

Principles of Public Relations and Advertising Syllabus

Professor: David Stamps
Office: TBA

Class Time: TBA
Office Hours: TBA

Course Description: Principles of Public Relations and Advertising introduces you to the fields of advertising and public relations along with important concepts concerning effective advertising and public relations practices. This course will provide you with a solid foundation for understanding both disciplines, including historical development, issues and controversies, best practices, job opportunities and components of successful advertising and public relations campaigns.

Student Learning Outcomes:

At the end of the course a successful student will be able to:

1. Examine the role and function of advertising and public relations in business, nonprofits and government.
2. Understand the basic components of advertising and public relations process that include research, planning, goals and objectives, strategies, messages, media, issues management.
3. Know the different areas of public relations work such as employee relations, media relations, community relations, investor relations and member relations.
4. Present findings from peer reviewed research and apply new knowledge to PR and advertising practices.



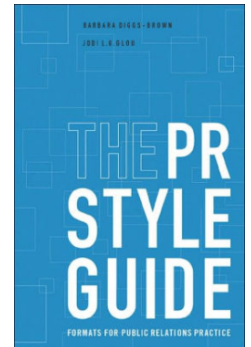
Required Materials:

The PR Style Guide: Formats for Public Relations Practice by Diggs-Brown et al.

Strategic Social Media: From Marketing to Social Change by Mahoney & Tang

Additional readings and resources will be available online or distributed in class as handouts
Scantron: 2-3

Access to Email



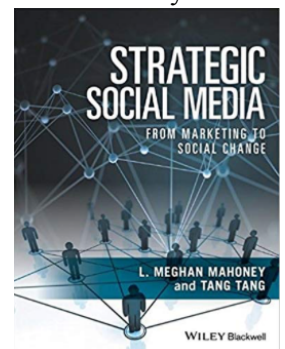
Campus Resources

Your success in this class (and in others) is my priority. If you need assistance, please do not hesitate to ask. Additionally, our campus offers many services to support you in your academic efforts, including the following:

Accommodations for Students with Disabilities: Disability Services and Programs for Students (DSPS) coordinates all academic accommodations for students with documented disabilities. If you have or think you might have a disability that impacts your educational experience in this class, contact DSPS to determine your eligibility for accommodations. If you have already registered with DSPS, please submit your accommodation requests via the 'DSPS Online Services Student Portal' as soon as possible. This needs to be done each semester.

Academic Counseling Services: The Academic Counseling Center offers assistance to students for a number of academic needs, including academic planning, choosing a major, developing an individualized Student Educational Plan, and developing strategies to succeed in college.

Counseling Services: Counseling Services offers counseling for personal concerns and crisis intervention, stress management, self-help information, and connections to off-campus mental health resources.



Academic Honesty:

All students are expected to abide by school-wide expectations for academic honesty. Academic dishonesty includes cheating: using the work of another individual or using unpermitted resources to gain an unfair advantage; plagiarism: passing off the work or ideas of another person as your own. Please also be advised that even unintentional plagiarism constitutes academic dishonesty. Thus, it is your responsibility, as a student, to properly cite and/or give credit to the original author(s) of any ideas, evidence, resources, etc. that you did not come up with on your own. Consequences for academic dishonesty include: receiving a "0" on an assignment, receiving an "F" in the class, or referral to Administration.

Public Relations and Advertising Course Policies

Attendance and participation: This course is a skills-based, experiential learning course. Accordingly, attendance and participation are key components of your overall success. Students must be present to be active participants in this class. If

you're not present, you can't participate! Students are, therefore, expected to attend and participate in every class meeting and engage in all discussions/activities.

Coming to class prepared: In addition to showing up, please come to class prepared. This means that you bring the necessary materials (assignments, resources, printed documents, etc.) and that you complete any assigned readings or homework before class. Assignments and presentations are due on the assigned date listed, no exceptions. The goal of our class discussions is to bridge the gap between abstract concepts and practical experience – and to ultimately, develop and strengthen essential skills that will be useful in additional academic/professional contexts. With that said, please check the course schedule regularly; and be prepared to make the most out of each class period. (BRING COFFEE and SNACKS. I want you alert and focused, if you are tired OR hungry neither will happen)

Absences: If you have a legitimate reason to miss class, please bring documentation to our next class to avoid a permanent recorded absence. Leaving class early or coming to class late will be considered an absence. According to school policy, absences are excused for verifiable illnesses, injury or quarantine, approved educational field trips or school activities.

Tardies: Attendance will be taken at the beginning of class. If you are late (after attendance has been taken), it is your responsibility to see me after class (on that same date) to inform me of your late arrival. Leaving class early will also result in point deductions. If you arrive late to class on a presentation day, please stay outside of the classroom until the presentation has concluded (with applause).

“Freebie” policy: Stuff happens, I understand. Therefore, students are given 5 “freebie” attendance points applicable to absences. Please note: the “freebie” policy is equivalent to missing one class’ worth of in-class activities and instruction. Even if your single absence/tardy does not directly affect your grade, absences may interfere with your success in this class and if assignments are due that day, they must be turned in prior to the class session.

Makeup work: Late work will only be accepted if you have a verifiable excused absence. If you do not have an excused absence, I may offer a maximum of half credit. But please check in with me prior to turning in late work to confirm that I am able to accept it and/or make accommodations.

Questions? If you have a question, please be resourceful* – **1. Check the syllabus; 2. Contact a classmate (if applicable/appropriate); 3. Contact me.** The quickest way to reach me is via email – I will respond during reasonable hours of the day and within 24 hours at the most. For privacy reasons, grades will only be discussed in person (before/after class or during office hours).

Grading

All assignments, including presentations will be graded in accordance with departmental expectations for student performance. You have five days to dispute a grade or discuss grading discrepancies – following a 24-hour period of receiving a graded assignment.

Withdrawal

Students are responsible for officially withdrawing from courses that they do not intend to complete. If you simply stop showing up to class, you will be assigned a grade that reflects your assignments/participation (or lack thereof) in the class.

Classroom Expectations

Outlined below is a list of responsibilities for students – to promote a friendly, safe, and productive learning environment.

1. The golden rule: treat others as you would like to be treated. Also, please do not speak when someone else is speaking; give them your undivided attention and respect.
2. Texting in class, scrolling through IG/FB/Snapchat/other things I haven't heard of yet, using a fidget spinner (>.<), or any other disruptive behavior during class will: 1. Prevent you from being an active participant, 2. Probably distract other students, and 3. Most certainly will distract me. Please be courteous and considerate while in class. Being an active participant means resisting distractions! Active listening and participation are skills – and like other skills, they take practice. We will work on these skills (among others) throughout the semester.

3. If you take notes with a tablet or laptop, you may do so, under the discretion that you are using technology solely for this purpose. You will lose your technology privileges if you use it for any other purpose besides note-taking (or researching/other tasks at specified times in class).
4. Keep yourself accountable! I will provide you with all of the information and resources necessary to succeed in this class. However, your grade and your level of success are determined by your individual effort and accountability.
5. It is our responsibility, as a class, to maintain a safe, productive and friendly classroom space. All communication must maintain an appropriate balance between: the responsibility to think critically about the ideas of others and the need to be respectful of the ideas of others. **In our class, there is a zero-tolerance policy of, but not limited to: racist, sexist, homophobic, xenophobic, or otherwise offensive language.** The diversity of our class members (age, gender identity, sexual orientation, culture, religion, background, etc.) is reflective of society – and is a real-world experience! Please be respectful and sensitive to diversity in our classroom.

Course Assignments

The minimum course requirements are described below. **Please read all assignment directions carefully and thoroughly; I recommend using assignment directions as “check-lists” to ensure that you receive maximum credit.

For consistency purposes, all graded documents submitted should adhere to the following format: Times New Roman, 12 pt. font, double-spaced, 1-inch margins (the default is 1.25”), in black ink.

Participation

To successfully meet course objectives, you are expected to participate in all class activities and discussions. Each unexcused absence, after the first one, is a deduction of _ points from the ___ attendance points possible. It is your responsibility to check-in with the professor if you arrive late and miss attendance, you must check-in on the same day to receive credit.

Exams

There will be 2-3 non-cumulative in-class exams. Exams will cover lecture material, assigned readings, and class activities. Each exam will consist of multiple-choice, true/false questions, and possibly an essay prompt.

Research Presentation(s)

In a 3 to 5-minute presentation, you will 1) give a summary of a research article you selected from a peer reviewed journal, 2) explain the findings from the research study described in the article, and 3) apply the new information you learned to improve a specific issue or dilemma addressing PR or advertising. Only one source is required, which must be a research article from a peer-reviewed journal, cited in APA format. A one-page write-up is due the same day as your presentation.

Group Presentation

In groups of 3-4 students will create a power point presentation and 2-3 page write-up pitching the class on why you are the best team to handling PR and marketing for a specific firm. You will choose the firm and conduct research on who they are and the best course of action to take that organization to the next level. See your directives for further instructions about this project.

Research Paper

Each student will write a research paper that addresses issues from our text/readings/discussion. Your argument will be based off of peer-reviewed research. Your paper should address the following 1) a summary of research articles that you have selected from peer reviewed journals, each should be tied to a specific theme 2) explain the findings from the research you have collected and argue if you agree or disagree, and support your claims 3) apply the new information you learned in a professional and articulate manner.

Your paper should be typed, double-spaced, include a cover page, and include a separate list of references in APA format.

Grade Calculation

Research Presentation	XX points
Research Paper	XX points
Exams	XX points
Group Project	XX points
Participation	XX points
TOTAL	XX points

Point and Grade Distribution:

Total Points Possible:

Here are the points and corresponding letter grade:

A	(93%-100%)	C+	(78%-79%)
A-	(90%-92%)	C	(70%-77%)
B+	(88%-89%)	D	(60-69%)
B	(83%-87%)	F	(0-59%)
B-	(80%-82%)		

CLASS POINT TOTAL**Course Calendar (subject to change)**

<u>Date</u>	<u>Planned Activity/Assignment/Lecture (subject to change)</u>
Week 1	Public Relations & Advertising: Meaning, Scope, Functions, and Career Options; History, Evolution, and the future of both topics
Week 2	Law, Ethics, and Theoretical Foundations of Public Relations
Week 3	The PR process – Research, Strategic Planning, and Evaluation of Effectiveness (ROI)
Week 4	The Public/Consumer/Audience: Media Relations, Community Relations, Consumer Relations/Marketing Component
Week 5	Application – Public Affairs, NGOs, PR for NPOs, and Corporate PR
Week 6	Emerging Trends in PR/Self Promotion/Digital and Social Media
Week 7	Advertising – Advertising Today, Types of Advertising & Evolution of Advertising
Week 8	Advertising and Media: Print/Radio/Broadcast/Online/Phone/Interactive/Promotional Partnerships
Week 9	What does Advertising look like for Large Corporations/NGOs/NPOs/Start-Ups/Digital Companies/Small “Mom & Pop” shops
Week 10	Media Planning – Objectives, Budgeting, Planning, Buying, Strategies
Week 11	Consumer Behavior – Who/What/When/Where/How/Why
Week 12	Issues/Complications/Downfalls in the Advertising World
Week 13	Strategies: Word-of-Mouth, Consumer Driven Advertising/Promotion, Enter-to-Win, etc. What is the role with Digital and Social Media?
Week 14	Writing in Advertising and Public Relations
Week 15	Final Group Presentations!!!!