



SYLLABUS

Course Title	Public Relations
Course Number	CMS 330
Number of Credits	3
Course Dates	10/14/19 - 12/14/19
Instructor	Prof. Sue M. Roush
Email Address	sue.roush@doane.edu
Office Hours/Availability	Before or after class by appointment
Phone Number	402-366-0801 - text message is fine - identify yourself and your class
Textbook Information: (e.g. title, edition, publisher, ISBN)	<i>Public Relations The Profession and the Practice</i> by Lattimore, Baskin, Heiman, and Toth, 4th edition. Publisher: McGraw-Hill Higher Education Print ISBN: 9780073512051, 0073512052 eText ISBN: 0077433939
Additional Course Materials	Associated Press Stylebook is recommended but not required
Course Description	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, analytical, 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

	<p>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.
Course Prerequisites	N/A
Instructional Details	<p>This course will combine lecture, video, presentations, writing cues, group work, and possible guest speakers.</p>
Technology Requirements	<p>https://www.doane.edu/faq/minimum-computer-requirements</p>

Course Schedule

Week or Module	Topic	Content	Assessments Matched to Learning Outcomes	Due Date & Time
10/15	PR Overview and History	Read Ch. 1 and 2	Problem Application (LO1,2) Final Project (LO5)	Class time 10/22
10/22	PR Models and Theories	Read Ch. 3 and 4	Problem Application (LO1,4) Final Project (LO5)	Class time 10/29
10/29	Public Opinion and Effectiveness	Read Ch. 5, 6, 8	Problem Application (LO3) Final Project (LO5)	Class time 11/5
11/5	Employee Communication and Community Relations	Read Ch. 9, 10, 11 Guest Speaker	Problem Application (LO3) Final Project (LO5)	Class time 11/12
11/12	Corporate Communication s and Marketing	Read Ch. 12, 13 and 16	Problem Application (LO2,4) Final Project (LO5)	Class time 11/19

11/19	Media Relations	Read Ch. 14 and 15 Guest Speaker	Problem Application (LO5) Final Project (LO5)	Class time 11/26
11/26	Crisis Management	Outside Readings to be assigned	Problem Application (LO3,5) Final Project (LO5)	Class time 12/3

12/3	Case Study	Outside Reading to be assigned	Problem Application (LO5) Final Project (LO5)	Class time 12/10
12/10	Final Project and Presentation		Presentations (LO5)	Class time

Grading Assessments

Type of Assessment	Points	Total possible points
Problem Application each week	50	80
Final Project piece each week	30	
Final Presentation final week	100	100

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. Participation in class discussions is an integral part of your grade.
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	Late work is generally not accepted, but life happens so just talk to me if you anticipate being late with an assignment.
Submitting Assignments	All assignments are to be submitted to Blackboard.
Communication Policy including Assignment Feedback	Because this is an 8-week course, timely communication is crucial. It is my policy to check my email each day and respond within 24 hours. I also try to have assignments graded within the week they are assigned. Additionally, if you are struggling or need extra time for an assignment, please let me know as soon as possible.

Academic Integrity Policy	<p>Doane University expects and requires all its students to act with honesty and integrity and respect the rights of others in carrying out all academic assignments. Academic dishonesty, the act of knowingly and willingly attempting or assisting others to gain academic success by dishonest means, is defined in four categories:</p> <ol style="list-style-type: none"> 1. Cheating - "Intentionally using or attempting to use unauthorized information or study aids in an academic exercise." 2. Fabrication - "Intentional and unauthorized falsification of invention or any information or citation in an academic exercise." 3. Facilitating Academic Dishonesty - "Intentionally or knowingly helping or attempting to help another to commit an act of dishonesty," and/or coercing others to do the same. 4. Plagiarism - "Intentionally or knowingly representing the words or ideas of another as one's own in any academic exercise," in both oral and written projects. <p><i>Gehring, D., Nuss, E.M., & Pavela, G. (1986). Issues and perspectives on academic integrity. Columbus, OH: National Association of Student Personnel Administrators</i></p> <p>For more information on the sanctions for academic dishonesty, please visit the website: http://catalog.doane.edu/content.php?catoid=18&navoid=1448#Academic Dishonesty</p>
Academic Support	<p>Please contact academicsupport@doane.edu https://www.doane.edu/graduate-and-adult/academic-support</p>
Disability Services	<p>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.</p>
Military Services	<p>https://www.doane.edu/graduate-and-adult/military</p>
Anti-Harassment Policy	<p>http://catalog.doane.edu/content.php?catoid=5&navoid=452</p>

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.
Doane Syllabus Addendum	Each student is responsible for being aware of the policies, resources, and expectations as specified in the Doane Syllabus Addendum located at https://www.doane.edu/Syllabus .