I. IDENTIFYING INFORMATION

Course: JRN 350  
Course Title: Public Relations Principles and Practices  
CRN: 22220051  
Term: Spring I  
Location: Online  
Course Dates: 1/7, 3/1/2013  
Course Days and Times:  
Prerequisites: None

Blackboard
Blackboard is a web-based learning management system licensed by CMU. Within Blackboard, a course website, also known as a shell, is automatically created for every CMU course. Face-to-face courses may or may not incorporate Blackboard, whereas Blackboard course shells are always used for online courses and will be available to you prior to the course start date. Seeing the course shell listed in Blackboard with unavailable adjacent to its title is an indication that your instructor has not made it available and is in no way indicative of registration status. To access Blackboard, open a web browser and enter http://blackboard.cmich.edu. After the site loads, enter your CMU Global ID and password in the respective spaces provided. Click the "login" button to enter Blackboard and then the link to the appropriate course to enter the course’s Blackboard shell. If you need assistance, contact the IT Helpdesk at 989-774-3662 / 800-950-1144 x. 3662. Self-guided student tutorial resources are also available at http://www.cmich.edu/blackboard.

Instructor: Lisa Fall  
Primary Phone Number: 865-216-2507  
E-Mail Address: fall1lt@cmich.edu  
Availability: please email to schedule an appt.

Academic Biography:
Lisa Fall has been teaching public relations at the university level since 1992. Prior to that, she was a public relations practitioner in the travel/tourism industry. She has worked in an array of vacation destination markets, including Phoenix, AZ; Myrtle Beach and Hilton Head Island, SC; Savannah, GA; and Mackinac Island, MI. Lisa earned her accreditation in public relations (APR) from the Public Relations Society of America. She is a full-time Associate Professor at the University of Tennessee in Knoxville where she teaches various public relations management courses (graduate and undergraduate). Her primary areas of research are public relations/marketing communication in the travel/tourism industry, consumer behavior, and alternative class formats.

One of Lisa’s academic passions is teaching online. She has been teaching public relations management part-time for Central Michigan University's online program since 2000. She views the online learning platform as a 21st century tool that has a plethora of opportunities to advance higher education. Lisa has presented results from her research at various conferences, including the Association for Education in Journalism & Mass Communication, the International Communication Association, National Communication Association, the Lilly Conference on College & University Teaching, and the International Academy of Business Disciplines.

II. TEXTBOOKS AND INSTRUCTIONAL MATERIALS

Textbooks and Course Materials:  
Title: Think Public Relations, 2011  
Author: Cameron  
Edition: 2011  
ISBN: 978-0-205-78169-0  
Publisher: Pearson  
Required: Yes

Order books from MBS at: http://bookstore.mbsdirect.net/cmu.htm
III. COURSE DESCRIPTION

Concepts and theories of public relations as a management function as practiced by corporations, non-profits and other organizations. Role of the practitioner stressed.

IV. COURSE GOALS AND OBJECTIVES

At the end of this course students will be able to:

1. Explain and apply the body of knowledge underlying public relations as a management function;
2. Demonstrate an understanding of the historical development of public relations, career opportunities in the field, and professional/ethical/legal issues;
3. Demonstrate an understanding of public relations program management and apply the concepts to simulated and actual public relations situations.

V. METHODOLOGY

This class consists of lectures, readings, online interaction, discussion board postings, and audio/video files. Students are expected to review the materials and read the textbook each week as the course progresses to prepare for assignments and tests. Students are expected to use the study guides, slides and supplemental materials provided in this course. Exams assess students’ knowledge of the material. Interactive media examine how students can apply the material and their writing ability and communication skills, which are important in any journalism activity. Social media introduces students to professional use of new media.

Participation in discussion forums is part of the attendance requirement. Professionalism and writing ability and attitude toward other students are evaluated.

Short essay questions and a final report assist in evaluating individual skills, knowledge and ability to research, communicate and understand a topic related to the course. Journalism is a profession of deadlines. As such, students are expected to set aside time to meet the deadlines in this course.

VI. COURSE OUTLINE/ASSIGNMENTS

Pre-Class Assignment:
The schedule is tentative. See Blackboard class website for more specific information and assignment deadlines.

Pre-course assignments:
• Complete system requirement test, engage in Blackboard orientation, review syllabus and course expectations and assignments.
• Post your introduction at the Discussion Forum by the first day of the class term. (No replies to colleagues are required for this introductory posting assignment).

Course Outline:
Week 1: Read Chapters 1-2 and review slides and study guides.
• 1-What is Public Relations?
• 2-Careers in Public Relations
• Discussion Forum Posting/ 2 replies to colleagues
(NOTE: discussion forum link closes at 11:30 p.m. EST each Sunday night)

Week 2: Read Chapters 3-4 and review slides and study guides.
• 3-Managing Competition and Conflict
• 4-The Growth of a Profession
• Discussion Forum Posting/ 2 replies to colleagues
• Exam 1 (Chapters 1-4)
Week 3: Read Chapters 5, 6 and 7 and review slides and study guides
• 5-Departments and Firms
• 6-Research and Campaign Planning
• 7-Communication and Measurement
• Discussion Forum Posting/ 2 replies to colleagues

Week 4: Read Chapters 8 and 9, review slides and study guides
• 8-Public Opinion and Persuasion
• 9-Ethics and the Law
• Discussion Forum Posting/ 2 replies to colleagues
• Exam 2 (Chapters 5-9)

Week 5: Read Chapters 10 and 11, review slides and study guides
• 10- Reaching Diverse Audiences
• 11-The Internet and Social Media
• Discussion Forum Posting/ 2 replies to colleagues

Week 6: Read Chapters 12 and 13, review slides and study guides
• 12-Public Relations Tactics
• 13-Events and Promotions
• Discussion Forum Posting/ 2 replies to colleagues
• Exam 3 (Chapters 10-13)

Week 7: Read Chapters 15 and 16, review slides and study guides
• 14-Global Public Relations
• 15-Corporate Public Relations
• 16-Entertainment, Sports, and Tourism
• Discussion Forum Posting/ 2 replies to colleagues

*Week 8: Read Chapters 17 and 18, review slides and study guides
• 17-Government and Politics
• 18-Nonprofit, Health and Education
• Discussion Forum Posting/ 2 replies to colleagues
• Exam 4 (Chapters 14-17)

*Class is officially over at 11:30 p.m. EST p.m. Friday in Week 8.

Assignment Due Dates:
See class website for specific due dates

Post-Class Assignment:
None

Student Involvement Hours:
About 5-10 hours a week, depending upon individual abilities. This is NOT a self-paced course and assignments must be completed by stipulated deadlines. Students are expected to:

• Complete assignments within the week assigned and submit assignments via Blackboard by the due dates established. Failure to do so will result in a grade penalty or a zero for some assignments.
• Participation is required in all discussion forums. All participation is graded based upon work the instructor can actually see on Blackboard

VII. CRITERIA FOR EVALUATION

Evaluation Criteria:
Each assignment is given a point value. The number of points earned will be converted to a weighted percent in order to establish a final letter grade. The weighted scale below is tentative, and changes may be made by the instructor if assignments are modified, added or deleted. Check Blackboard while officially enrolled in the class for final changes.

• (4) Exams worth 12% each: 48%
• Weekly Discussion Forums: 12%
• (4) short reports (essay questions) worth 5% each: 20%
• End of term research paper: 20%

Grading Scale:
The instructor will respond to legitimate discrepancies regarding grades WITHIN ONE WEEK of the grade posting. Individual requests for grade adjustments at semester’s end will not be reviewed.

Grade schema:
96-100% = A
93-95.9% = A-
89-92.9% = B+
86-88.9% = B
83-85.9% = B-
80-82.9% = C+
76-79.9% = C
72-75.9% = C-
68-71.9% = D+
64-67.9% = D
60-63.9% = D
Below 60% = E/F

Late Assignments:
Due to the compressed nature of this course, late written assignments and discussion forum postings are NOT acceptable. Also, this is a Journalism course; as such deadlines are imperative.

Personal technical difficulties are considered the student's responsibility to correct. If your computer is not working properly, it is your responsibility to find a working computer and complete your assignment on deadline. Inability to use the Blackboard technologies is not considered as an excuse.

Make-ups and Rewrites:
• No extra credit is included in this course. However, if any is offered, it will apply to ALL students, not any individual student.
• No re-writes are accepted in this course
• There are no extensions, makeups, or late assignments accepted in this class UNLESS a situation is deemed extenuating by the instructor (e.g., death in the immediate family, medical illness of the student, etc.). Formal documentation will be required. Also, the student needs to contact the instructor immediately – not after the fact – in order for the extenuating circumstance to be evaluated by the instructor

VIII. EXPECTATIONS

Attendance and Participation:
Students are expected to set aside time to fulfill the requirements. All assignments require reading and understanding of the weekly text material for successful completion. The instructor cannot accommodate all the times and work schedules of each student. If the student knows of a prospective absence or conflict, he or she can complete an assignment early, as many are already available early on Blackboard.

Vacations, family activities, oversleeping, car trouble, sick pets, roommate problems, illnesses, travel for work, studying for other exams or preparing for presentations in other classes, Blackboard difficulties, Internet connection difficulties, lost flash drives, meetings with advisers or other faculty, conflicts due to poor planning by the student, etc. are NOT considered excused absences.

To be eligible for late submissions, emergencies will be evaluated on an individual basis by the instructor. In the event of a serious illness (requiring an emergency room or clinic visit or hospital stay) of you or an immediate family member (only parents, children or siblings are considered immediate family members), you will be asked for official documentation. (Notes from parents are not official documentation.) Official documentation is the student's responsibility and consists of the following:
• Letters on doctor’s office letterhead or admissions paperwork dated and signed by hospital personnel that states you or your immediate family member were medically incapacitated within 24 hours of the scheduled deadline. Notes written by other than formal medical personnel will not be accepted.
• A death notice or obituary printed in a local newspaper, or a funeral or memorial service program pamphlet with your family member’s name and the date of the service.
• Other documentation will be evaluated by the instructor but may not be accepted.

**Academic Integrity:**

Because academic integrity is a cornerstone of the University's commitment to the principles of free inquiry, students are responsible for learning and upholding professional standards of research, writing, assessment, and ethics in their areas of study. Written or other work which students submit must be the product of their own efforts and must be consistent with appropriate standards of professional ethics. Academic dishonesty, which includes cheating, plagiarism and other forms of dishonest or unethical behavior, is prohibited. A breakdown of behaviors that constitute academic dishonesty is presented in the CMU Bulletin (https://bulletins.cmich.edu/).

**Student Rights and Responsibilities:**

Each member of the Central Michigan University community assumes an obligation regarding self conduct to act in a manner consistent with a respect for the rights of others and with the University's function as an educational institution. As guides for individual and group actions within this community, the University affirms the general principles of conduct described in the Code of Student Rights, Responsibilities and Disciplinary Procedures at https://www.cmich.edu/about/leadership/office_provost/dean/Pages/Code-of-Student-Rights.aspx.

**IX. SUPPORT SERVICES AND OTHER REQUIREMENTS**

**Global Campus Library Services (GCLS)**

CMU offers you a full suite of library services through its Global Campus Library Services (GCLS) department. Reference librarians will assist you in using research tools and locating information related to your research topic. The library’s Documents on Demand office will help you obtain copies of the books and journal articles you need. Check out the GCLS website at http://ocls.cmich.edu for more information.

**Reference librarian contact information:**
1. By phone: (800) 544-1452.
2. By email: oclsref@cmich.edu
3. By online form: http://ocls.cmich.edu/reference/index.html#form

**Documents on Demand office contact information:**
1. By phone: (800) 274-3838
2. By email: docreq@cmich.edu
3. By fax: (877) 329-6257

**Writing Center**

The CMU Writing Center is a free online service for all CMU students, providing help with grammar, citations, bibliographies, drafts, and editing of academic papers. Suggestions and feedback are typically provided within two business days. For additional information and to submit work, visit http://webs.cmich.edu/writingcenter/

**ADA**

CMU provides individuals with disabilities reasonable accommodations to participate in educational programs, activities and services. Students with disabilities requiring accommodations to participate in class activities or meet course requirements should contact Susie Rood, Director of Student Disability Services at (800) 950-1144, extension 3018 or email her at sds@cmich.edu, at least 4 weeks prior to registering for class. Students may find additional ADA information and forms at http://go.cmich.edu/support_services/academic/StudentDisabilityServices/Pages/default.aspx

Note to faculty: CMU Administration will notify you if applicable; otherwise, the student will provide a "Notification Letter to the Instructor" outlining the accommodations the student is approved to receive.

**X. BIBLIOGRAPHY**
JOURNALS:

Journal of Public Relations Research
Journalism & Mass Communication Quarterly
Public Relations Research Annual
Public Relations Review
Public Relations Quarterly
Public Relations Journal
Journalism Educator

BOOKS:


WEB SITES: (to get you started)

http://lamar.colostate.edu/~pr/
http://www.instituteforpr.org/

(MANY MORE REFERENCES WILL AVAILABLE AT CLASS WEBSITE)

Electronic Sources
CENTRA
The University Library's web-based online public access catalog. You may look up items in CENTRA by author, title, subject, or keyword. CENTRA is one of the databases on the computer workstations located throughout the building. To gain access to CENTRA, select the box labeled CMU Libraries' Catalog on the Libraries' World Wide Web homepage. Remote access is also available.

Occupational Outlook Handbook Online (Title search in CENTRA)
The Occupational Outlook Handbook is a nationally recognized source of career information, designed to provide valuable assistance to individuals making decisions about their future work lives. The Handbook is revised every two years. Search for the term “public relations.”

Communication & Mass Media Complete
“Incorporates the content of CommSearch (formerly produced by the National Communication Association) and Mass Media Articles Index (formerly produced by Penn State) along with numerous other journals in communication, mass media, and other closely-related fields of study to create a research and reference resource of unprecedented scope and depth encompassing the breadth of the communication discipline.

ABI Inform Global (1971-current)

PsychINFO (1806-current)
Center Information

Student & Enrollment Services for CMU Online Courses
(800) 688-4268 or (989) 774-1129 or cmuonline@cmich.edu

Drop & Withdrawal Policy for Online Courses
http://global.cmich.edu/courses/drop-withdraw.aspx

Academic Calendar and
Credit/No Credit Deadlines for Online Courses
https://www.cmich.edu/global/calendar/Pages/default.aspx

Office of Information Technology Help Desk
https://www.cmich.edu/office_provost/OIT/help/help_desk/Pages/default.aspx

Pre-Class Checklist for Online Courses
http://www.global.cmich.edu/cmuonline/checklist.aspx

Online Learning Resource Center
http://www.global.cmich.edu/cmuonline/about/

Certified Testing Center & Proctoring Information
https://www.cmich.edu/global/cmuonline/proctoring/Pages/default.aspx

Harassment and discrimination: You have a right to feel safe and supported while pursuing your degree at CMU. If any professor, student, or staff member makes you feel that you have been discriminated against, disrespected or stuck in a hostile environment, the Office of Civil Rights and Institutional Equity (OCRIE) is here to help: Bovee UC 306, (989) 774-3253. For resources and more information, please see https://www.cmich.edu/office_president/OCRIE/

Sexual misconduct policy: With the exception of the confidential resources named explicitly within the Sexual Misconduct Policy, all CMU staff and faculty are responsible employees and are required to report any information they know about possible sexual misconduct to the Title IX Coordinator in OCRIE at (989) 774-3253. This means that any information you may divulge about such an incident in the classroom or with a faculty member cannot be confidential. Reports to OCRIE are intended to provide options and resources to survivors. Please keep these reporting obligations in mind as you seek support from staff and faculty you trust, and know that there are also support centers on campus that will maintain confidentiality, which include Sexual Aggression Peer Advocates (989-774-2255) and the CMU Counseling Center (989-774-3381). For resources and more information, please see https://www.cmich.edu/office_president/OCRIE/