I. IDENTIFYING INFORMATION

Course: JRN 350
Course Title: Public Relations Principles and Practices
EPN: 22221028
Term: Summer II
Location: Online
Course Dates: 5/20, 7/12/2013
Course Days and Times: N/A
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://www.cmich.edu/blackboard. 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: Gayle Pohl
Primary Phone Number: 319-504-5149
Secondary Phone Number: 319-277-7567
E-Mail Address: pohl1gm@cmich.edu
Availability: flexible

Academic Biography:
Ph.D. University of Kentucky
M.A. University of Kentucky
B.A. Xavier University

University Teaching Experience:
Principles of Public Relations
Public Relations Writing
Public Relations Campaign Methods
Public Relations Management
Public Relations Research
Public Relations Cases and Studies
Global Public Relations
Public Relations Cases and Studies
Integrated Communications
Graduate Seminar: Social Influence in Public Relations
Graduate Seminar: Technology in Public Relations
Graduate Seminar in Public Relations: Relationship Management

Professional Experience: Owned G&J Public Relations agency, Public Relations Consultant for many nonprofits in healthcare, entertainment, sports, corporate, religious
and educational organizations.

Publications: Author of three public relations books and 44 public relations articles, book chapters, encyclopedia entries and other publications.

Memberships: AEJMC, NCA, CSSCA, ICA and PRSA

II. TEXTBOOKS AND INSTRUCTIONAL MATERIALS

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

Textbooks and Course Materials:
Title: Think Public Relations
Author: Wilcox, Cameron, Reber & Shin
Edition: 2013
ISBN: 978-0-205-85725-8
Publisher: Pearson
Required: Yes

Course Reserves:
N/A

Required Materials:
N/A

Recommended Materials:
N/A

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

METHODOLOGY

The course consists of lectures, readings, online interaction, audio/video files, individual and group activities and live classrooms. 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.

Guest speaker presentations in archived files offer a “real world” view of how to apply public relations strategies and tactics.

Participation in discussion forums is part of the attendance requirement. Professionalism and writing ability and attitude toward other students are evaluated. Writing assignments evaluate individual skills, knowledge and ability to research, communicate and understand a topic related to the course. Rubrics for interactive and writing grading are provided on Blackboard.
Journalism is a profession of deadlines and students are expected to set aside time to meet the deadlines in this course. See the late submissions, absences and other requirements.

VI. COURSE OUTLINE/ASSIGNMENTS

Pre-Class Assignment:

Pre-Assignments: Students who are new to online learning must use the Blackboard tutorials at http://www.cmich.edu/Bb_CMU/Student_Tutorials.htm. The instructor is not available for individual training on using the course management system.

Communications with the instructor must be professionally written and all communications must include the student’s full name and the course section number (last four digits is sufficient) to avoid confusion. Any communications without full names or section numbers will not receive a response. Often, students in several courses have the same first and last names. More complete information in communications means the student will receive correct information for his or her specific question.

General course questions are welcome in the appropriate area on Blackboard. Personal or grade related questions should be directed to the instructor. Private and public journals also may be set up for communications with the instructor on specific topics. Discussion board forums also are available for getting to know your classmates.

The first graded assignment will be available a few days before the course officially begins. Review all requirements for this course before completing this assignment - a Get Acquainted Forum. Other assignments will be posted on Blackboard.

It is the student’s responsibility to match the weeks with dates of the course. Course content in weekly folders includes slides for each chapter, links to assignments and other resources, and study guides, which may be printed to prepare for exams.

Course Outline:

See Blackboard

Assignment Due Dates:

CRITERIA FOR EVALUATION

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 grade. Please note that assignments must be completed on time in order to avoid a penalty for late submission. Some assignments do not allow late submissions. Please check Blackboard.

The instructor will respond to legitimate discrepancies regarding scores immediately post receipt of assignments during the semester. Individual requests for grade adjustments at semester’s end will not be reviewed. The instructor reserves the right to reduce a student’s final grade by 5% upon requests for grade inflation, requests for extra credit and/or reversal of perceived discrepancies without extensive documentation by student at semester’s end.

Plagiarism is considered a serious offense. Students must submit their papers via SafeAssign, a plagiarism checker. Any student who has a score above the range given in the assignment (usually 10 percent is allowed) will receive a zero for that assignment and may be subject to university policies and dismissal. The acceptable range for discussion forums varies from written papers. See Blackboard for details. Plagiarism is not just providing a citation for material used. There is much more involved. Any student who is not clear on what constitutes plagiarism should check the University’s policies online: http://library.cmich.edu/tutorials/plagiarism/plagiarism.html

Post-Class Assignment:

No post class assignments will be given.

Student Involvement Hours:

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About 10-15 hours a week, depending upon individual abilities. This is NOT a self-paced course. Students are expected to complete all assignments within the week assigned and submit assignments via Blackboard by the due date established. Students are expected to participate in all discussion postings and responses. If you are not able to commit the time needed for this course, you may wish to consider taking the course at a different time.
Students do not need a proctor for exams but may have to schedule use of a CMU center to take the exam. Exams require a block of time and reliable, compatible computer resources. If a student anticipates electronic problems, he or she should plan ahead and find a CMU center where electronic resources are available to take tests or submit assignments during the center's available hours. If you have questions about your computer resources, contact CMU's Helpdesk@cmich.edu during available hours and ahead of the deadline. Waiting until the last minute to test your resources may result in a zero grade for an incomplete assignment.

Students must keep up with the reading and assignments to fulfill the requirements of the course. Ask for help or clarification early. While every effort will be made to monitor student progress, the instructor may not be available close to deadlines to respond to requests for help. Students must be self-motivated to work without direct supervision.

There are times when students encounter difficulties in keeping up with the course work, and they are encouraged to contact their CMU adviser or center administrator for help before the deadline to drop has passed. The instructor is not able to advise students on academic programs.

Any student who cannot complete the course successfully risks a failing grade. Students who have not completed course work on deadline may receive notifications from the instructor to attend the class. If these notifications are ignored, the student will be referred to university officials.

If a student is having personal problems and would like to talk with a counselor, CMU may be able to help locate a service in his or her own town. Contact your CEL student liaison for referral information or contact the CMU counseling center: http://www.cmich.edu/x15383.xml.

VII. CRITERIA FOR EVALUATION

Evaluation Criteria:

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The instructor will respond to legitimate discrepancies regarding scores immediately post receipt of assignments during the semester. Individual requests for grade adjustments at semester’s end will not be reviewed. The instructor reserves the right to reduce a student’s final grade by 5% upon requests for grade inflation, requests for extra credit and/or reversal of perceived discrepancies without extensive documentation by student at semester’s end.

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Any student who is not clear on what constitutes plagiarism should check the University’s policies online:
http://library.cmich.edu/tutorials/plagiarism/plagiarism.html

Grading Scale:

Grades will be posted under Course Grades on Blackboard.

Tentative weighting (may vary up to start of course – see Blackboard for final weights):

- 40% exams/tests
- 40% writing (forums, papers, group projects)
- 10% discussion insights (ability to apply knowledge)
- 10% behavior/participation (group, deadlines, attitude, professionalism in communications, etc.)

Grading Scale:
Incomplete: The (I) Incomplete is a temporary grade used in cases when a student is unable to complete course requirements because of illness or other justifiable circumstances. An (I) Incomplete is assigned in cases in which the student has completed satisfactorily the major portion (50%) of the course requirements and has the ability to complete the remaining work without re-registering for the course. Further information on (I) Incompletes can be found in the current Bulletin.

Copies of Assignments: It is your responsibility to retain a copy of any materials that you mail or hand in to a center or to your instructor. This includes, but is not limited to, exams, assignments, cases or reports.

Late Assignments:

Late submissions may be allowed on limited assignments, but have penalties for each 24 hours late.

Computer difficulties are not accepted as excuses for not completing an assignment on deadline. Personal technical difficulties are considered the student's responsibility to correct. For help in determining a problem, contact the CMU IT Computer Help Desk at 800-950-1144, extension 3662. If you need technical assistance with the course management system, review the directions and tutorials on Blackboard and then contact helpdesk.

Emergencies will be evaluated on an individual basis by the instructor. Since the course is a mixture of on-campus and off-campus students, common excuses may vary, but in general, vacations, family activities, oversleeping, car trouble, sick pets, roommate problems, illnesses, 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 excused absences.

In the event of an absence due to 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 consists of 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 bone fide 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.
- Official notices from CMU coaches or administrators of athletic programs or CMU faculty advisers of organizations or programs are required for absences due to these activities. Notices must be signed and dated and include your name and the reason and dates of absences. An e-mail is considered a written notice after confirmation is provided by the instructor of receipt of the notice.

Make-ups and Rewrites:
Make-ups and rewrites:

- There are no rewrites for written assignments.
- There are no extensions or make-ups unless emergency documentation is provided.
- There is no expected extra credit in this course.

VIII. EXPECTATIONS

Attendance and Participation:

Attendance policy:

Students are expected to set aside time to fulfill the requirements. The instructor cannot accommodate all the times and work schedules of each student. Unexcused missed deadlines, not accessing course content, missing comments on forums and missed deadlines and exams will affect not only the grade for the assignment, but also the students’ overall grade.

***If the student knows of a prospective absence or conflict and wants to complete an assignment early, many are already available early on Blackboard. Students should note that all assignments require reading and understanding of the weekly text material for successful completion. Some assignments require that students respond to other students in forums. The student is responsible for completing all requirements.

Participation:

Students are expected to be actively involved. Your professional attitude and cooperation with classmates is expected. Rubrics (criteria) for interactive behavior and communication are posted on Blackboard in the Syllabus area. Constructive critical comments about topics are encouraged, and courtesy is expected in any post. You will be evaluated on participation in group activities, responding to team members when contacted and your contributions. Group activity grades are not blanket grades – if a student does not participate, he or she will not receive a passing grade even if the team completes the project without your help.

Your collaboration with others and individual responsibility in meeting deadlines and completing assignments are evaluated. Attendance is identified through your participation in activities and forums, your access to course documents and presentations and your completion of tests and assignments. While daily attendance is not taken, Blackboard includes the ability for the instructor to monitor your access.

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://centrallink.cmich.edu/services/student_services/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://gcls.cmich.edu for more information.

Reference librarian contact information:
1. By phone: (800) 544-1452.
2. By email: oclslref@cmich.edu
3. By online form: http://www.cmich.edu/library/gcls/Pages/Ask-a-Librarian-Request-Form.aspx

Documents on Demand office contact information:
1. By phone: (800) 274-3838
2. By email: docreq@cmich.edu
3. By fax: (877) 329-6257
4. By online form: http://www.cmich.edu/library/gcls/Pages/Documents-on-Demand.aspx

Writing Center
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://gcls.cmich.edu for more information.

**Reference librarian contact information:**
1. By phone: (800) 544-1452.
2. By email: gclsref@cmich.edu
3. By online form: http://www.cmich.edu/library/gcls/Pages/Ask-a-Librarian-Request-Form.aspx

**Documents on Demand office contact information:**
1. By phone: (800) 274-3838
2. By email: docreq@cmich.edu
3. By fax: (877) 329-6257
4. By online form: http://www.cmich.edu/library/gcls/Pages/Documents-on-Demand.aspx

**Mathematics Assistance Center**
The CMU Mathematics Assistance Center provides free tutoring in mathematics and statistics to students enrolled in select courses. Tutoring is available online and via telephone. To see what courses qualify and to register with the Math Assistance Center, visit http://global.cmich.edu/mathcenter/tutoring-request.aspx.

**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**
Will be posted on the Blackboard
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/