentations		
Week #14 Wednesday, November	PERFORMANCE FINAL: Self-Brand Presentations		

30			
Week #15 Wednesday, November 23	NO CLASS: THANKSGIVING BREAK		
Week #16 Wednesday, November 30	AT HOME FINAL: SEMESTER REFLECTIONS DUE		