

Course Syllabus

Journalism 370—Principles of Public Relations

Fall 2015, 11 a.m. – 12:15 p.m., Monday and Wednesday

Instructor

Krista Coriaty, Public Relations Consultant
Office Hours: Mon/Wed, 10 – 11 a.m.
(or by phone/appointment)

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Required Text

- ***THINK Public Relations, 2nd Edition***
Dennis H. Wilcox, Glen Cameron, Bryan H Reber, Jae-Hwa Shin
Pearson Education, Inc ©2013
ISBN: 0-205-88531-4
- Associated Press Stylebook

Suggested Reference and Reading

- ***When Words Collide*** by Kessler and McDonald
- At least one major daily newspaper such as the *Los Angeles Times*, *Orange County Register* or the *New York Times*. Online versions are acceptable.

Course Description

This course is designed to give students an introduction to the field of public relations. We will cover five main areas: 1) The role of public relations; 2) the process (from research and planning to implementation and evaluation); 3) the fundamental concepts of strategy; 4) the tactics used by public relations professionals; and 5) the application of the process, strategies and tactics in major areas of practice. This course will interest students in communication studies, English, business, recreation, and other majors. This course will help you to look at situations, note the opportunities and/or problems, and deal with them in a logical, analytical manner taking into consideration diversity and new technologies. It presents some excellent exercises in critical thinking and will help you improve your individual writing style. This course also provides the foundation of knowledge needed to progress to the more advanced courses in public relations.

Course Objectives

The primary objective of this course is to familiarize students with the basic concepts, principles, practice and profession of public relations. It is the foundation course for other courses in public relations and a supplemental course for students majoring in other fields. At the end of the course, students should have attained knowledge and understanding of the following central concepts:

- The role and functions of public relations in a contemporary society.
- The contingency views of public relations practice in the worlds of managing competition and conflict.
- The historical evolution of public relations, career opportunities in the field, and professional/ethical/legal responsibilities.
- The basic process of public relations—research, planning, communication, evaluation—and the use of communications strategies and tactics to achieve organizational goals and objectives.
- The persuasion of public opinion and audience analyses, and how to reach diverse audiences.
- Understand concepts and apply theories in the use and presentation of images and information.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

- An introduction to relevant tools and technologies, including wire distribution services, social media platforms, Google News Alerts, PowerPoint, and Cision.
- An understanding of how public relations is a global phenomenon.
- How the Internet and social media are changing the way public relations professionals build and sustain relationships between an organization and its constituents.
- An understanding of public relations activities in business, sports, tourism and entertainment, nonprofit, education and government organizations.

Assessment and Grading Criteria

Grades will be based on points earned from assignments, quizzes and exams covering lecture materials and reading. **500** total points are available:

Short written assignments (5)	150 (30 each)
3-5 page research paper (1)	80
Chapter pop quizzes (6)	30
Group case presentation (1)	30
Mid-term exam (1)	80
Final exam (1)	90
Class participation/attendance	40
	Total 500

All written assignments and the research paper are due at the start of class on the date specified in the Course Schedule. **Please print and staple your assignment to turn in to me for grading, and also upload it to the appropriate Dropbox folder on Beachboard.** The nature of and guidelines for assignments will be given to you in class, and in keeping with professional practices, you will receive some assignments verbally. It is important that you listen carefully, take notes and ask questions to ensure that you fully understand the assignments.

Papers are to be typed, double-spaced, using black 12-point Arial or Times New Roman font, and a one-inch margin. Do not include a cover page/sheet. All writing is to follow Associated Press style. As strong writing is one of the top skills public relations professionals must possess, papers will be graded rigorously. Your papers should be clear and concise using proper grammar, correct spelling, and appropriate attribution for all sources. Be certain you give each assignment an appropriate title and that your thoughts are organized and presented logically. Please take the time to proofread your papers to eliminate spelling, grammar and AP style errors. **Late assignments will be accepted up to one week past the due date. Your grade will be reduced five points per class session on 30-point assignments and 10 points per day on the research paper.**

Each assignment will be evaluated in terms of content and grammar/style, with each worth 50 percent. **One point is typically subtracted for each error.** The grading criteria are as follows:

Content

- follows directions
- well-structured/organized paragraphs
- smooth transitions
- easy-to-read writing
- depth of thought
- adequate research
- proper development of content
- proper language usage
- conciseness of writing
- clarity of message
- proper word choice
- flair and style (interesting writing, holds reader's attention)
- accomplishes objective
- talks directly to target audience/public

Grammar/Style

- follows AP style
- grammar (parallelism, agreement, active voice, etc.)
- punctuation (proper use of comma, colon, possessives, etc.)
- elimination of typos

The two exams will consist of short answer, essay and case questions. Each requires a blue/green book. Submit your blue/green book by the class session prior to the exam. Students not present during the exam will earn a zero. If you have a genuine emergency that makes it impossible for you to take an exam, **contact me immediately at (562) 413-2237**, explain your situation and leave a number where you can be reached. If a makeup is granted, the exam must be taken as soon as possible. Documentation will be needed.

This course will have both lecture and discussion. The learning process is enhanced through active class discussion and each student is expected to be ready to participate actively and contribute to these discussions. Readings should be completed before the start of the class session for which they are assigned. **Expect to be called upon to comment on the material.**

There will also be up to three current event quizzes that will be given throughout the semester at the instructor's discretion. Each quiz will include up to five questions. All points will be extra credit. These quizzes are intended to encourage you to keep track of current events as well as encourage regular attendance in class.

If at the end of the semester your points total is on the border (example: 79 percent or 89 percent), having a good attendance and participation record with all assignments turned in on time will likely result in you receiving the next highest letter grade. Please feel free to meet with me during office hours any time during the semester for help with your writing or assignments.

Grade expectations are as follows:

A Superior Work:

Superior writing that is well organized and effective, with complete facts, thoughtful analysis and opinion (when applicable), and correct grammar and style. Additionally, writing that is clear, concise, easy to read, adheres to media style, and follows proper format. No misspelled words or typos.

B Above-Average Work:

Writing that is well organized with complete facts and thoughtful analysis and opinion (when applicable), and only minor grammatical and stylistic corrections. This work also is clear, concise, and follows proper format. No misspelled words or typos.

C Average Work:

Writing meets minimum requirements of complete and correct facts, and thoughtful analysis and opinion (when applicable) but requires editing to correct organization, grammar and style. Some minor problems in format and additional work may be needed to heighten the impact of the piece.

D Below-Average Work:

Writing contains incomplete information, numerous style and grammatical errors, and is poorly organized.

F Unacceptable Work:

Writing is poorly organized and contains style and grammatical errors, factual mistakes and misspelled proper nouns.

BeachBoard

A copy of the syllabus, handouts and other course materials will be posted on BeachBoard during the semester. All student grades will be maintained on BeachBoard so that you can track your status in the class. In addition, a Discussion Topic will be posted on Monday each week. Please contribute at least one post for each topic, which will be factored in to your participation grade.

Attendance and Classroom Etiquette

Attendance is important for success in this class. Students are responsible for all materials presented, assignments due, changes to the syllabus, and announcements. There will be no make-ups for missed in-class quizzes. **Students also are expected to arrive to class on time as a sign of courtesy and respect for your instructor and fellow students.**

Students are expected to behave maturely, be polite in class, respect one another during class discussions and be courteous audiences during presentations. In addition, students are asked to refrain from distractive behavior such as walking in and out of class and chatting with classmates. Cell phones should be off or set on silent. Beverages and snacks are not permitted given the laboratory environment.

Participation points will be assigned based on the following criteria:

35-40 Points:

Attends all classes and contributes to all Discussion Topics posted on BeachBoard. Always demonstrates commitment through thorough preparation; always arrives on time. Always a willing participant; responds frequently to questions; routinely volunteers point of view. Often cites from readings and assignments; often uses readings and experiences to support points. Meets all deadlines and turns in all assignments on time.

30-34 Points:

Attends nearly all classes and contributes to nearly all Discussion Topics on BeachBoard. Any absences are excused. Rarely unprepared; rarely arrives late. Volunteers frequently. Often a willing participant; responds occasionally to questions; occasionally volunteers point of view. Occasionally cites from readings and assignments; sometimes uses readings and experiences to support points. Meets all deadlines and turns in all assignments on time.

20-29 Points:

Misses more than two classes, both excused and unexcused. Contributes infrequently to Discussion Topics on BeachBoard. Often unprepared; occasionally arrives late. Infrequent volunteer. Rarely a willing participant; rarely able to respond to direct questions; rarely volunteers point of view. Rarely able to cite from readings and assignments; rarely uses readings and experiences to support points. Misses deadlines and turns in some assignments late.

0-19 Points:

Frequently misses class and doesn't contribute to Discussion Topics on BeachBoard. Rarely prepared; often arrives late. Seldom if ever volunteers. Never a willing participant; seldom ever able to respond to direct questions; never volunteers point of view. Unable to cite from readings and assignments; cannot use readings and experiences to support points. Misses multiple deadlines and turns in several assignments late.

Schedule of Classes (Please reference BeachBoard for the most current information)			
Week	Day	Topic(s)	Reading / Assignment(s) Due
1	Aug. 24	Course Overview & Syllabus	
	Aug. 26	What is Public Relations?	THINK Ch. 1 Be prepared to: 1) define public relations in your own words, and 2) discuss the PR Casebook on page 8 and Apply Your Knowledge on page 18.
2	Aug. 31	Careers in Public Relations AP Style & Grammar Assessment	THINK Ch. 2 Bring a press clipping that was likely a result of a news release/pitch.
	Sept. 2	The Growth of a Profession Draw companies/organizations to follow throughout the semester Review AP Style & Grammar Assessment	THINK Ch. 3 Be prepared to discuss the Social Media in Action article and questions on page 58.
3	Sept. 7	CAMPUS CLOSED (LABOR DAY)	
	Sept. 9	Today's Practice: Departments and Firms Review Assignment #1	THINK Ch. 4 Be prepared to discuss the PR Casebook on page 84.
4	Sept. 14	Guest Speakers	
	Sept. 16	Ethics and Law	THINK Ch. 9 PRSA Code of Ethics Assignment #1 Due Write a ½ to 1-page paper stating whether you'd prefer to work in an agency or department and explain why.
5	Sept. 21	Research and Campaign Planning Review Assignment #2	THINK Ch. 5 (pages 89-103)
	Sept. 23	Research and Campaign Planning	THINK Ch. 5 (pages 103-111) Be prepared to discuss the PR Casebook on page 108.

6	Sept. 28	Research and Campaign Planning Review Assignment #3	<p>Case to be posted on BeachBoard</p> <p>TACTIC article on pages 112-113 Be prepared for the Apply Your Knowledge exercise on page 110.</p> <p>Assignment #2 Due You have been asked to develop a communications plan for the University to raise awareness about safety and safety services on campus. Develop a questionnaire to help you get the information needed to plan a communications strategy. In a brief paragraph, define your audience and describe how you'd conduct your survey.</p>
	Sept. 30	Communication and Measurement	<p>THINK Ch. 6 (pages 115-126) Be prepared to participate in a discussion about what you would recommend for the American Red Cross campaign outlined on page 134.</p>
7	Oct. 5	Communication and Measurement Review for midterm exam	<p>THINK Ch. 6 (pages 127-135)</p>
	Oct. 7	Communication and Measurement	<p>Read case posted on BeachBoard</p> <p>Assignment #3: Turn in your interview subject's name, title and company.</p> <p>Turn in your Blue/Green exam book for the midterm.</p>
8	Oct. 12	MIDTERM EXAM	
	Oct. 14	Public Opinion and Persuasion Review research paper and group presentation assignments.	<p>THINK Ch. 7 Be prepared to discuss how opinion leaders and the mass media influence public opinion.</p>

9	Oct. 19	Public Opinion and Persuasion	Assignment #3 Due Interview a public relations professional who has at least five years of experience. Write a 1.5-2 page feature story summarizing their position and the type of work they do, as well as their perspective on the pros and cons of working in their particular area of PR. List the interviewees name, title, company, phone and email address at the end of your paper.
	Oct. 21	Managing Competition and Conflict	THINK Ch. 8 Research a current PR crisis to be assigned in class.
10	Oct. 26	Reaching Diverse Audiences	THINK Ch. 10 Be prepared to discuss the PR Casebook on page 212.
	Oct. 28	The Mass Media Review Assignment #4	THINK Ch. 11 Visit three major wire distribution services online and be prepared to discuss what you find (Marketwire, PR Newswire, BusinessWire)
11	Nov. 2	The Mass Media Review Assignment #5	Assignment #4 Due Write a news release based on the notes given in class. Visit cision.com and read about their Influencer Identification product (media database).
	Nov. 4	The Internet and Social Media	THINK Ch. 12 Turn in your research paper topic, 2-3 sentence summary, and list of at least six solid sources.
12	Nov. 9	Events and Promotions	THINK Ch. 13 Assignment #5 Due You were assigned a company/ organization to follow at the beginning of the semester. Take a look at that company's social media strategy. Examine their blog(s), Facebook presence, Twitter activity, Instagram account and any other social media efforts. Write a 1-2 page paper about what you discover. Briefly describe how the company/organization is

			using these channels. Are the platforms integrated? If yes, in what ways? Can you guess what their online communication goals might be? Is their audience engaged? What suggestions would you make if you were on their communications team? Be prepared to discuss your paper in class.
	Nov. 11	CAMPUS CLOSED (VETERAN'S DAY)	
13	Nov. 16	Global Public Relations	THINK Ch. 14 Group 1 presentations
	Nov. 18	Corporate Public Relations	THINK Ch. 15 Be prepared to discuss the PR Casebook on page 321. Group 2 presentations
14	Nov. 23	FALL BREAK – NO CLASS	
	Nov. 25		
15	Nov. 30	Entertainment, Sports & Tourism	THINK Ch. 16 Group 3 presentations
	Dec. 2	Government & Politics	THINK Ch. 17 Group 4 presentations Research Paper Peer Review Bring 2 copies of your research paper ready for your peer group.
16	Dec. 7	Nonprofit, Health & Education	THINK Ch. 18 Group 5 presentations Be prepared to provide your peer group with verbal and written feedback.
	Dec. 9	Nonprofit, Health and Education Review for final exam	Research Paper Due Turn in your final copy, peer review sheets from your classmates, and the edited copies of your paper. Turn in your Blue/Green exam book for the final exam.
17	Dec. 14 (Mon)	Final Exam 10:15 a.m. – 12:15 p.m.	

Department Information

Advising: If you are a journalism major or minor, the department recommends that you see one of our advisers at least once a year. We have two experienced advisers – Professor Jennifer Fleming (Jennifer.Fleming@csulb.edu) and Professor Danny Paskin (Danny.Paskin@csulb.edu) – to assist you with your course selection, answer questions about requirements, help you stay focused on your chosen path to graduation, and offer other relevant advice. Their information and advising hours are posted around the department and available in the department office (LA4-106).

Internships: The department recommends that you pursue internships, service-learning experiences, and extra-curricular activities to enhance your career preparedness and marketability when you graduate. Employers will expect to see examples of your work; they prefer applicants with experience. Therefore, you will find all internships and job opportunities that come to the department posted on the department's BeachBoard site. A binder with hard copies of all internships is also kept in the department office for your review. In addition, internship postings are available online through the CSULB Career Development Center. Students pursuing opportunities through our BeachBoard or CDC sites should be aware that the department and CDC do not screen these opportunities for JOUR 498 credit. If you are seeking JOUR 498 credit, you must attend one of the mandatory orientations conducted the semester prior to your enrollment in JOUR 498. Students enrolled in a section of JOUR 498 will also receive advance notice of the orientations from their instructor.

Student Media: The department is home to the *Daily 49er* and *Dig Magazine* and closely tied to *KBeach Radio* and *College Beat TV*. Getting involved in student media will help you hone your skills and give you real-life experiences. Stop by the *Daily 49er* and *Dig Magazine* offices in LA4-201 and talk to the staff. Introduce yourself to the faculty advisers – Professor Barbara Kingsley-Wilson (*Daily 49er*, Barbara.Kingsley-Wilson@csulb.edu), Professor Gary Metzker (*Daily 49er* and *Dig Magazine*, Gary.Metzker@csulb.edu), and Professor John Shrader (*KBeach Radio* and *College Beat TV*, John.Shrader@csulb.edu) – who can answer any questions you may have.

Bateman Case Study Competition: Consider joining the *Bateman Case Study Competition Team*. The *Bateman Competition* (http://prssa.prsa.org/scholarships_competitions/bateman/) is a prestigious inter-collegiate contest, often called the Super Bowl of collegiate public relations competitions. It is one of the most intense and rewarding experiences for our students. Participants on the *Bateman Team* receive JOUR 485 credit. See Professor Joni Ramirez (Joni.Ramirez@csulb.edu), our *Bateman* coach, for more information.

Student Organizations: The department is home to three active student organizations – the *National Association of Hispanic Journalists*, *Public Relations Student Society of America*, and *Society of Professional Journalists*. Each group has its own leaders and sponsors a variety of activities, including esteemed professionals as guest speakers. These three groups also work closely with the department to co-sponsor special events, such as Journalism and Public Relations Day. Get involved and have a blast with your classmates! Contact the respective faculty advisers for more information: Professor Danny Paskin (Danny.Paskin@csulb.edu) for **NAHJ**, Professor Holly Ferris (Holly@Ferriscomm.com) for **PRSSA**, and Professor Chris Karadjov (Chris.Karadjov@csulb.edu) for **SPJ**.

Social Media: Be sure to get connected to the department's Facebook page (<https://www.facebook.com/CSULBJournalism>) and website (<http://www.cla.csulb.edu/departments/journalism/>) for photos and information about department happenings.

Office Hours: Each faculty member holds office hours to help you perform well in your classes, answer any of your questions, and offer advice. Take advantage of office hours and get to know your faculty.

Accreditation: The Department of Journalism and Mass Communication at California State University, Long Beach is accredited by the *Accrediting Council on Education in Journalism and Mass Communication* (ACEJMC, <https://www2.ku.edu/~acejmc/>). Accreditation by ACEJMC is an assurance of quality in professional education in journalism and mass communication. Students in an accredited program can expect to find a challenging curriculum, good facilities, and a competent faculty.

ACEJMC lists 12 **professional values and competencies** that must be part of the education of all journalism, public relations, and mass communication students. Each one of your required courses in the journalism major addresses at least one of the 12 professional competencies. Therefore, graduates who majored in journalism and public relations should be able to do the following:

- understand and apply the principles and laws of freedom of speech and press in the United States, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communication in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work