I. General Information

A. Course Number: JOUR 370  
B. Title: Principles of Public Relations  
C. Units: 3  
D. Prerequisites: None  
E. Course Classification: C-2  
F. Responsible Faculty: Various  
G. Terms Offered: Fall and Spring  
H. Prepared by: Danny Paskin  
I. Date prepared/revised: Jan. 15, 2014

II. Catalog Description

Public relations fundamentals: research, planning, communication and evaluation. Study of targeting special publics, the use of public relations tools, developing public relations programs and the importance of social responsibility.

III. Justification

This course is designed to give students an introduction to the field of public relations. The course covers 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. 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.

IV. Course Objectives and Measurable Outcomes

<table>
<thead>
<tr>
<th>Written Assignments (5 total)</th>
<th>30 percent</th>
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<tbody>
<tr>
<td>Chapter Quizzes</td>
<td>8 percent</td>
</tr>
<tr>
<td>Case Preparation</td>
<td>4 percent</td>
</tr>
<tr>
<td>Research Paper</td>
<td>16 percent</td>
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<tr>
<td>Midterm Exam</td>
<td>16 percent</td>
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<tr>
<td>Final Exam</td>
<td>18 percent</td>
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The objectives of this class, ultimately, are to:

A. familiarize students with the basic concepts, principles, practice and profession of public relations  
   Developed by: Lectures, readings, in-class assignments, in-class discussions  
   Measured by: Written Assignments, Quizzes, Exams

B. understand the role and functions of public relations in a contemporary society.  
   Developed by: Lectures, readings, in-class assignments, in-class discussions, research paper  
   Measured by: Written Assignments, Quizzes, Exams, Graded Research Paper
VII. Extent and Nature of Use of Technology

C. know the historical evolution of public relations, career opportunities in the field, and professional/ethical/legal responsibilities.
   Developed by: Lectures, readings, in-class assignments, in-class discussions, research paper
   Measured by: Written Assignments, Quizzes, Exams, Graded Research Paper

D. properly use communication strategies and tactics to achieve organizational goals and objectives.
   Developed by: Lectures, readings, in-class assignments, in-class discussions, case preparation
   Measured by: Written Assignments, Quizzes, Exams, Graded Case Preparation

E. give students a hand-on experience on how the Internet and social media are changing the way public relations professionals build and sustain relationships between an organization and its constituents.
   Developed by: Lectures, readings, in-class assignments, in-class discussions, research paper
   Measured by: Written Assignments, Quizzes, Exams, Graded Research Paper

V. Standard Course Outline

This is only an indication of possible subjects to be worked on the course of the semester. Subject matter and sequence of topics may vary depending on the instructor and competition timing.

Week 1 – Course introduction; what is Public Relations?
Week 2 – Careers in Public Relations
Week 3 – The Growth of a Profession
Week 4 – Today's Practice: Departments and Firms
Week 5 – Ethics and the Law, Research and Campaign Planning
Week 6 - Communication and Evaluation
Week 7 - Communication and Measurement
Week 8 – Managing Competition and Conflict
Week 9 - Public Opinion and Persuasion, Reaching Diverse Audiences
Week 10 – The Mass Media
Week 11 – The Internet and Social Media, Events and Promotions
Week 12 – Complete discussion on tactics, social media, events and promotions
Week 13 – Global Public Relations, Corporate Public Relations (Group Presentations)
Week 14 – Entertainment, Sports and Tourism, Government and Politics (Group Presentations)
Week 15 – Nonprofit, Health and Education (Group Presentation), Final discussion of practices
Week 16 – Final Evaluation

VI. Methods of Instruction

This course will follow an interactive style of teaching learning. Students and instructor will share the responsibility for a productive learning experience. Students should be prepared to engage in lively discussion and sharing of ideas. Some classes will be lecture-heavy, although it’s highly recommended that professor use current examples and/or draw from his/her own professional experience as often as possible. Still, much of the work during the semester will be hands-on, providing students with plenty of opportunities to apply theories and concepts and media tools discussed and practiced in class. The instructor will often use student-centered pedagogical techniques, such as small group discussions, group assignments and class presentations to convey and discuss course content. Students will consistently received feedback from professors, paying special attention to their writing skills, and being allowed, as much as permissible, to revise their assignments.
The use of technology will depend on individual instructors, but may include Beachboard for classroom lectures and communication. To help them prepare their public relations plan, basic instruction on key public relations technology will be provided, including but not limited to: Cision; Factiva; Google Insights; Microsoft Word, PowerPoint, Publisher and Excel; and business uses for Facebook, Twitter, YouTube and Pinterest. Depending on the nature of the case study competition, students may implement programs using one or more these technologies, as well as use still and video cameras to document their campaign.

VIII. Textbooks

The following is a short list of textbooks that are most likely to be used in this course. Instructors may assign one of these and/or include other texts.

- Associated Press Stylebook

IX. Methods of Assessment

Methods of assessment: these will vary depending on the instructor. They may include:

- Written Assignments (5 total) 30 percent
- Chapter Quizzes 8 percent
- Case Preparation 4 percent
- Research Paper 16 percent
- Midterm Exam 16 percent
- Final Exam 18 percent
- Class Participation/Attendance 8 percent

X. Instructional Requirements

Instructors may determine their own policies with regard to plagiarism, withdrawal, absences, and adding the course, so long as the policies are consistent with the University policies as laid out in the CSULB Catalog. Syllabi must refer to the appropriate sections in the Catalog, lay out the precise policies for the course on attendance and plagiarism, and ask students to inform instructors promptly of the need for accommodation of disabilities. It is recommended that instructors include some explanation of how they assess class participation.

XII. Additional Supplemental Materials

Please find on the following page a sample syllabus from a recent semester.
Journalism 370 - Principles of Public Relations  
California State University, Long Beach  
Spring 2013 – T/TH 9:30 – 10:45 a.m.  

Instructor: Holly Ferris  
Phone: (562) 429-6456 or (562) 746-8461 cell  
Office: SPA-028  
E-mail: holly@ferriscomm.com  
Office Hours: T/TH 9-9:30 a.m. and by phone or appointment  

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. On-line versions are acceptable as well.  

Course Description:  
This course is designed to give students an introduction to the field of public relations. The course covers 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. 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.  
• Practical guidelines for utilizing written, spoken, and visual techniques to reach selected audience.  
• 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.  
• An understanding of public relations activities in nonprofit, education and government organizations.
Assessment and Grading Criteria:

There will be:
- five short written assignments
- one 3-5 page research paper
- 6-8 chapter quizzes
- group case presentation
- mid-term exam
- final exam

All written assignments and the research paper are due at the start of class on the date specified in the Course Schedule. 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. I will expect your papers to be clear and concise using proper grammar, correct spelling, and appropriate attribution for all sources. Be certain you give each assignment an appropriate, creative title and that your thoughts are organized and presented logically. If there are more than three typos, AP style and/or spelling errors, you will receive a grade of D or lower. You may resubmit your paper with corrections and earn up to a C. Please take the time to proofread your papers to eliminate spelling, grammar and AP style errors. Late assignments will be accepted up to two weeks past the due date. Your grade will be reduced 3 points per week on 30 point assignments and 8 points per week on the research paper.

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. A zero will be given to students not present during the exam. If you have a genuine emergency that makes it impossible for you to take an exam, contact me immediately at (562) 429-6456, 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. Follow the same instructions explained above for being late on an assignment.

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.**

Points for assignments, exams and class participation/attendance are as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Written assignments</td>
<td>150 (30 each)</td>
</tr>
<tr>
<td>Chapter Quizzes</td>
<td>40</td>
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<tr>
<td>Case Presentation</td>
<td>20</td>
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<tr>
<td>Research Paper</td>
<td>80</td>
</tr>
<tr>
<td>Mid-term Exam</td>
<td>80</td>
</tr>
<tr>
<td>Final Exam</td>
<td>90</td>
</tr>
<tr>
<td>Class participation/attendance</td>
<td>40</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>500</strong></td>
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There will also be up to six current event quizzes that will be given throughout the semester at the instructor's discretion. Each quiz will include up to five questions and will be given verbally, so students should always be prepared with blank paper. 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% or 89%), 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.
Course Schedule:

Jan. 22  Course introduction, review syllabus

Jan. 24  What is Public Relations?
         Reading: Chapter 1
         Class Preparation: Be prepared to 1) define public relations in your own words, and 2) discuss the PR Casebook on page 8 and the TACTICS article on page 22.

Jan. 29  Careers in Public Relations
         Grammar assessment
         Reading: Chapter 2
         Class Preparation: Bring a press clipping that was likely a result of a news release/pitch.

Jan. 31  The Growth of a Profession
         Reading: Chapter 3
         Class Preparation: Be prepared to discuss the Social Media In Action article and questions on page 58.
         Draw companies/organizations to follow throughout the semester.

Feb. 5   Today's Practice: Departments and Firms
         Reading: Chapter 4
         Class Preparation: Be ready to discuss the PR Casebook on page 84.

Feb. 7   Guest Speakers
         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.

Feb. 12  Ethics and the Law
         Grammar review
         Reading: Chapter 9: PRSA Code of Ethics
         Class Preparation: Be sure to read the full PRSA Code of Ethics.

Feb. 14  Research and Campaign Planning
         Reading: Chapter 5 (pages 89 – 103)

Feb. 19  Research and Campaign Planning
         Reading: Chapter 5 (pages 103 – 111)
         Class Preparation: Be ready to discuss the PR Casebook on page 108.

Feb. 21  Research and Campaign Planning (continued)
         Reading: Case to be posted to BeachBoard; TACTIC article on pages 112-113.
         Class Preparation: Be ready to discuss the cases posted to BeachBoard. Also be prepared for the Apply Your Knowledge exercise on page 129.
         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.
Feb. 26 Communication and Measurement  
_Reading:_ Chapter 6 (pages 115 – 126)  
_class Preparation:_ Understand and be prepared to discuss the pros and cons of Hallahan’s five categories of media and communication tools on page 135.

Feb. 28 Communication and Evaluation  
_Reading:_ Chapter 6 (pages 127 - 135)  
_class Preparation:_ Be ready to participate in a discussion about what you would recommend for the American Red Cross campaign outlined on page 134.  
Review for midterm exam (turn in your Blue/Green Book exam book)

March 5 Communication and measurement (continued)  
_Reading:_ Case posted to BeachBoard.  
**TURN IN INTERVIEW SUBJECT** – Include name, title and company  
Blue/Green Book for Midterm Exam MUST BE TURNED IN BY TODAY.

March 7 **Midterm Exam**

March 12 Public Opinion and Persuasion  
_Reading:_ Chapter 7  
_class Preparation:_ Be prepared to discuss how opinion leaders and the mass media influence public opinion.  
Review Research Paper assignment in detail.

March 14 Managing Competition and Conflict  
_Reading:_ Chapter 8  
**Assignment #3 Due:** Identify and interview a public relations professional who has at least 5 years of experience. Write a 1-2 page paper summarizing their position and the type of work they do as well as the advantages and disadvantages of working in that particular area of pr. List the interviewees name, title, company, phone and email address at the end of your paper.

March 19 Managing Competition and Conflict (continued)  
_class Preparation:_ Be prepared to discuss the Apply Your Knowledge - What Would You Do? case on page 178 (Monsanto).

March 21 Reaching Diverse Audiences  
_Reading:_ Chapter 10  
_class Preparation:_ Be prepared to discuss the PR Casebook on page 212.  
**Research paper topic and list of at least eight sources due**

March 26 The Mass Media  
_Reading:_ Chapter 11  
_class Preparation:_ Bring to class a news release printed from an organization’s website or one of the wire services (Marketwire, PR Newswire or BusinessWire).

March 28 The Mass Media - continued

April 1-5 Spring Recess - NO CLASS
April 9  The Internet and Social Media  
*Reading: Chapter 12*

April 11  Events and Promotions  
*Reading: Chapter 13*  
**Assignment #4 Due:** Write a news release. Use a recent front-page story from a daily news outlet as the basis for the facts. Choose a story that appears to have been generated by a news release or a pitch. Attach a copy of the article to your assignment.

April 16  Complete discussion on tactics, social media, events and promotions

April 18  Global Public Relations (Group 1 Presentation)  
*Reading: Chapter 14*  
**Assignment #5 Due:** You were assigned a company/organization to follow at the beginning of the semester. Take a look at what that company is doing online. Examine their blog(s), Facebook presence, Twitter activity, 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 communications goals might be? Is their audience engaged? What suggestions would you make if you were on their communications team?  
*Class Preparation:* Be ready to discuss your paper in class.

April 23  Corporate Public Relations (Group 2 Presentation)  
*Reading: Chapter 15*  
*Class Preparation:* Be prepared to discuss the PR Casebook on page 321.

April 25  Entertainment, Sports and Tourism (Group 3 Presentation)  
*Reading: Chapter 16*  
**Research Paper Peer Review – Have your research paper ready for your peer group.**

April 30  Journalism Day - Attendance required

May 2  Government and Politics (Group 4 Presentation)  
*Reading: Chapter 17*  
**Be prepared to provide your peer group with verbal and written feedback.**

May 7  Nonprofit, Health and Education (Group 5 Presentation)  
*Reading: Chapter 18*

May 9  Finish overall discussion of practice areas  
Portfolios, resumes, job market discussion  
**Review for final exam (turn in your Blue/Green Book exam book)**  
**Research Paper Due**

May 14  **Final Exam** – 10:15 a.m. - 12:15 p.m.

* This schedule is a general guide. The instructor may make changes including the addition of cases and articles, and revisions to class assignments.
Addendum to Course Syllabus: Department of Journalism
Policies on Grading, Conduct of Classes, Drops, Absences and Cheating

Grading: The grading policies and practices in this class are explained elsewhere in the syllabus. It is the student’s responsibility to read them and to seek clarification if necessary. The student should be fully aware of what is required for success in the course, such as group participation, writing, speaking, completing assigned readings, etc.

Seat in Class: An enrolled student may lose his/her seat in class if he/she misses the first class meeting without notifying the instructor. At the instructor’s discretion, a student who attends the first class but not subsequent classes may also be dropped from the course.

Withdrawal from Class: Students may withdraw from a class from the third to the 12th week for “serious and compelling reasons.” Normally these are defined as anything of import that is beyond the control of the student. This includes, but is not necessarily limited to, death or serious illness in a student’s immediate family or a documented change in a student’s work schedule. Poor performance, tardiness and unexcused absences are not considered a serious or compelling reason beyond the student’s control for purposes of withdrawal.

Absences from Class: Grades in a course may be adversely affected by absences, and students should seek clarification from the instructor regarding the course absence policy. Make-ups usually are granted in strict accordance with CSULB policy, which defines excused absences as (1) illness or injury to the student; (2) death, injury or serious illness of an immediate family member or the like; (3) religious reasons; (4) jury duty or government obligation; (5) CSULB-sanctioned or approved activities [2002-03 Catalog, p. 75]. *These and any other requests for an excused absence must be documented.*

CSULB Cheating/Plagiarism/Fabrication Policy: CSULB takes issues of academic dishonesty very seriously. If you use any deceptive or dishonest method to complete an assignment, take an exam, or gain credit in a course in any other way, or if you help someone else to do so, you are guilty of cheating. If you use someone else’s ideas or work and represent it as your own without giving credit to the source, you are guilty of plagiarism. This does not apply if the ideas are recognized as common knowledge, or if you can show that you honestly developed the ideas through your own work. Any instructor can show you the correct ways of citing your sources, and you should use quotation marks, footnotes or endnotes and bibliographic references to give credit to your sources according to the format recommended by your instructor.

Responses, Penalties and Student Rights: Students should consult the appropriate sections of the Catalog for examples of cheating, fabrication and plagiarism, and instructor and/or CSULB response options in such circumstances. The Catalog also outlines student rights. Any instance of academic dishonesty may result in your immediate expulsion from the class with a grade of “F” and/or other sanctions, as the instructor deems appropriate.
**Additional Student Learning Assessment**

The national accrediting agency for journalism education has established a requirement that all accredited journalism schools assess student mastery of 11 core values and competencies that any graduate of a journalism and mass communication program should possess. According to the Accrediting Council on Education in Journalism and Mass Communication, all graduates, irrespective of their particular specialization, should be able to:

1) Understand and apply First Amendment principles and the law appropriate to professional practice.
2) Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
3) Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
4) Understand concepts and apply theories in the use and presentation of images and information.
5) Work ethically in pursuit of truth, accuracy, fairness and diversity.
6) Think critically, creatively and independently.
7) Conduct research and evaluate information by methods appropriate to the communications professionals in which they work.
8) Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
9) Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
10) Apply basic numerical and statistical concepts.
11) Apply tools and technologies appropriate for the communications professions in which they work.
Accommodation of students with disabilities in journalism courses – to be included in Journalism Department course outlines and syllabi beginning SPRING2007

Students with disabilities who need assistant or accommodation to participate in or benefit from university programs, services, and/or activities should inform the instructor and then contact Disabled Student Services. Students needing support services or accommodations should contact the instructor of the course within the first week of class. In addition, students should establish their eligibility for assistance by contacting the Disabled Student Services Office (Brotman Hall 270) at 562-985-5401.

Students are to provide to the instructor verification of their disability from Disabled Student Services. Typical accommodations available from Disabled Student Services, working with the journalism instructor, includes extended time for tests, test proctoring, private test rooms, note taking, Braille transcriptions, and referral for tutoring.

If the service offered is insufficient or inadequate, the student should confer with the instructor and the director of Disabled Student Services. If these efforts are unsuccessful, students have the option of directing their concerns to the Office of Equity and Diversity (University Student Union 301) at 562-985-8256. Responsibility for oversight and implementation of the Americans with Disabilities Act and the Rehabilitation Act has been delegated to the campus director for disability support and accommodation.