

Course Syllabus, Spring 2016
Journalism 370—Principles of Public Relations
Monday and Wednesday, 12:30 – 1:45 p.m.

Instructor

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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 – a great reference for the writing assignments required for this course and others.
- Our class discussions will cover breaking PR news not covered in our textbook. As a journalism/PR student, it's imperative you stay "dialed-in" on what's making news and why. As such, I recommend you subscribe to at least one major daily newspaper such as the *Los Angeles Times*, *Orange County Register* or the *New York Times*. Online versions are acceptable. Other sources of news discussed in this class might be found on PRWeek.com, PRDaily.com and PRNewsOnline.com.

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 and Method of Instruction

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 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.

- 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.

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.**

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. Please remember it is the student's responsibility to notify the instructor in advance of the need for accommodation of a university verified disability.

Assignments 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 (5 each)
Group case presentation (1)	30
Midterm exam (1)	80
Final exam (1)	90
Class participation/attendance	40
	Total 500

The five written assignments are as follows:

- **Assignment #1:** Write a one-page paper stating whether you'd prefer to work in an agency or department and explain why.
- **Assignment #2:** 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.
- **Assignment #3:** 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 area of PR.
- **Assignment #4:** Write a news release based on the notes given in class.
- **Assignment #5:** 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?

Submitting Assignments

- 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 written assignments to turn into me for grading, and also upload them to the appropriate **Dropbox folder on Beachboard**. Failure to do both will result in a reduction in points.
- The nature of and guidelines for assignments will be given to you in class. 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.
- Assignments and the research paper 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.**
- 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. All writing is to follow Associated Press style. **Please take the time to proofread your papers so you can eliminate spelling, grammar and AP style errors.**
- Be certain you give each assignment a creative title (“Assignment #1 won’t cut it!) and that your thoughts are organized and presented logically.
- 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.
- If you need help improving your writing, or have a hard time understanding how to write in AP style, I strongly encourage you to stop by my office during the office hours listed above.

Assignments will be evaluated in terms of content and grammar/style, with each worth 50 percent.

One point is typically subtracted for each grammatical error. The grading criteria are as follows:

Content

- follows directions
- well-structured/organized paragraphs
- smooth transitions
- easy-to-read writing
- depth of thought
- 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 and uses proper grammar and punctuation.

Grade Expectations

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.

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.

Exams and Quizzes

Midterm and Final

- The midterm and final will consist of short answer, essay and case questions. A study guide will be provided. The final is cumulative.
- These exams require a blue/green book, which you will be asked to submit to me by the class session prior to the exam.
- Students not present during the midterm or final 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 is needed.

Quizzes

- There will be six chapter pop quizzes given at the **beginning of class** throughout the semester, each worth 5 points.
- There will be **no make-up quizzes**. If you have an excused absence on a day that a quiz is given and you have let me know ahead of time that you will be missing class, we can arrange for you to make up the missed points.
- There may also be up to three current event pop quizzes that will be given throughout the semester at the instructor's discretion. All points will be **extra credit**.

Group Case Presentation

In the second half of the semester, you will be assigned to a small group (4-6 students) and provided with a PR case study to present to the class. You will be graded as a team, and **every student is expected to contribute** to the development of the PowerPoint or Prezi and the in-class presentation of the material. There will also be an individual written component, which will be reviewed in class.

Research Paper

Your final project in this class will be a **3-5 page research paper** with **at least six solid sources** about a specific PR topic of your choice. You may select any topic you'd like, as long as it addresses concepts covered in this course. The focus of your paper will be the topic as it relates to the discipline of PR and the PR practice, and you will be asked to submit your topic in advance for approval. The paper will be written using AP Style, and your references should follow the guidelines in the American Psychological Association (APA Style). More information will be provided in class.

Attendance, Participation and Discussion Board

- Attendance is important for success in this class. Students are responsible for all materials presented, assignments, changes to the syllabus and announcements.
- Students 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.
- At the beginning of the semester, you will be assigned a company or non-profit organization to follow in the news throughout the entire semester. **You are expected to monitor the news and social media coverage about this company or organization and contribute to class discussion.** This exercise is meant to provide you with current, practical examples of PR work.
- Participation points will be awarded based on attendance, preparation, contribution to class discussion based on reading and the company or organization you follow, and by the number and quality of contributions to the Discussion Board topics.
- A new Discussion Board topic will be posted on BeachBoard **every Monday** before class and will remain open **until the following Monday at 12:30 p.m.** Please contribute at least one post for each topic, which will be factored in to your participation grade.

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 and is aware of what's happening with the company or organization you've been asked to follow in the news. 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:

Misses one or two classes and/or 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 and is generally aware of what's happening with the company or organization you've been asked to follow in the news. 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 and/or 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 about the reading or company/organization you've been asked to follow in the news; 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/or 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 about the reading or company/organization you've been asked to follow in the news; never volunteers point of view. Turns in two or more assignments late or not at all.

Schedule of Classes*			
Week	Day	Topic(s)	Reading / Assignment(s) Due
1	Jan. 20	Course Overview & Syllabus	
2	Jan. 25	What is Public Relations? Assign Companies to Follow	THINK Ch. 1 Be prepared to discuss the PR Casebook on page 8 and Apply Your Knowledge on page 18.
	Jan. 27	Careers in Public Relations AP Style & Grammar Assessment (not graded)	THINK Ch. 2 Post a link on BeachBoard of a news story that appears to be a result of a news release/pitch.
3	Feb. 1	The Growth of a Profession Review AP Style & Grammar Assessment	THINK Ch. 3 Be prepared to discuss the Social Media in Action article and questions on page 58.
	Feb. 3	Today's Practice: Departments and Firms Review Assignment #1	THINK Ch. 4 Be prepared to discuss the PR Casebook on page 84.
4	Feb. 8	Guest Speakers: Department vs. Firm	
	Feb. 10	Ethics and Law	THINK Ch. 9 PRSA Code of Ethics Assignment #1 Due
5	Feb. 15	Research and Campaign Planning Review Assignment #2	THINK Ch. 5 (pages 89-103)
	Feb. 17	Research and Campaign Planning	THINK Ch. 5 (pages 103-111) Be prepared to discuss the PR Casebook on page 108.
6	Feb. 22	Research and Campaign Planning Review Assignment #3	TACTIC article on pages 112-113 Be prepared for the Apply Your Knowledge exercise on page 110. Assignment #2 Due
	Feb. 24	Communication and Measurement	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.

7	Feb. 29	Communication and Measurement Review for midterm exam	THINK Ch. 6 (pages 127-135)
	March 2	Communication and Measurement	Read case posted on BeachBoard Turn in your interview subject's name, title and company for assignment #3. Turn in your blue/green exam book for the midterm.
8	March 7	MIDTERM EXAM	
	March 9	Public Opinion and Persuasion Review research paper and group presentation assignments.	THINK Ch. 7 Be prepared to discuss how opinion leaders and the mass media influence public opinion.
9	March 14	Public Opinion and Persuasion	Assignment #3 Due
	March 16	Managing Competition and Conflict	THINK Ch. 8 Research a current PR crisis to be assigned in class and posted on the Discussion Board.
10	March 21	Reaching Diverse Audiences Review Assignment #4	THINK Ch. 10 Be prepared to discuss the PR Casebook on page 212.
	March 23	The Mass Media	THINK Ch. 11 Visit three major wire distribution services online (Marketwire, PR Newswire, BusinessWire) and post a link to a press release from each site.
11	March 28 March 30	SPRING BREAK – NO CLASS	
12	April 4	The Mass Media Review Assignment #5	Assignment #4 Due Visit cision.com and read about their Influencer Identification product (media database).
	April 6	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.
13	April 11	Events and Promotions	THINK Ch. 13

	April 13	Global Public Relations	THINK Ch. 14 Assignment #5 Due Group 1 presentations
14	April 18	Journalism Day – No class	
	April 20	Corporate Public Relations	THINK Ch. 15 Be prepared to discuss the PR Casebook on page 321. Group 2 presentations
15	April 25	Entertainment, Sports & Tourism	THINK Ch. 16 Group 3 presentations Journalism Day Extra Credit Due
	April 27	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	May 2	Nonprofit, Health and Education Review for final exam	THINK Ch. 18 Group 5 presentations Be prepared to provide your peer group with verbal and written feedback.
	May 4	Course Wrap-Up	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.
FINAL EXAM Wednesday, May 11, 12:30 – 2:30 p.m.			

*Please refer to BeachBoard for the most current Class Schedule and course documents.

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), Robin Jones (*Dig Magazine*, Robin.Jones@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 Communications* (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