



DOANE
UNIVERSITY

SYLLABUS

Course Title	Public Relations
Course Number	CMS 330
Number of Credits	3
Course Dates	10/15/18 - 12/15/18
Instructor	Kevin Mattran
Email Address	kevin.mattran@doane.edu
Office Hours/Availability	Evenings are best for phone calls, texts, voice messages and emails will be returned as soon as I am able.
Phone Number	402-560-4001
Textbook Information: (e.g. title, edition, publisher, ISBN)	Texts: <u>Public Relations: Engagement, Conversation, Influence, Transparency, Trust, 1st Edition</u> , Tom Kelleher, ISBN: 978-0-19-020147-0, Oxford University Press, 2018 <u>Primal Branding: Creating Zealots for Your Brand, Your Company and Your Future</u> , Patrick Hanlon, ISBN-13: 9780743277976. Simon & Shuster, January 2006
Additional Course Materials	None

Course Description	<p>A course providing a basic understanding of public relations processes, practices and effects, focusing on public relations as a career. It also provides an understanding of how public relations decisions affect various occupations in an increasingly technological and intercultural environment. The course reviews key social science concepts, such as public opinion, persuasion, and systems theory, and the ethical, analytic, and strategic approaches used by public relations professionals. Students completing this course will be able to describe the history and theories of public relations, use the basic vocabulary of the public relations practitioner, and recognize and discuss public relations as used by institutions, business, politics, government, and other organizations. They will also be able to develop writing skills for public relations tactics, use critical thinking to identify organizational problems, to offer appropriate public relations suggestions for their solution, and to identify the ethical implications of public relations practices.</p>
Program Outcomes	<ul style="list-style-type: none"> a. Use analytical and creative thinking skills to gather and analyze information, to identify and solve problems, to determine potential outcome alternatives, and to make appropriate decisions b. Know and understand organizational communication theories and their practical application c. Develop critical and analytical thinking skills for improvement of organizational communication d. Understand the social, cultural, legal, economic, and ethical contexts of organizational communication e. Understand the value of diversity
Course Learning Outcomes/Objectives	<ul style="list-style-type: none"> 1. To understand the different models of public relations 2. To gain knowledge of the history of the practice of public relations, including important case studies. 3. To understand the role of values and ethics in public relations. 4. To understand key theories that underlie the practice of public relations. 5. To work with a group to present a proposal that addresses a public relations problem and/or opportunity for a client.

Technology Requirements	https://www.doane.edu/faq/minimum-computer-requirements
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Course Schedule

Week or Module	Topic	Content	Assessments Matched to Learning Outcomes	Due Date & Time
Week 1	<ul style="list-style-type: none"> -Introductions -Course Expectations -Assign and schedule discussion facilitation -Discuss Kelleher chapters 1&2 	Read Kelleher chapters 1&2 prior to first class		In class discussion
Week 2	<ul style="list-style-type: none"> -Kelleher chapters 3&4 -Movie night -Ethics in PR 	Read Kelleher chapters 3&4 prior to class		In class discussion
Week 3	<ul style="list-style-type: none"> -Discussion facilitations 	Read Kelleher chapters 5-8		Case brief #1 due

	<ul style="list-style-type: none"> -Discuss chapters 5-8 -Discuss movie -Form groups for final project 	Begin reading Hanlon		In class discussion
Week 4	<ul style="list-style-type: none"> -Discussion facilitations -Discuss Hanlon -Work in groups 	Read Hanlon at least through 7 elements Mid Term Test (take home)		
Week 5	<ul style="list-style-type: none"> -Discussion facilitation -Discuss chapters 9&10 -Work in groups 	Kelleher chapters 9&10		Mid Term due
Week 6	<ul style="list-style-type: none"> -Discussion Facilitations -Discuss chapter 12 -Work in Groups 	Kelleher Chapter 12 Exam (Take home)		
Week 7	<ul style="list-style-type: none"> -Discussion facilitations -Work in Groups (Final preparation) 			Exam Due

	for presentations.			
Week 8	Final project presentations			

Grading Assessments

Type of Assessment	Points	Total possible points
Tests (2)	100 points each	30% of grade
Case briefs (2)	100 points each	10% of grade
Discussion Facilitation	100 points	10% of grade
Final Presentation	100 points	30% of grade
Attendance and Participation	100 points	20% of grade

Grade Scale

A+ = 97-100% A = 94-96% A- = 90-93% B+ = 87-89% B = 84-86% B- = 80-83%
 C+ = 77-79% C = 74-76% C- = 70-73% D+ = 67-69% D = 64-66% D- = 60-63%
 F= 59% or below

Participation Policy	A student is expected to be prompt and regularly attend on-ground classes in their entirety. Regular engagement is expected for on-line courses. Participation in class discussions is an integral part of your grade.
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Study Time	Expectation of the amount of time the course requires students to spend preparing and completing assignments. Typically, students could expect to spend approximately 12 hours a week preparing for and actively participating in this 8-week 3 credit hour course. This actual time for study varies depending on students' backgrounds.
Late Work	Assignments turned in after the due date will be subject to partial loss of credit.
Submitting Assignments	With the exception of in class presentations, all assignments will be submitting using Blackboard.
Communication Policy including Assignment Feedback	Assignments will be graded within one week of the due date.
Academic Integrity Policy	New Academic Integrity Policy to be released AUTM 2018
Academic Support	Please contact academicsupport@doane.edu https://www.doane.edu/graduate-and-adult/academic-support
Disability Services	https://www.doane.edu/disability-services Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University. Please contact Chris Brady at chris.brady@doane.edu or 402-467-9031 for assistance.
Military Services	https://www.doane.edu/graduate-and-adult/military
Anti-Harassment Policy	http://catalog.doane.edu/content.php?catoid=5&navoid=452
Grade Appeal Process	http://catalog.doane.edu/content.php?catoid=5&navoid=238

Credit Hour Definition	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.
Syllabus Changes	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.