

**Department of Communication &
Theatre**
**COM 390 – Introduction to Public
Relations**
W 4-6:30 pm C 202

Instructor: Dr. Kathleen Czech
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Office Hours: TR 1-2 pm
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Course Description:

This course is introduction to the theory and practice of public relations. This includes public relations roles, publics, research, media relations, special events, and an introduction to cases and campaigns of public relations. This course considers the process of public information dissemination in business, educational, and nonprofit organizational settings.



Learning Objectives:

- ⌚ Trace the historical development of the public relations profession
- ⌚ Articulate the ethical and legal responsibilities of public relations practitioners
- ⌚ Apply an understanding of the steps in public relations plan development by researching and writing a plan book for a non-profit organization
- ⌚ Evidence collaborative abilities by working in a public relations project development team

Required Text:

📖 Guth, D. W., & Marsh, C. (2012). *Public relations: A values-driven approach* (5th ed.). Boston: Allyn & Bacon.

📖 PR Daily Online: Students **will** subscribe to PR Daily

📖 Hootsuite Certification



All students will join the twitter account “Intro to PR” by PLNU. Daily texts to announce class issues will be on twitter.

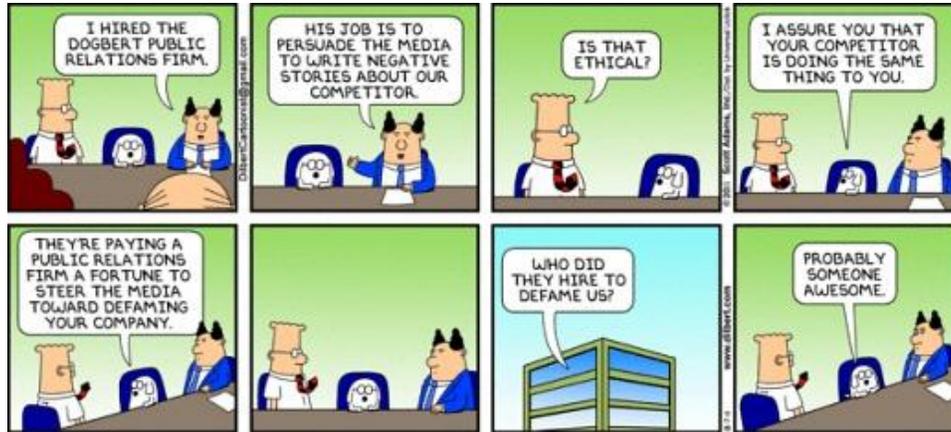
Course Assignments:

- ⌚ **Current Events Quizzes** (50pts): Each week students will have a current events quiz based off news stories from the website PR Daily.
- ⌚ **Quick-Fire Challenges** (50pts): Each week during class students will be asked to complete a public relations challenge. This will involve a quick writing or verbal pitch on the spot in class.
- ⌚ **Ethical Movie Analysis** (25pts): As a class we will watch a movie on Public Relations and Ethics. Students will be asked to write a short guided paper on the ethics of the film.
- ⌚ **Public Relations Plan** (150pts): Students will work in teams of 3-4 to prepare a comprehensive public relations plan for Point Loma Nazarene University.
- ⌚ **Public Relations Plan Presentation** (50pts): Students will present and pitch their final public relations plan to PLNU Public Relations. This will be a 20 minute interactive presentation.
- ⌚ **Mid-Term & Final Exams** (200pts): There will be two exams a mid-term and final covering textbook and lecture material. These exams will be objective in nature with some short answer as well. A study guide will be given in advance of each exam.

Assignments:

All assignments must be typed. Hand written work will not be accepted. Please note that standard font and margins are expected of one inch and 12 point font (Times New Roman). All papers should be double-spaced. There should be no grammatical errors or misspelled words in your assignments. Always proofread your assignments and have someone else proof them too.

All assignments are due on the day specified and on time. Late assignments will not be accepted.



Grading:

Score	Point Possible	Your
Current Events Quizzes	50 pts.	
Quick Fire Challenges	50 pts.	
Ethical Analysis	25 pts.	
PR Plan	150 pts.	
PR Presentation	50 pts.	
Mid-Term Exam	100 pts.	
Final Exam	100 pts.	
Total Points	525 pts.	

Grading Scale:

Grade	Percent	Points	Grade	Percent	Points
A	93-100	486 - 525	C	73-76	381 - 401
A-	90-92	470 - 485	C-	70-72	365 - 380
B+	87-89	455 - 469	D+	67-69	350 - 364
B	83-86	434 - 454	D	63-66	329 - 349
B-	80-82	418 - 433	D-	60-62	313 - 328
C+	77-79	402 - 417	F	0-59	0 - 312

Grading Standards:

“A’s”.....are awarded for work that is highly exceptional 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.

Grade Concerns :

If you feel that you were unjustly evaluated on any assignment, please talk with me within 2 weeks after the assignment has been returned. An appeal is welcome by scheduling an appointment or coming to my office hours. **DO NOT** approach me immediately after a class! Please come with a well reasoned and written explanation of why the grade should be changed, and I will be happy to discuss it with you. Asking for an appeal and defending your case does not secure, nor imply a change of grade. If at any point during the course you are concerned with your overall class grade or other issues in the course, please feel free to make an appointment or stop by my office. I want to help you learn and succeed in this course.

Attendance Policy:

This course is a course in communication and persuasion. In order to do both you must be present in class regularly. Therefore, attendance will be taken. Each student is allowed 1 excused or unexcused absences. The only absences excused after that will be university approved absences. This means not feel good, or taking a friend to the airport, does not count as excused absences. Upon the 2nd absence the **FINAL grade** will be drop a half step (if you have a B it will drop to a B-). For every subsequent absence the **FINAL** grade will continue to drop a half step each time. Furthermore, it should be noted that attendance means attending to the class. Students who choose to sleep through class, engage in disruptive conversation, or excessive texting will be counted absent for that day.

In the tragic event that you do miss class please get notes from someone in the class. **Do NOT ask me for notes.** You will be expected to get notes, handouts, and assignments from someone in class. Please do not ask me for my lecture notes!! You are responsible for missed material and should try to make a friend or two in this class that you can count on. In addition I do not post lecture material or power point presentations on canvas.

Make-up' s :

All assignments are due on the date specified in the syllabus I am not responsible for turning in your assignments on time – **YOU ARE!** Please be responsible and figure out how you will get the assignment done and turned into me. In the event of an unexpected

and unavoidable scheduling conflict, it is your responsibility to make prior arrangements (well in advance) with me to resolve problem. Excuses after the assignment dates are unacceptable with the exception of extreme circumstances.

Classroom Demeanor :

While I enjoy a relaxed classroom atmosphere, with lots of discussion and jokes, disrespect will not be tolerated. Please respect both your peers and instructor!! This simply means that you need to pay attention and participate in class. Challenging ideas in class is welcome, but personal attacks are not! While the course will encounter lots of opinions and views, it is everyone's responsibility to keep an open mind, and avoid character attacks, stereotypes, and racist or sexist language.

Technology :

The use of electronic devices during class is NOT permitted. This includes cell phones, i-pods, and laptops! This means you should bring something else to take notes on! Students are not permitted to listen to music while taking a test or to use their cell phones during tests.

Presentations :

Presentations can be a nervous experience for some. Please NEVER walk in on a presentation under any circumstances. Do not leave either, but simply wait until you hear applause and then enter the classroom quietly and quickly. Furthermore, when presentations are occurring this is not the time to talk with your neighbor, read the paper, or rearrange your backpack.

Appearance :

Your physical appearance on presentation days is important. You should be neatly groomed and dressed in a way that suggests you expect to be taken seriously. **At a minimum** this means a dress shirt and dress slacks for men, and dress skirt or dress slacks and blouse for women. Please do not wear hats, tennis shoes, shorts, jeans, or chew gum during your presentations. Physical appearance has been shown to affect the credibility of public speakers and as a result will also affect yours in this class!

Daily Syllabus

Date	Discussion/Activity	Readings
W Jan. 14	Introduction to Public Relations	
W Jan. 21	What is Public Relations Quick Fire Challenge #1	Chp. 1
W Jan. 28	Parts of a Public Relation Plan	

W Feb. 4	Publics Quick Fire Challenge #2	Chp. 4 & 5
W Feb. 11	Research in a PR Plan	Chp. 7
W Feb. 18	Strategies of PR	Chp. 8
W Feb. 25	Tactics of PR Quick Fire Challenge #3	Chp. 9
W Mar. 4	Mid-Term Exam	

Daily Syllabus

Date	Discussion/Activity	Readings
W Mar. 11	Spring Break – No Class	
W Mar. 18	Multi-Media & PR Quick Fire Challenge #4	Chp. 10
W Mar. 25	Crisis Communication Quick Fire Challenge#5	Chp. 12
W Apr. 1	Ethics in PR	Chp. 6
W Apr. 8	Ethical Movie Analysis	
W Apr. 15	PR & Marketing/Advertising	Chp. 13
W Apr. 22	PR Presentations <i>PR Plans Due!</i>	
W Apr. 29	PR Presentations <i>PR Plans Due!</i>	
W May 6	Final Exam	



