# Syllabus COMM-2330 SPRING 2019

## General Information

<table>
<thead>
<tr>
<th>College Name</th>
<th>Richland College</th>
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<tbody>
<tr>
<td>Division</td>
<td>World Languages, Cultures and Communications – L-208</td>
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<tr>
<td>Semester</td>
<td>Spring 2019</td>
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## Instructor Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Erica A. Edwards</th>
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<tr>
<td>Telephone</td>
<td>972-238-6067</td>
</tr>
<tr>
<td>E-mail Address</td>
<td><a href="mailto:eedwards@dcccd.edu">eedwards@dcccd.edu</a></td>
</tr>
<tr>
<td>Office Number</td>
<td>E-020-F</td>
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<tr>
<td>Office Hours</td>
<td>By appt.</td>
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## Course Information

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<tr>
<th>Course Number</th>
<th>COMM 2330</th>
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<tbody>
<tr>
<td>Section Number(s)</td>
<td>83400</td>
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<tr>
<td>Credit Hours</td>
<td>3</td>
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<tr>
<td>Class Meeting Time</td>
<td>SMTWRFS (online)</td>
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<tr>
<td>Course Title</td>
<td>Introduction to Public Relations</td>
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## Course Description

This is a Texas Common Course Number.

**Course Description:** 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. (3 Lec.)

**Coordinating Board Academic Approval Number** 0909025106

## Course Prerequisites

none

## Course Objectives/ Learning Outcomes

The purpose of this course is to introduce majors and non-majors to public relations. The course is designed to provide fundamental insights into methods, policies, problems and opportunities of PR.

For students majoring in public relations, this course offers the opportunity to acquire a strong, basic framework from which to excel in more advanced courses.

For the non-major, this course provides an understanding of how persuasive communication tools are used in the marketplace and how relationships with strategic publics are managed and fostered.

By the end of the semester you should understand the nature, role and environment of public relations, the creative and media processes used in the field, the variety of career opportunities in PR and related fields, and whether or not this is a career option you would like to pursue.

The objectives of this course include:

1. developing an understanding of the process of public relations as persuasive communication that fosters/builds/improves relationship between an entity and its key, strategic publics;
2. be knowledgeable of the language, history, current events, industry structure, regulation, and social and economic effects of public relations/corporate communications;
3. learn a systematic approach for the development of public relations messages and campaigns;
4. learn how public relations relates to marketing and to other forms of marketing communications such as promotions and advertising; and
5. develop an appreciation of the responsibilities associated with the persuasive function of public relations.

This course will introduce you to public relations and give you a limited amount of practical experience, but it will not make you the complete public relations professional. By the end of the course you should be able to more intelligently discuss public relations with professionals and be better equipped to direct yourself to any one of many interesting specialties in the field.

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<th>Course Outline</th>
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<tr>
<td>Week 1: Introduction to contemporary Public Relations (Chapter 1)</td>
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<td>Week 2: Practitioners of Public Relations (Chapter 2)</td>
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<td>Week 3: Organizational Settings (Chapter 3)</td>
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<td>Week 4: Historical Origins (Chapter 4)</td>
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<td>Week 5: Professionalism and Ethics (Chapter 5)</td>
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<td>Week 6: Legal Considerations (Chapter 6)</td>
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<td>Week 7: Theoretical Underpinning/Communication &amp; Pub. Opin (Chapters 7&amp;8)</td>
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<td>Week 8: Four-Step PR Process (Chapters 11, 12, 13 &amp; 14)</td>
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<td>Week 9: MID-TERM PROJECT</td>
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<td>Week 10: Internal Relations &amp; Employee Communication (Chapter 9)</td>
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<td>Week 11: External Media and Media Relations (Chapter 10)</td>
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<td>Week 12: Business and Industry Public Relations (Chapter 15)</td>
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<td>Week 13: Government and Public Affairs (Chapters 16)</td>
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<td>Week 14: Non-Profits, Trade Associations &amp; Non-gov't orgs (Chapters 17)</td>
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<td>Week 15: Wrap-Up</td>
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<td>Week 16: FINAL PROJECTS DUE (Wednesday of Finals Week)</td>
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| Course Drop Date: | For sixteen week classes:  
|                 | Last day to drop a class without a “W” - Monday, February 4  
|                 | Last day to drop a class with a “W” – Wednesday, April 17   |
| Academic Progress: | Students are encouraged to discuss academic goals and degree completion with their instructors. Specific advising is available throughout the semester. Check [www.richlandcollege.edu/admissions/process.php](http://www.richlandcollege.edu/admissions/process.php) for more details. |
| Academic Dishonesty (Plagiarism, cheating, etc.) | Plagiarism may be defined as "the passing off of another person's information as one's own." [1] Whether you are writing a composition or preparing a speech, using information that has come from a source other than yourself and not citing that source, is unethical. To “cut and paste” material from a source that you do not acknowledge is plagiarism. In fact, to copy material that you later rearrange with the intent of making it seem as if it were your own original work, is also considered plagiarism. [2] One text says, “The rule for avoiding plagiarism as a public speaker is straightforward: Any source that requires credit in written form should be acknowledged in oral form. These sources include direct quotations, as well as paraphrased and summarized information—any facts and statistics, ideas, opinions, or theories gathered and reported by others.” [3] This rule holds true for information gained on the web, as well as information gathered from print sources. In truth, with the preponderance of research at the undergraduate level being conducted online these days, it has become very convenient to simply “copy and paste” information without attributing the source. [4] One exception to the rule deals with common knowledge, meaning information that is so commonly known that one would not need to cite a source. [5] An example of this is knowing that the capital of the United States is Washington, D.C. This information is commonly known and would not need a citation. However, knowing the number of residents or the geological aspects of Washington, D.C. is not common knowledge and would need a citation.  
| Institution Policies | For Institutional Policies, students are asked to refer to:  
|                     | [http://www.richlandcollege.edu/syllabipolicies](http://www.richlandcollege.edu/syllabipolicies)  
| Disclaimer Reserving Right to Change Syllabus | The instructor reserves the right to amend a syllabus as necessary.  

Additional information is available via the college's Institutional Policies page (see link in section on the following page. Information specifically on cheating may be found at:  