Syllabus
for
Introduction to Public Relations
Spring Semester 2015

What’s there to know about my instructor and my class?

Class: COMM 2330.43400 (3 credit hours) Meeting Time: online
COMM 2330.93400 (3 credit hours) Course duration: starts Jan. 20, ends May 14

Instructor: Sabine Winter
Office: N 204

Phone numbers, etc.:
office: 972-860-7362
division office: 972-860-7124
Fax: 972-860-7248

e-mail: swinter@dcccd.edu

What do I need for this course?

Textbooks:

Effective Public Relations. 11th ed.
Author: Glen M. Broom
Publisher: Prentice Hall, 2013.

Computer:

Access to the Internet
Knowledge how to navigate websites.
Word processing software for writing essay and other written responses; if you are not using MS Word, please save your files as an rtf file or a doc file. If you are not able to do so, please let me know so that I make sure I have the proper software installed on my computer to open your files.

E-mail account:

For your own protection I can only accept electronic communication sent from a netmail account provided through the Dallas County Community Colleges. This service is included in your student fees and free. To obtain one, please go to https://www1.dcccd.edu/netmail/input_ssn.cfm fill in the requested information.

Once you have set up your netmail account, please go to http://www.dcccd.edu/netmail/ to check your messages.

You will be asked to communicate by e-mail and to submit material as attachment via e-mail.

Daily Newspaper: Select a daily newspaper of your choice and read this publication daily. Your newspaper can be published online or in print. A good example would be The Dallas Morning News or The new York Times. You will apply daily news events to material discussed in your textbook.
Daily radio or television news coverage: Listen to or watch the news daily on a station or channel of your choice. Any local channel or CNN would be good examples, for radio coverage, I would recommend KRLD (1080 AM) or KERA (90.1 FM). You will apply daily news events to material discussed in your textbook.

Use of other media outlets: You may at times use other media outlets, e.g. magazines or film, to supplement the classroom experience. Whenever possible, I will try to find sources that you can assess without having to make a purchase. You will apply knowledge derived from these sources to material discussed in your textbook.

What is this course’s description in the college catalogue?
Exploration of the history and development of public relations. Presentation of the theory behind and process of public relations, including the planning, implementation, and evaluation of PR campaigns.

What are the objectives for this course?
You will learn about the origins of public relations, how it relates to communications and marketing, and how it can be used to reach different goals. You will also have the opportunity to create your own public relations campaign. Beyond that, you will learn to combine creative and analytical skills.

What are the student learning outcomes for this course?
Upon receiving an associate’s degree in a journalism field of study you should show mastery of the following student learning outcomes. The outcomes highlighted below are the ones relevant to this course:

- **First Amendment**
  Journalism students should value the implications the First Amendment has throughout their journalistic work.

- **Communication**
  Journalism students should be able to edit and communicate messages verbally and non-verbally for different media outlets and audiences.

- **News**
  Journalism students should be able to identify newsworthy events, gather information about the same, and communicate those to audiences of different media outlets after editing.

- **Technology**
  Journalism students should demonstrate the use of different technologies.

- **Ethics**
  Journalism students should apply the codes of ethics as well as legal rights and restrictions inherent to their chosen field of journalism.

- **Research**
  Journalism students should demonstrate research skills throughout their practical and academic course work.

- **Diversity**
  Journalism students should discuss the diversity of their professional environment as well as their audiences.

At the end of this class, you will understand public relations practices for different media outlets and different publics. You will also understand the creative process of public relations, and will furthermore have familiarized yourself with some of the legal issues and governmental agencies impacting public relations.
What are the prerequisites for this course? none

How am I graded?

<table>
<thead>
<tr>
<th></th>
<th>possible points</th>
<th>total possible points</th>
<th>Due dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>(100 points)</td>
<td>100</td>
<td>Mar. 2, 2015</td>
</tr>
<tr>
<td>Exam 2</td>
<td>(100 points)</td>
<td>100</td>
<td>Apr. 13, 2015</td>
</tr>
<tr>
<td>1 final exam</td>
<td>(100 points)</td>
<td>100</td>
<td>May 13, 2015 MANDATORY</td>
</tr>
<tr>
<td>6 quizzes</td>
<td>(25 points each)</td>
<td>150</td>
<td>Quiz chapters 1-3: February 9 – week 3</td>
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<td>Quiz chapters 4-5: February 23 – week 5</td>
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<td>Quiz chapters 6-8: March 23 – week 8</td>
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<td>Quiz chapters 9-10: April 6 – week 10</td>
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<td>Quiz chapters 11-13: April 27 – week 13</td>
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<td>Quiz chapters 14-18: May 11 – week 15</td>
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<tr>
<td>10 discussion board postings</td>
<td>(10 points each)</td>
<td>100</td>
<td>Weekly for weeks 1 through 10</td>
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<tr>
<td>5 discussion board postings</td>
<td>(20 points each)</td>
<td>100</td>
<td>Weekly for weeks 11 through 15 (no postings after May 11)</td>
</tr>
<tr>
<td>10 current event postings</td>
<td>(10 points each)</td>
<td>100</td>
<td>Refer to schedule for due dates (schedule may change if pertinent events take place)</td>
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<tr>
<td>1 Semester Project</td>
<td>(250 points)</td>
<td>250</td>
<td>Getting to Know Each Other: Jan. 26 – week 1</td>
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<td>Selecting a Client: Feb. 16 – week 4</td>
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<td>Researching the Client: Mar 16 – week 7</td>
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<td>Situation Analysis: Mar. 30 – week 9</td>
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<td>Define the PR Problem: Apr. 13 – week 11</td>
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<td>Program/Strategy: Apr. 20 – week 12</td>
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<td>Action/Communication Tactics: Apr. 27 – week 13</td>
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<td>Evaluation: May 4 – week 14</td>
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<td>Presentation: May 11 – week 15</td>
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<tr>
<td>total</td>
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<td>1000</td>
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Grading Scale:

900-1000 points=A
800- 899 points=B
700- 799 points=C
600- 699 points=D
0- 599 points=F

Exams:

The exams will cover material from the assigned chapters in your textbook, chapter notes, assignments, quizzes, discussions, videos, handouts, and other complimentary materials. Your quiz results will let you know what area(s) need reviewing. The exams can include multiple choice questions, true/false questions, fill-in-the-blanks, and short essay questions.
You may take exam 1 after completing the two quizzes covering chapters 1 through 5.

The last day to take exams 1 is March 2, 2015.

You may take exam 2 after completing the two quizzes covering chapters 6 through 10.

The last day to take exams 2 is April 13, 2015.

Final:

The final will cover material from assigned chapters in your textbook, chapter notes, assignments, quizzes and handouts. Your quiz results will let you know what area(s) need reviewing. The final can include multiple choice questions, true/false questions, fill-in-the-blanks, and short essay questions.

You may take the final exam after completing the two quizzes covering chapters 11 through 18.

The final exam is mandatory; failure to take it will result in a failing semester grade.

The last day to take the final exams is May 13, 2015.

Quizzes:

There will be six (6) quizzes. You may take each quiz three times, and the highest recorded grade will count toward your semester grade. Quizzes are due as follows:

- Quiz chapters 1-3: February 9 – week 3
- Quiz chapters 4-5: February 23 – week 5
- Quiz chapters 6-8: March 23 – week 8
- Quiz chapters 9-10: April 6 – week 10
- Quiz chapters 11-13: April 27 – week 13
- Quiz chapters 14-18: May 11 – week 15

Weekly Discussion Board Postings: There will be one discussion board each week. Each will cover terminology and concepts defined in your textbook or other sources. You will be responsible for one original post on each discussion board forum and responding to two other posts for each chapter. You will furthermore be responsible to respond to comments posted to your original post. You can access each discussion board topic under its respective weekly tab or by going directly to the “Discussion” tab in the left-hand main menu.

Discussions are due weekly, unless otherwise instructed.

The discussion forums are designed to help you keep up with your class work and to ensure your progress throughout the semester. They will also give you the opportunity to discuss topics with your classmates and clarify things for each other. Whereas there is a minimum of two comments per week, you are more than welcome to contribute more. The more involved you become with the class contents, the easier you will find it to understand the concepts introduced in this class. The guidelines for postings are as follows:

Your own post: You need to post between 400 and 600 words for each discussion (that means you will be posting between 800 and 1200 words some weeks) To find out how many words your response has, copy it from the discussion board [Ctrl+C] into MS Word [Ctrl+V] MS Word provides an automatic word count in the lower left corner of your window. I recommend that you type written postings and responses in Word, save them on your computer, and paste them into the discussion board to assure you fulfill the
minimum requirement. This will also allow you to recreate entries in case technical problems prevent Blackboard from saving your response.

Your own post should show that you have read the corresponding material in our text and incorporate concepts, terminology and information relayed. The posts are designed to provide you with an opportunity to apply knowledge and to showcase your understanding of concepts introduced in this course.

**Your responses to other posts:** Check the discussion board daily. You are required to look at your classmates’ postings as well.

Your responses should provide relevant feedback to the author of the original post and further explore the material discussed (avoid platitudes like “Great example”). I recommend that you submit the comments daily, don’t wait until later. Not only will you lose valuable points, but you will also not be able to receive responses to your postings from classmates.

**Grading:**

**Weeks 1-10:** You can earn up to 10 points for each post during weeks 1 through 10. Your weekly post can earn you up to 7 points, while the remaining points will come from your responses to other posts. You can earn up to 1.5 points per response, and the quality of your posts and responses determines your grade.

**Weeks 11-15:** You can earn up to 20 points for each post during weeks 11-15. Your weekly post can earn you up to 14 points, while the remaining points will come from your responses to other posts. You can earn up to 3 points per response, and the quality of your posts and responses determines your grade.

Late postings will not be accepted (discussions will be due Mondays by the end of the day). You will not receive your instructor’s responses to or grades for any late posts.

If you experience any difficulties, please contact me immediately so that we can solve your problem as quickly as possible.

**Your last postings will be due Monday, May 11, 2015, and no posts will be accepted after that day.**

**Semester Project:** You will analyze a situation and create a response plan for this event and organization. This project will consist of the following steps:

- **Getting to Know Each Other – due January 26 – 5 points**
- **Select a client – due February 16 – 0 points**
  - Submit the name of the non-profit organization you chose
- **Research the client – due March 16 – 15 points**
  - Learn as much as possible about your client as well as their competition
  - (this grade will be included with the Situation Analysis)
- **Provide a Situation Analysis – due March 30 – 15 points**
  - Develop questions
  - Meet with client, in person if possible
  - (You will actually earn 30 points for both your research and the Situation Analysis)
- **Define the public relations problem for your client – due April 13 – 50 points**
  (see also Exhibit 12.2, p. 306)
  - Problem Statement
  - Situation Analysis
  - Research
• Create a Program Plan – due April 20 – 50 points
  o Define your strategy
  o Who are your target publics and what are your objectives?
• Describe your action tactics – due April 27 – 50 points
  o Describe your communication tactics
  o Present your program implementation plan
• Describe your evaluation plans – due May 4 – 50 points
  o Explain feedback and program adjustment steps
• Present your PR campaign – due May 11 – 15 points

Current Event Postings:

You will be required to respond to ten (10) current events from a public-relations perspective. These can be specific news events, or you may be asked to select an event of your choice. Your responses should be at least 300 to 400 words long, and they need to illustrate an understanding of the underlying PR concept(s). You will furthermore be required to respond to two (2) other posts as well.

Follow the general guidelines as established for the discussions.

Each post can earn 10 points, and 7 points derive from your own post, while 1.5 points derive from each of your responses. Your responses need to further the discussion; avoid platitudes (e.g. Great example!)

Dropping this class:

If you consider dropping this class, please come and see me immediately!

Many times, there might be a better alternative than dropping a class, and I will be glad to help you in any way I can, or put you in touch with someone who can.

If we cannot find a more satisfactory solution than dropping a class, then it is YOUR RESPONSIBILITY to withdraw formally from the course or courses. The last day to withdraw with a grade of “W” for the fall semester is April 16, 2015. Failure to drop or withdraw officially from a course will result in your receiving the grade you have earned. For more information, please follow this link:

http://www.eastfieldcollege.edu/ari/Drop.asp.

How do I contact my instructor?

- If you have any questions, please e-mail me, or call the number provided on the front page.
- If you do not get a response to an email from me within a day or two at the most, please call and leave a message. Some email messages do not make it through anti-virus protection and I may not receive your message.

When can I reach my instructor in her office (N204)?

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<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Place</th>
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</thead>
<tbody>
<tr>
<td>Monday/Wednesday</td>
<td>12:30 p.m.-1:30 p.m.</td>
<td>PG 102</td>
</tr>
<tr>
<td>Tuesday/Thursday</td>
<td>3:30 p.m.-4:30 p.m.</td>
<td>N 204</td>
</tr>
</tbody>
</table>

Office Hours

Other times by appointment only.

FINALS WEEK:

Appointments only during the last week of the semester due to irregular finals week schedule.
What are the expectations and policies for this course?

To ensure learning success and a good learning environment, every student is expected to follow these policies:

- Communicate with me as well as your other classmates frequently.
- Contact your instructor early on in the semester to make sure she knows you are actively participating in this class.
- Post on the discussion board every week.
- You are responsible for reading the assigned chapters in order to successfully complete all class work. Failure to do so may result in a low grade for any assignment, quiz, or exam.
- To hand in your assignments or campaign, please email your completed work to the email address on the first page of this syllabus. Should you have any problems with your e-mail, you can fax your completed work to 972-860-7248.
- Submit all work electronically via eCampus. If you experience any problems, please let me know immediately.
- Usually missed quizzes or exams are not an issue in this class, but make sure that you do not wait until the last minute to take any exam or quiz. If you encounter technical difficulties, then you will receive a zero for that test.
- You will take all quizzes, the exam and the final online. **You can take the quizzes three times, but you can only take the exam and the final once.** Make sure you are ready before taking the exam and final.
- Do not plagiarize. You become guilty of plagiarism when you submit somebody else’s works and/or words as your own. Plagiarism is a serious violation of the student ethical code of conduct and will result in measures reaching from a grade “F” for the assignment in question to being dropped from or failed in this class. Also see the statement about academic honesty and plagiarism below.
- Do not cheat. If you copy another student’s work, then this will be treated in the same way as plagiarism. Also see the statement about academic honesty and plagiarism below.
- Adhere to the Student Code of Conduct, to be found in the current Eastfield College Catalogue, or on the web site https://www1.dcccd.edu/cat0910/ss/code.cfm.
- This “classroom” serves as a learning environment for everybody participating in this class. To facilitate academic and personal growth for everyone, you are expected to be courteous and respectful toward instructor and other students, and can expect the same in return. While I encourage an informal and friendly classroom environment that facilitates discussion and exploration, we must still accommodate one another’s differing perspectives and opinions.
- Incompletes will only be assigned to students who find themselves in extenuating circumstances, who have completed at least 80 percent of the class, and whose grades so far indicate that this student would otherwise have completed this class with a passing grade of “A” or “B”.

What are the institutional campus policies I need to be aware of?

**ACADEMIC HONESTY & PLAGIARISM**

Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion.

As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct **published in the DCCCD Catalog at** http://www1.dcccd.edu/cat0506/ss/code.cfm **Academic dishonesty includes, but is not limited to, cheating on tests, plagiarism and collusion.**

**Cheating** includes copying from another student’s test or homework paper, using materials not authorized, collaborating with or seeking aid from another student during a test, knowingly using, buying, selling, stealing, or soliciting the contents of an unadministered test, and substituting for another person.
to take a test. **Plagiarism** is the appropriating, buying, receiving as a gift, or obtaining by any means another’s work and the unacknowledged submission or incorporation of it in one’s own written work. **Collusion** is the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements. Academic dishonesty is a serious offense in college. You can be given a failing grade on an assignment or test, can be failed for the class, or you can even be suspended from college.

In any written paper, you are guilty of the academic offense known as plagiarism if you partially or entirely copy the author’s sentences, words. For such an offense, a student will receive a **zero** on the assignment and can receive an **F** for the course. You cannot mix the author’s words with your own or “plug” your synonyms into the author’s sentence structure. To prevent unintentional borrowing, resist the temptation to look at the source as you write. The author’s words, phrases, sentences must be put in your words, in your way of writing. When you do this, you are demonstrating the ability of understanding and comprehension. **If you summarize, paraphrase or directly quote from an author, you must use the appropriate documentation because the ‘idea(s)’ still belong to the author.**

Please be advised that academic dishonesty and plagiarism are serious issues that may result in serious consequences. Students should be aware that they are responsible for their behavior concerning these issues. This class will adhere to the student’s “Responsibility” as detailed in the DCCCD district-wide statement and the Eastfield College Student Code of Conduct explained in the Eastfield College and district catalogs or on-line at the district website ([https://www1dcccd.edu/cat0608/ss/code.cfm](https://www1dcccd.edu/cat0608/ss/code.cfm)). **Consequences for Academic Dishonesty and/or Plagiarism:** Any student in this **English 1301** class found guilty of cheating on an examination or of Plagiarism (using the definitions given for both terms in the attached document, student “Responsibility”) will receive **one** or more of the following penalties:

- The grade of **zero (0)** on that particular assignment.
- A course grade of **F** (depending on the severity of the student’s dishonesty or plagiarism).

The professor may request that the student drop the class.

**Financial Aid Statement:**
If you are receiving Financial Aid grants or loans, you must begin attendance in all classes. Do not drop or stop attending any class without consulting the Financial Aid Office. Changes in your enrollment level and failing grades may require that you repay financial aid funds. Failure to contact the instructor will result in your name being submitted to the Financial Aid Office as a “non-attendee.” All students receiving financial aid should open an E-mail account through NetMail. See directions in this syllabus for opening an E-mail account.

**Family Educational Rights and Privacy Act of 1974 (FERPA):**
In compliance with the Family Educational Rights and Privacy Act of 1974 (FERPA), the College may release information classified as “directory information” to the general public without the written consent of the student. Directory information includes: (1) student name, (2) student address, (3) telephone numbers, (4) date and place of birth, (5) weight and height of members of athletic teams, (6) participation in officially recognized activities and sports, (7) dates of attendance, (8) educational institution most recently attended, and (9) other similar information, including major field of student and degrees and awards received. Students may protect their directory information at any time during the academic year. If no request is filed, directory information is released upon written inquiry. No telephone inquiries are acknowledged. No transcript or academic record is released without written consent from the student, except as specified by law.

**Drop Rule:**
For students who enrolled in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than 6 courses during your entire undergraduate career unless the drop qualifies as an exception. Your campus counseling/advising center will give you more information on the allowable exceptions. Remember that
once you have accumulated 6 non-exempt drops, you cannot drop any other courses with a "W". Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. For more information, you may access: https://www1.dcccd.edu/coursedrops.

Obtaining your grades at the end of the semester:
Grade reports are no longer mailed. Convenient access is available online or by telephone. Just use your student identification number when you log in to e-Connect or call DCCCD Touch Tone Services.
Web site address: http://econnect.dcccd.edu/.
Telephone number: 972-613-1818.

Religious Holidays/Observances:
Students who will be absent from class for the observance of a religious holiday must notify the instructor in advance. Please refer to the college catalog section on Student Responsibilities.

ADA Disability Accommodation:
If you are a student with a disability and/or special needs who requires ADA accommodations, please contact Eastfield College Disability Services Office at 972-860-8348. For any testing accommodation, you must go through EFC Disability Services Office.

Emergency & Inclement Weather Procedures:
In case of emergency or inclement weather conditions, Eastfield students should listen to KEOM-FM Radio Station (88.5) as the primary media source. In partnership with the Mesquite Independent School District, Eastfield College Administration will notify KEOM immediately after a decision is made to cancel classes on any given day of inclement weather or for emergency purposes. Students may also monitor other local radio and television stations. The earliest an announcement may be broadcast on KEOM Radio is 6 a.m. Students may also refer to the Eastfield College web page www.eastfieldcollege.com for the Inclement Weather announcement under the Features area of the front page. The announcement will be posted immediately following the decision to close the college.

Repeatability issue:
Pending legislative action and DCCCD Board approval, effective for Fall Semester 2005, the Dallas County Community Colleges will charge a higher tuition rate to students registering the third or subsequent time for a course. All third and subsequent attempts of the majority of credit and Continuing Education/Workforce Training courses will result in higher tuition to be charged. Developmental Studies and some other courses will not be charged a higher tuition rate. Third attempts include courses taken at any of the Dallas County Community Colleges since the Fall 2002 semester. For complete information and updates, go to: http://www.dcccd.edu/ThirdCourseAttempt/.

Student e-mail:
Legal privacy issues prevent your instructor from discussing your work or your grades on commercial e-mail accounts. If you wish to send your papers as attachments to an e-mail (and the instructor permits it), or if you have a question about your grade, you must go to www.dcccd.edu and click on Student Services, Online Services, and Student NetMail to open a student e-mail account. All students receiving financial aid must open a student NetMail account.

Printing on campus:
Printing in the Computer Lab (L-108), Library, and Learning Assistance Center will cost 5 cents per page. Students must bring a $1.00, $5.00, $10.00, or $20.00 bill to the lab to create an account. Accounts must be created before attempting to print. No change is made in the lab. Once the money is in the bill acceptor, it cannot be retrieved. Cash refunds are not possible. Accounts stay active as long as the account has value.
Sexual Harassment:
Eastfield College has a zero tolerance policy on sexual harassment. All students shall report complaints of sexual harassment informally to the college Human Resources Director or formally to the Vice Chancellor of Educational Affairs.

Resources and services available to YOU:

Library – Offers a wide variety of resources for research, recreational, and educational use, including books, magazines, videos, computer databases and internet; has computers for student use.

  Location: L Building, 2nd floor
  Hours: M-Th 7:30 a.m. – 10:00 p.m., F 7:30 a.m. – 4:30 p.m.,
         Saturday 9:00 a.m.- 2:00 p.m.

Advisement – provides advisors and counselors to help you plan your class schedule and develop a specific two-year educational plan that will maximize the benefits of your classes and maintain course equivalency if you intend to transfer to a four-year institution.

  Location: L Building, 2nd floor
  Hours: M-Th 8:00 a.m. – 7:00 p.m., F 9:00 a.m. – 4:30 p.m., Saturday once a month, TBA

Journalism lab – offers access to Macintosh computers. Bring your student I.D. to use this lab.

  Location: N243
  Hours: M-Th 9:00 – 3:00 (or by appointment. These hours may change, I will announce changes in class).

Is there any other information I should know?

You are encouraged to submit entries for the Et Cetera, the student publication, and you will receive extra credit for articles published with your by-line. If you wish to be a part of our paper, please contact me.

This syllabus and the schedule below are subject to change and/or revision.
# Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Reading Assignment</th>
<th>Tentative Discussion Board Topics</th>
<th>Testing</th>
<th>Current Event</th>
<th>Project</th>
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<tbody>
<tr>
<td>1</td>
<td>Syllabus/Chapter 1: Introduction to Contemporary Public Relations</td>
<td>• Impressions about PR</td>
<td>Quiz syllabus and chapter 1</td>
<td></td>
<td>Getting to Know Each Other</td>
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<td></td>
<td>Jan. 20-25</td>
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<td>2</td>
<td>Chapter 2: Practitioners of Public Relations</td>
<td>• Job qualifications</td>
<td>Quiz chapter 2</td>
<td>Case 1</td>
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<td>Jan. 26-Feb. 1</td>
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<td>3</td>
<td>Chapter 3: Organizational Settings</td>
<td>• Looking at a local PR agency</td>
<td>Quiz chapter 3</td>
<td>Case 2</td>
<td>Selecting a Client</td>
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<td>Feb. 4-10</td>
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| 4    | Chapter 4: Historical Origins | • PR Greats  
• PR disasters of the Past | Quiz chapter 4 | | |
|      | Feb. 11-17 | | | | |
| 5    | Chapter 5: Professional Organizations and Ethics | • Professional Organizations  
• Ethics and Professionalism | Quiz chapter 5 | Case 3 | |
|      | Feb. 18-24 | | | | |
| 6    | Chapter 6: Legal Considerations | • Collective Bargaining  
• What’s right, what’s not? | Exam 1  
(chapters 1, 2, 3, 4, and 5)  
Quiz chapter 6 | | |
|      | Feb. 2 - Mar. 1 | | | | |
| 7    | Chapter 7: Theoretical Underpinnings: Adjustment and Adaptation | • Open-Closed ... Open-Closed | Quiz chapter 7 | Case 4 | Researching the client |
|      | Mar. 2-8 | | | | |
| 8    | Chapter 8: Communication and Public Opinion | • Public Opinion and the Catholic Church | Quiz chapter 8 | Case 5 | |
|      | Mar. 16-22 | | | | |
| 9    | Chapter 9: Speculations about BP’s Internal Relations and Employee Communication | • Speculations about BP’s Internal Relations  
• What stuck with you from this chapter? | Quiz chapter 9 | | Situation Analysis |
|      | Mar. 23-29 | | | | |
| 10   | Chapter 10: External Media and Media Relations | • What skills do you need  
• Find an example for one of the concepts introduced in this chapter. | Quiz chapter 10 | Case 6 | |
|      | Mar. 30 - Apr. 5 | | | | |
| 11   | Chapter 11: Step One: Defining Public Relations Problems | • BP – When Disaster Struck | Exam 2  
(chapters 6, 7, 8, 9, 10)  
Quiz chapter | | Define the public relations problem for your client (see also Exhibit 12.2, p. 306)  
-Problem Statement  
-Situation Analysis  
-Research |
|      | Apr. 6-12 | | | | |

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<td>-Create a Program Plan</td>
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<td>-Describe your communication tactics</td>
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<td>Summary of Chapters 15-17: business and Industry Public Relations/Government and Public Affairs/Nonprofits, Trade Associations, and Nongovernmental Organizations</td>
<td>The State of Affairs: What are your thoughts after this semester? What perceptions about PR have changed? Provide examples and explain your answer.</td>
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