

J350: Principles of Public Relations



STUDENTS TO FIND OUT WHAT PUBLIC RELATIONS ACTUALLY IS

EUGENE, Ore., March 29, 2010 – Rumors have swelled for some time about what public relations is – could it be focused on activities such as planning parties, spinning bad news, and helping shady companies squeak by through theatrical apologies? Chances are good that it isn't, but students won't know for sure until attending the first day of class.

In a bold statement, J350 professor Tiffany Gallicano announced, "Of all the material students will learn in my class, nothing is more important to me than teaching students a definition of public relations. Although there is not a single definition that is agreed upon, there are a few popular contenders, and we'll learn one of them." Inside documents leaked by an unidentified graduate teaching fellow suggest that students will need to define public relations on the final examination, and they will not have multiple choice options for this question. Gallicano would not verify the rumor; however, she did mention that the class would revisit the definition throughout the quarter to help students learn it.

A study reported in volume 29, issue two of "Public Relations Review" showed that of 159 students at two universities who were enrolled in a "Principles of Public Relations" course, 72.6% had a "poor understanding of public relations" and only 7% had a "good understanding" upon entering the course. "I thought it would be more glamorous," lamented a student in the study. When asked to comment, a J350 graduate offered this assurance: "It might not be glamorous, but it is strategic, and it can make a wonderful difference in people's lives – these aspects are exciting to me." With 160 students, Gallicano expects a full class and suggests that students arrive 10 minutes early on the first day.



Course Objectives

- * Define public relations
- * Describe the role of public relations in a diverse, global society
- * Develop a basic understanding of strategic public relations
- * Reason through ethical dilemmas in public relations
- * Produce basic, effective pieces that involve traditional and new media channels
- * Recall moments in public relations history

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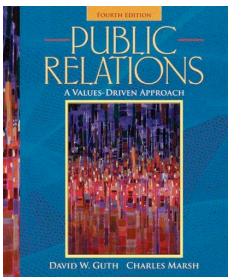
Overview

This survey course provides a broad foundation of public relations knowledge. Public relations majors take it as an initial course that provides the groundwork for subsequent classes; others take it to learn more about this field of study and practice.

The class begins with an orientation to public relations as a career area and continues with a focus on knowledge required to develop an effective public relations plan.

Identifying ethical dilemmas and reasoning through them are important components of the course. Other topics introduced in this class include the historical development of public relations, the practice of public relations in other countries and laws pertaining to public relations.

Textbook



“Public Relations: A Values-Driven Approach” by Guth and Marsh is available in the campus bookstore. Other materials for class will be available on our Blackboard Web site.

E-mail Guidelines

We are committed to responding to your communication within 24 hours. In a case of emergency, you might not receive a timely reply. If you do not hear back within 24 hours, please forward your message to me, and I will promptly respond.

To help us manage our time, please do not cc me or our other graduate teaching fellow on your e-mail. If your e-mail needs my attention, Katie or Lisa will share it with me.

Office Hours

We look forward to working with you. Please come by to meet us. You can stop by or reserve a time if you want to ensure there is no wait.



Monday: 12 p.m. to 1:30 p.m., Allen 319 with Lisa
3:30 p.m. to 4 p.m., Allen 319 with Lisa

Tuesday: 3 p.m. to 4 p.m., Allen 210 with Katie
9 p.m. to 10 p.m., virtual hour with Lisa
on AOL Instant Messenger: lforster1968

Wednesday: 4 p.m. to 5 p.m., Allen 215C with Tiffany
5 p.m. to 6 p.m., Allen 210 with Katie

Thursday: 2 p.m. to 3 p.m., Allen 215C with Tiffany

Sunday: 8 p.m. to 9 p.m., virtual hour with Katie on
Google Talk: kpointius@uoregon.edu

E-mail Contact Information

Please use “J350” in the subject line of your e-mail, so we can easily identify and prioritize your message.

Last Name: A-I

If your name begins with a letter between A and I, please send e-mails related to class to Lisa at lforster@uoregon.edu

Last Name: J-Z

If your name begins with a letter between J and Z, please send e-mails related to class to Katie at kpointius@uoregon.edu

My e-mail address is derville@uoregon.edu.

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Social Networking Policy

You are welcome to connect with us on professional networking sites, such as

Twitter. Please have “University of Oregon” in your profile if you would like us to follow you back.

Our Twitter Handles:

Tiffany: @derville

Katie: @KatieJ350

Lisa: @lwann

If you are interested in friending us on Facebook (not that you necessarily would be), please wait until you graduate so we can maintain a professional relationship.

Class Tweeting

You have the option of tweeting relevant questions and comments to our class hashtag, #J350. Katie and Lisa will monitor the hashtag during class to respond to your tweets, and I will visit the hashtag after class.

If you find that tweeting during class is not conducive to your learning style, you might enjoy visiting the hashtag outside of class. The Twitter component of class is optional.

We recommend following the Twitter conversation by using an application, such as Tweetdeck or Seismic. Feel free to visit us during office hours for help.

Pop Quiz Contingency

I would only give pop quizzes if I am concerned that most students are not keeping up with the reading. Quiz answers would count toward exam scores (see grading description below).

Incomplete Policy

If your work is satisfactory, but you cannot complete a minor requirement for a reason I find acceptable, you can receive an “I” for “incomplete” as your temporary grade. You are responsible for completing the missed work within a year. Otherwise, the “I” would be changed to an “F” or “N” on your transcript.



Grading

Your grade will be based on the following items:

- * Cover letter and resume: 10%
- * Exam one: 20%
- * Exam two: 20%
- * Final exam: 20%

Public relations plan components:

- * Goals and objectives: 10%
- * Strategies and tactics: 10%
- * Evaluation: 10%

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Early Feedback on Work

If you would like initial feedback on your work before you turn it in, you are welcome to meet with us. I suggest meeting with the person who will grade your work (this would be your assigned e-mail contact described on page two).

This opportunity is on a first-come, first-serve basis during office hours only. We will not provide early feedback on work that is sent via e-mail because we would not have the time to accommodate the number of requests we would receive.

Make-Up Exam Policy

If you have a documented excused absence for missing an exam and if you have excused the absence with me *prior* to the exam, you can take a make-up exam, which could be harder than the original exam and could involve more open-ended questions than the original exam.

Late Homework Policy

Assignments will be collected at the beginning of class. Work submitted after we ask for it will receive a late grade. One letter grade will be deducted for every class period the assignment is late. Work submitted after two class meetings have passed will not be graded. Printer and toner problems are not valid excuses for late work.

Attendance

Attendance at every class meeting is expected unless you have a documented, excused absence. If you will miss class, please e-mail your assigned graduate teaching fellow (Katie or Lisa) and explain why you will miss class. Aside from excused absences, attendance in class will affect the amount of help you receive in preparation for assignments and exams.

Katie or Lisa will ask you for documentation if you miss a class and want help with what you missed.

Disability Policy

If you have a disability and require accommodations, please visit Disability Services (<http://ds.uoregon.edu>).

Request an instructor note from Disability Services that lists possible accommodations that would assist you. Show this note to your assigned graduate teaching fellow (Katie or Lisa), and she will work out solutions with you. If you are uncomfortable seeing your graduate teaching fellow, you are welcome to meet with me.

If you want to take an exam through Disability Services, submit your documentation to your graduate teaching fellow or me in person at least two weeks before the test.

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Class Etiquette

Focus your entire attention on the speaker or assigned task.

Use the restroom prior to class to minimize the possibility that you'll need to interrupt others by leaving.

Arrive at least a minute early to class and do not leave early. Coming late and leaving early interrupts the flow of the lecture and distracts your classmates.

If you must be late or leave early for a legitimate reason, please tell me in advance and sit in the back.

Wait to talk with Katie, Lisa and me about grades or personal issues until we meet privately.

Set aside newspapers and other non-class materials when class begins.

Express respect, professionalism and a pleasant attitude.

Meet with Katie, Lisa or me to discuss challenges and consider solutions.

Be open-minded to feedback, ideas and instructional techniques.

Put your cell phone on silent mode before class begins.

If you bring food to class, make sure you can eat it silently. Avoid wrappers, smelly food and crunchy food. Secure beverages in spill-proof containers.

Do not pack your belongings until class is dismissed. I promise to always dismiss class on time.

Keep your appointments with Katie, Lisa and me and be punctual.

If you are sick, stay home to avoid infecting your classmates.

Do not talk while someone else is talking.

Participate regularly without dominating discussion.

Show respect for your classmates' views.

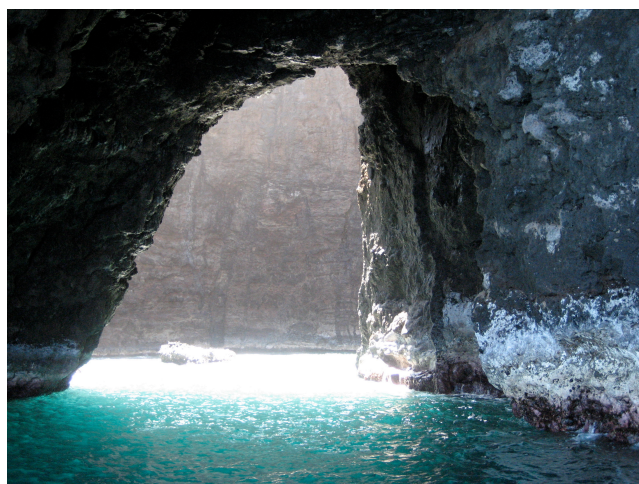
Only speak for yourself.

Be ready to discuss the assigned reading.

Do not cheat on exams or copy another student's work.

Late Arrival to Class

Please make an effort to come to every class on time. If you arrive late to class, please enter the classroom through the back doors and sit in the back row to minimize disruption. If you are on time, please leave the last row open for people who come to class late.



Course Schedule

Monday, March 29: Defining Public Relations

Preparation

- ❑ Download syllabus and course schedule from Blackboard.

Wednesday, March 31: Developing a Cover Letter and Resume

Reading due

- ❑ Chapter one
- ❑ Syllabus

Preparation

- ❑ Download the cover letter and resume assignment description from the “course documents” section on Blackboard (available on Tuesday, March 30). Bring an electronic or hard copy to class.
- ❑ If you already have a cover letter and resume, you might want to bring them so you can check them against the guidelines that are shared.

Monday, April 5: Launching Your Career

Reading due

- ❑ Chapter two

Assignment due

- ❑ Cover letter and resume

Wednesday, April 7: Creating Goals and Objectives for a Public Relations Plan

Reading due

- ❑ Chapter eight

Preparation

- ❑ Download the assignment description for the public relations plan, as well as the goals and objectives document, from the “course documents” section on Blackboard (available on Tuesday, April 6). Bring an electronic or hard copy to class.

Monday, April 12: Leveraging Campaigns By Applying Theory

Reading due

- ❑ Chapter four

Preparation

- ❑ Download the strategies and tactics document from the “course documents” section on Blackboard (available on Sunday, April 11). Bring an electronic or hard copy to class.

Wednesday, April 14: Leveraging Campaigns By Applying Theory (Continued)

Reading due

- ❑ Chapter five

Assignment returned

- ❑ Cover letter and resume

Monday, April 19: Tapping Into the Power of Social Media

Reading due

- ❑ See “course documents” on Blackboard for the reading. The reading will be available on Friday, April 16.

Assignment due

- ❑ Public relations plan goals and objectives

Exam study sheet available on Tuesday

- ❑ On Tuesday, April 20, you will be able to download a list of subjects to know for the April 28 exam from the “course documents” section of Blackboard.

Wednesday, April 21: Selecting Strategies and Tactics for a Public Relations Plan

Reading due

- ❑ Chapter nine

Special exam study session

- ❑ You are welcome to attend a study session held by Katie in Allen 210 from 5 p.m. to 6 p.m.

Monday, April 26: Cultivating Relationships

Reading due

- ❑ See “course documents” on Blackboard for the reading. The reading will be available on Friday, April 23.

Assignment returned

- ❑ Public relations plan goals and objectives

Special session for asking questions to prepare for the exam

- ❑ You are welcome to see Lisa with your questions between 12 p.m. and 1:30 p.m. and between 3:30 p.m. and 4 p.m. in Allen 319.

Wednesday, April 28: Exam One

This exam covers lessons and reading from the first day of class through April 19.

Preparation

- ❑ Bring a No. 2 pencil to class.

Monday, May 3: Understanding Communication Law

Reading due

- ❑ Chapter 15

Assignment due

- ❑ Public relations plan strategies and tactics

Exam score

- ❑ You can see your exam score on Blackboard today. If there are any questions that many people missed, I'll review the answers in class. For help with other questions, please see Katie or Lisa first.

Wednesday, May 5: Preventing Crises, Managing Crises, and Recovering From Crises

Reading due

- ❑ Chapter 12

Monday, May 10: Navigating Ethical Dilemmas in Public Relations

Reading due

- ❑ Chapter six
- ❑ See "course documents" on Blackboard for additional reading. The reading will be available on Friday, May 7.

Exam study sheet available on Tuesday

- ❑ On Tuesday, May 11, you will be able to download a list of subjects to know for the May 19 exam from the "course documents" section of Blackboard.

Wednesday, May 12: Navigating Ethical Dilemmas in Public Relations (Continued)

Assignment returned

- ❑ Public relations plan strategies and tactics

Special exam study session

- ❑ You are welcome to attend a study session held by Katie in Allen 210 from 5 p.m. to 6 p.m.

Monday, May 17: Conducting Research and Evaluating Public Relations Campaigns

Reading due

- ❑ Chapter seven

Preparation

- ❑ Download the evaluation document from the "course documents" section on Blackboard (available on Friday, May 14). Bring an electronic or hard copy to class.

Special session for asking questions to prepare for the exam

- ❑ You are welcome to see Lisa with your questions between 12 p.m. and 1:30 p.m. and between 3:30 p.m. and 4 p.m. in Allen 319.

Wednesday, May 19: Exam Two

This exam covers lessons and reading from April 21 through May 10.

Preparation

- ❑ Bring a No. 2 pencil to class.

Monday, May 24: Looking Back at the History of Public Relations

Reading due

- ❑ Chapter three

Assignment due

- ❑ Public relations plan evaluation

Exam score

- ❑ You can see your exam score on Blackboard today. If there are any questions that many people missed, I'll review the answers in class. For help with other questions, please see Katie or Lisa first.

Wednesday, May 26: International Public Relations

Readings due

- ❑ Chapter 14

Monday, May 31: Memorial Day

Today is a university-excused holiday. No classes will be held.

Wednesday, June 2: To Be Determined By Class Vote on May 24

What would you like to learn more about? Here are some possibilities:

- ❑ Activism, advocacy, public affairs (from a non-profit or corporate point-of-view)
- ❑ Consumer public relations
- ❑ Donor relations
- ❑ Internal relations
- ❑ Investor relations
- ❑ Media relations
- ❑ Social media
- ❑ One of your ideas

Assignment returned

- ❑ Public relations plan evaluation

Exam preparation

- ❑ You are welcome to attend a study session held by Katie today in Allen 210 from 5 p.m. to 6 p.m.
- ❑ By 4:30 p.m. today, you will be able to download a list of subjects to know for the final exam from the "course documents" section of Blackboard.
- ❑ On Monday, June 7, you are welcome to see Lisa with your questions between 12 p.m. and 1:30 p.m. and between 3:30 p.m. and 4 p.m. in Allen 319.

Tuesday, June 8: Comprehensive Final Exam, 3:15 p.m. to 5:15 p.m., Allen 221

Preparation

- ❑ Bring a No. 2 pencil to class.