

mco 249-01

Fall 2021

F 10.50

Hybrid

Salem
State
University

h o w public relations w o r k s



Course description.

This course is an introduction to the role, processes, and practices of public relations. The course will explore the concepts, theories, history, uses and techniques of public relations, as well as its foundation in rhetoric and ethics and its current applications, cases and controversies in a digitized and globalized world. Three lecture hours per week. Not open to students who have received credit for COM349.

Required text.

Wilcox, D.L., Cameron, G.T., Reber, B.H., & Shin, J-H. (2013). *THINK public relations* (2013 ed.). Upper Saddle River, NJ: Pearson.

Other readings as assigned on the course Canvas page.

Policies.

Communication

Please allow a 48-hour response time for me to reply. f

Late Assignments

I will deduct up to 5 percent per day for all late assignments. Any work that is not made up within 20 days of the original due date will not be accepted. No late assignments will be accepted after the last day of class.

Attendance

There is no grade for attending class.

Grading

All grade discussions will take place at least 24 hours after the grade is received. Each student is responsible for completing all course requirements and for keeping up with all that goes on in the course. Final grades will be determined by all course assignments and extra credit.

contact
info

Dr. Cindy S. Vincent, Ph.D.
cindy.vincent@salemstate.edu
Office Hours
Thursdays & Fridays
9 – 10:30 am & by appt.
Office: (978) 542-7089

grading

Blog Assignment	5%
Midterm Exam	13%
PR Project	35%
PR Career Report	11%
Course Discussions	15%
Course Activities	21%

Course assignments.

Blog Assignment

You will choose and assess a blog from the Top 50 PR Blogs to better understand PR and media convergence. LO1, LO3

Midterm Exam

Your midterm exam will address defining PR, the history of PR, and the ethical implications of PR. LO1, LO2

PR Project

The first half of the semester you will work in teams and research and plan a social media campaign. As part of this project you will participate in workshops and create:

Personal SWOT Analysis
Research Report
PR Plan

LO2, LO3, LO4

PR Career Report

Over the second half of the semester you will learn about and research different public relations career areas.

Course Discussions

You will engage in dialogues with your classmates through the Canvas discussion board to critically think through and examine course concepts and ideas. LO1, LO2, LO3, LO4, LO5

Course Activities

Course activities include online activities, PR case studies, and preparation for and engagement with guest speakers. LO1, LO2, LO3, LO4, LO5

Extra Credit

There may be extra credit opportunities available throughout the semester. I will let you know when these are available, please do not ask me for one.

There is no Final Exam.

Recommendations.

PRSSA

The Public Relations Student Society of America chapter at Salem State provides an excellent opportunity to explore and discover the public relations field.



“Either write something worth reading or do something worth writing about.”

--Benjamin Franklin



Course goals.

G1. Understand the real world of public relations as it is practiced in PR agencies, departments, public information offices, and around the globe.

G2. Understand the theoretical and practical applications of public relations strategies, tactics and terminologies.

G3. Contemplate relationship between our everyday-life behaviors and the strategies and tactics of PR firms and practitioners.

Learning objectives.

LO1. Define public relations and identify opportunities appropriate to a client's expressed and implied needs.

LO2. Demonstrate a principled awareness of the ethical and legal standards of the profession.

LO3. Write clearly and effectively across media to explain and advocate for a client's position.

LO4. Understand fundamental strategies that underlie the research, planning, implementation, and evaluation of PR campaigns.

LO5. Examine contemporary and historical case studies and campaigns to analyze public relations as a strategic and tactical business.

The fine print.

Academic Dishonesty Policy

Any act of academic dishonesty attempted by a Salem State University student is unacceptable and will not be tolerated. For more information, visit: <https://goo.gl/vGxy7V>

Reasonable Accommodation

Salem State University is committed to providing equal access to the educational experience for all students in compliance with Section 504 of The Rehabilitation Act and The Americans with Disabilities Act and to providing all reasonable academic accommodations, aids and adjustments. Any student who has a documented disability requiring an accommodation, aid or adjustment should speak with the instructor immediately. Students with Disabilities who have not previously done so should provide documentation to and schedule an appointment with Disability Services and obtain appropriate services.

University Declared Critical Emergency

In the event of a University declared critical emergency, Salem State University reserves the right to alter this course plan. Students should refer to www.salemstate.edu for further information and updates. The course attendance policy stays in effect until there is a university declared critical emergency. In the event of an emergency, please refer to the alternative educational plans for this course located on Canvas. Students should review the plans and gather all required materials before an emergency is declared.

Title IX & Sexual Assault

The university recognizes that sexual misconduct and power-based violence (sexual assault, domestic violence, dating violence, stalking) is a very traumatic crime and as such it will endeavor to work with survivors to reduce fears and concerns regarding their personal safety. Any individual who believes they may have experienced sexual harassment, or any type of sexual aggression may receive important information and assistance regarding the university's policies and responsive processes. In addition, upon request, the student conduct office will make resources available regarding who can discuss the process and what it means. For a list of university resources, visit: <https://bit.ly/3lO0Oam>

COVID-19 Pandemic

Students must comply with the university's Covid-19 Health and Safety Protocols for the 2021-2022 Academic Year. These protocols include wearing masks in class and on campus in public spaces, practicing physical distancing where possible, including in class, engaging in a daily symptom check, notifying Counseling and Health Services at 978-542-6413 if they have any symptoms associated with COVID-19, and not coming to campus or to an in-person class if they have any of the symptoms related to COVID-19, until cleared by the Student Life Wellness Area. Students who have documented disabilities that may prevent them from complying with these policies are required to contact the Disability Services office.

Fall 2021 Tentative* Course Schedule

**This schedule is subject to change*

Date	Topic	Readings & Assignments Due
Week 1		
9/3	Syllabus, Course Overview, Introductions	
Week 2		
	The History and Growth of Public Relations	Chapter 3 PR Casebook Ch. 3
9/10	Defining Public Relations	Chapter 1 PR Casebook Ch. 1
Week 3		
	Hidden Figures in Public Relations	
9/17	Research & Campaign Planning <i>Assign Research Project</i>	Chapter 5 PR Casebook Ch. 5 Blog Assignment
Week 4		
	Ethics & the Law	Chapter 9
9/24	<i>Research Workshop</i>	
Week 5		
	Reaching Diverse Audiences	Chapter 10 PR Casebook Ch. 10
10/1	Communication & Measurement	Chapter 6
Week 6		
	Public Opinion	Chapter 7 PR Casebook Ch. 7
10/8	<i>Planning Workshop</i>	Research Report
Week 7		
	Social Media	Chapter 12 PR Casebook Ch. 12
10/15	Public Relations Writing	PR_Writing.pdf (On Canvas)
Week 8		
	Events and Promotion	Chapter 13 PR Casebook Ch. 13
10/22	Media Relations	Chapter 11 PR Plan

Week 9		
Midterm Review		
10/29	Midterm Exam	
Week 10		
	Global Public Relations	Chapter 14 PR Casebook Ch. 14
11/5	Nonprofit Public Relations	Chapter 18
Week 11		
	Crisis Management	Chapter 8 PR Casebook Ch. 8
11/12	Government Relations	Chapter 17
Week 12		
	Entertainment & Sports PR	Chapter 16 PR Casebook Ch. 16
11/19	Corporate Relations	Chapter 15
Week 13		
11/25-27	THANKSGIVING BREAK	
Week 14		
	Integrated Marketing Communications	IMC.pdf (On Canvas)
12/3	Launching a Career How to write a resume	Chapter 2
Week 15		
	Social Media Managers	
12/10	In-house vs. Agency	Chapter 4 PR Career Report
NO FINAL EXAM		