

Course Syllabus

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 <p>POINT LOMA NAZARENE UNIVERSITY</p>	<p>Department of LJWL</p> <p>JRN3055 - Public Relations Writing</p> <p>3 Unit</p>
<p>Spring 2023</p>	

<p>Meeting days: Tuesday & Thursday</p>	<p>Instructor title and name: Professor Mei Ling Nazar</p>
<p>Meeting times: 1:30PM-2:45PM</p>	<p>Phone: available upon request</p>
<p>Meeting location: Cabrillo Hall 104</p>	<p>Email: mnazar@pointloma.edu</p>
<p>Final Exam: (day/time):</p>	<p>Office location and hours: BAC 125</p>
<p>Additional info:</p>	<p>Additional info:</p>

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

Practical application of public relations techniques in the planning, research, writing, editing and evaluation skills needed to craft informative and persuasive messages in various media for various external and internal publics. Formats include print, broadcast, and web-based news releases, features, media kits, public service announcements, radio and video packages, brochures and newsletters, backgrounders and position papers.

INSTRUCTOR CONTACT INFORMATION

Professor Mei Ling Nazar

mnazar@pointloma.edu

REQUIRED MATERIALS AND RECOMMENDED RESOURCES

Articles and links will be posted on Canvas related to our discussions throughout the semester. You will be responsible for knowing the material for tests and completing any assignments given out any day you miss. If you miss an in-class exercise for an unexcused absence, you will be given a zero. These quizzes and exercises cannot be made up unless you have an excused absence. If you have an extenuating circumstance please communicate with the instructor so we can work with you accordingly.

COURSE ASSIGNMENTS

- PR Campaign: (Portfolio and Execution)-30%

- PR Campaign: (Presentation)-20%
- Personal Branding/PR: (Portfolio)-15%
- Informational Interview Experience: 15%
- Weekly Writing Assignments-10% (these will eventually be submitted as their campaign but want them to be working on it each week and they will have to edit and compile portfolio for final)
- Weekly “PR in Action” Assignments-10%

ASSESSMENT AND GRADING

A	B	C	D	F
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Standard Grade Scale Based on Percentages

A 90-100	B+ 87-89	C+ 77-79	D+ 67-69	F Less than 59
	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

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.

USE OF TECHNOLOGY

In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

ASSIGNMENTS AT-A-GLANCE

The table below lists our assignments and their due dates. Click on any assignment to review it.