

COURSE SYLLABUS

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Office Hours: M: 9:30-11:00am/ T: 10-11am/TH: 9-10:30am (and by appointment...just call ahead)
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Class meetings: Monday, Wednesday, Friday 1:45-2:50pm, BRH 227

Required Textbook—***Public Relations: A Values Driven Approach***, David W. Guth & Charles Marsh, 6th Edition, 2017, Pearson Education, Inc.

COURSE DESCRIPTION

- This course will provide a basic understanding of the field of public relations and its impact on individuals and groups in society, including its role in corporate, governmental, and non-profit organizations.
- Our exploration of public relations will include its history and evolution, its leaders, its ethical, professional, and legal considerations, the theories that form its contemporary foundation and inform its contemporary strategies, its best practices, the elements of effective communication, and the formation of public opinion.
- We will also explore the *technical side* of public relations, including its management, its evaluation, public relations writing, media relations, research, and other skill areas.
- We will focus on six critical skills needed by effective public relations practitioners: (1) writing; (2) active listening; (3) critical thinking (4) ability to collaborate with diverse publics, (5) ethical leadership; and (6) the ability to conduct applicable, meaningful research.
- The understanding of public relations and the continued development of these skills will benefit you and help prepare you for future success, *regardless of your academic major or career plans.*

COURSE OBJECTIVES

1. Define “public relations,” gaining factual knowledge about the field of PR, including basic public relations terminology and fundamental principles, trends and contemporary best practices; also skills, competencies and points of view needed by professionals in the field.
2. Understand the historical role that the public relations field has played in U.S. history.
3. Understand the significance of ethical behavior in public relations.
4. Recognize the impact of the digital age on public relations.
5. Apply the course material to specific situations by collaborating with others in the class to develop a strategic public relations program that will benefit a Sioux City area nonprofit organization.
6. Improve your writing, active listening, critical thinking, collaboration, ethical leadership, and research skills through:
 - a. Writing – including but not limited to journals; regular in-class writing exercises; article responses; news releases; and a Public Relations Strategic Program, including its related documents and presentation of program
 - b. Active listening – class and group participation; attention to presentations and speakers; interviews
 - c. Critical thinking – journals; class participation; reading texts carefully; and research
 - d. Collaboration – class participation and regular group work, to help acquire skills in working with others as a team
 - e. Ethical leadership – understanding the ethical concerns of Public Relations; class and group participation; gaining the confidence of one’s classmates and the organization for which the public relations program is developed
 - f. Research – short presentation and developing final Public Relations Strategic Program.

PUBLIC RELATIONS IN YOUR DAILY LIFE

During this course, I want you to be very intentional about thinking HOW and WHY public relations may affect your life. There will be an area of our class's Moodle site in which you will keep a "Weekly PR Journal." There's nothing necessarily wrong or right about what you write in this journal, but I will probably make comments on some of what you've written there. I want to know that you are using some critical thinking skills and applying our class discussions to your thoughts about public relations. So, that means I will expect that you will be reading, watching and listening to a variety of media and bringing your experiences to share with the class about how public relations figures into what you've read/watched.

This Weekly PR Journal is worth 10 points each week for 5 weeks, then becomes a 20 point journal for the rest of the semester. The Journal is due by Sunday night at midnight each week, starting Jan. 19.

As explained later in this syllabus, there will also be participation points each day of class, based on attendance and the degree to which you are a part of the daily discussion, showing your understanding of the reading materials and the topic at hand.

You will be assigned various readings for this course, from the textbook and other sources. You are expected to read the material **before** we have scheduled class discussion on that material. Nobody wants to listen to me lecture all the time when we could be having a stimulating class discussion, with knowledgeable participation by students who have read the material.

SERVICE LEARNING

Although taking a Service Learning course is no longer an official requirement for graduation at Morningside College, I believe the pedagogy of service learning is still an effective way for students to learn a little more about "the real world" around them. So, by the end of this course, I hope students will be able to:

1. Identify connections between course objectives/content and their student service;
2. Identify how their ethical and active participation contributes to the community; and
3. Identify knowledge about themselves, their strengths and limitations, through their service in the community.

Part of your grade for this course (and replacing a traditional "Final Exam") will be your development of a complete public relations campaign for a Siouland nonprofit organization. You will be working in groups of three or four on this project, for which you will receive both a group grade and an individual grade. More information on this project will follow.

Throughout the semester, please reflect on the Service Learning objectives above. You might mention them periodically in your weekly journals, by referring to how your project is helping you to reach the objectives.

A Service Learning Reflection, worth 50 points, is due April 29, 10pm. This should summarize your feelings about Service Learning for the course and the project...specifically how the course/project helped you reach the Service Learning objectives. You may include a brief reflection on how the project/presentation went for your group, but the main focus of this Service Learning Final Reflection will be to assess your level of achievement of the three Service Learning objectives. Please be specific...address each objective separately in your reflection. Also, please be honest! If you don't think you achieved a specific objective, say that, but tell me WHY the course didn't help you achieve that objective. The goal here is to provide me with an honest assessment of the Service Learning portion of this course.

IN-CLASS WRITING ASSIGNMENTS

Public Relations professionals must be able to think on their feet, and write well at a moment's notice. Thus, you may not know about some of the in-class writing assignments until they are assigned. While they will be done mainly in response to material covered in class, it would be to your benefit to keep up with the readings. The news release that you will write in the first class is an example of an in-class assignment. These assignments will be graded for creativity, content, grammar, punctuation, and appropriate style. Please note that these assignments are worth 20 points each.

OUTCOME ASSESSMENT:

Grades for this course are based on the following: (subject to change)

		%	
Participation/Attendance: (43 class periods @ 5 points)	215 points	A	93%
Weekly PR Journal reports (5 @10 points, 6 @20pts)	170 points	A-	90%
Final Service Learning Reflection	50 points	B+	87%
Reading Quizzes (5 @ 5 points)	25 points	B	83%
Chapter Quizzes (4 @ 20 points)	80 points	B-	80%
Historical Figure Report/Presentation	100 points	C+	77%
Mid Term Exam:	100 points	C	73%
6 In-Class Writing Assignments (@20 points)	120 points	C-	70%
Other assignments (4 @ 10 points)	40 points	D+	67%
Final PR Campaign Project Group Grade:	200 points	D	63%
Final PR Campaign Project Individual Grade:	<u>200 points</u>	D-	60%
TOTAL:	1300 points	F	59%

ACADEMIC HONESTY POLICY

Morningside College has a very specific Academic Honesty Policy, some of which is paraphrased here. The entire policy is available in the student handbook and it is in the Course Catalog. Students will be expected to read and comply with the policy. Consequences for noncompliance are outlined in the complete published version of the policy.

In an academic community, students are encouraged to work together to help each other learn. Yet all work a student submits or presents as part of course assignments or requirements must be his or her own original work unless expressly permitted by the instructor. This includes individual and group work in written, oral, and electronic forms. In addition, all work for this class must be work originally done for this class. NOTE: you may be assigned some group work in this course, but all written materials submitted must be your own original work unless specifically allowed otherwise.

Plagiarism is a major form of dishonesty and will not be tolerated. When students use another person's ideas, thoughts, or expressions (in writing or other presentations), each instance must give some form of acknowledgement to the source.

COURSE POLICIES

- The media business works on very strict deadlines. We will work under these same professional standards. **There are no late assignments in this course without specific advance arrangements being made between you and me.** All writing assignments must be submitted by the deadline provided to be considered handed in on time.
- On-time attendance in class is expected. Plan accordingly to arrive on-time, ready to participate. If you must miss a class, contact me in advance by email, phone or in person.
- You are responsible for any class material you miss.
- Each class period will have a potential attendance/participation score of 5 points. A late arrival will reduce your participation score by two points for each infraction. An absence will reduce your participation score by five points. Excused absences for sanctioned Morningside College activities will not be figured into the participation computation. However, for such a “sanctioned event” absence to count as an excused absence, you **MUST** contact me in advance by email, phone or in person.

Accommodations: Morningside College offers accommodations for students who have documented learning disabilities or Attention Deficit Disorder. Appropriate accommodations for each student are determined from the documentation. For more information, contact Dr. Lillian Lopez, vice president for advising, at lopez@morningside.edu or 712-274-5030.

A Note on Computers and Other Technology: You should bring your computers to class, however, I will instruct you to keep them closed unless we are specifically doing a class project involving the computer. If you want to take notes (and you *should* take notes) great, do it the old-fashioned way with a pen and paper. Cell phones must be turned off and no other portable electronic devices may be used in class. **I WILL call you out in class if I see your phone being used.**

Revisions: *The instructor reserves the right to alter this syllabus at any time throughout the semester.*

CLASS DATES AND SCHEDULE OF ASSIGNMENTS:

<p>Expectations for assignments: Name on file MS Word file Name/contact info on document Wednesday, January 8, 2020</p>	<p>Mass Comm Facebook page/MCTV-Basketball help Video clip #1—“Man in Gray Flannel Suit.” What is PR? Look at PRSA definitions and vote Course overview. Intro instructor and write news releases to intro class members. What makes this hard? Pass out “How to Survive Working in a Group”—read before Friday Pass out “Creating a Team Charter”—plan to work on it on Friday Prioritize: Writing/Organizing/Graphic Design Everybody understand Moodle? Explain Moodle gradebook Explain Weekly PR Journal—1st is due Jan. 19, 12midnight Explain Attendance & Participation I will communicate by email, so check regularly. Explain Historical Figure presentations and PR Campaign project</p>
<p>Friday, January 10, 2020</p>	<p>Video clip #2—“Days of Wine & Roses” Download syllabus...read it BEFORE class Monday. Work on Team Charter in class Suggest subscription to PRDaily.com Reading assignments for Monday: “How to Write a News Release” and “How to Get Your News Release Read” (on Moodle) For Monday: read the Moodle post “Top 12 Most Annoying PowerPoint Presentation Mistakes,” and watch the video “Life After Death by PowerPoint.” Research possible nonprofits before Monday-- Who has taken a Marketing or Advertising class? Be able to help us with definitions on Monday.</p>

Monday, January 13, 2020	<p>Review syllabus. What is Public Relations compared to Marketing and Advertising? PowerPoint lessons & videos Select nonprofit organization for Final Project NALC news release bad example Look at Wells Dairy news release sample on Moodle Compare Mside news releases to actual stories Reading quiz, then discuss “How to Write a News Release” and “How to Get Your News Release Read” Based on the readings, how would you revise your classmate news release? Revised classmate news release is due Friday.</p>
Wednesday, January 15, 2020	<p>Discuss “old” Chapter 1 Scenario: “Bad News on the Doorstep” Begin Chapter 1- What is Public Relations? (Lecture) Prepare for speaker on Friday: what publics are she concerned with? Historical Figure selection is due by 5pm via email to instructor (for presentations in class on 1/27.) NOTE: Today is last day to add a class</p>
Friday, January 17, 2020	<p>Revised Classmate News Release...due by beginning of class...hard copy stapled to original version. Guest Speaker: Erin Edlund, Vice President for Marketing & Communications, Morningside College (take notes, please) NOTE: Daily participation points will be depend on questions you ask of Edlund. Weekly PR Journal #1 due by Sunday midnight</p>
Monday, January 20, 2020	<p>Discuss previous week’s PR Journals. As a class—begin to write news release for Edlund’s talk. Final version is due Wednesday, 8am. Finish Chapter 1 Chapter 1 quiz with partner</p>
Wednesday, January 22, 2020	<p>Edlund news release due by 8am.—peer review & discuss Begin Chapter 2: Jobs in Public Relations (sections 2.1 thru 2.3.4) Draw for Historical Presentation order for next Monday (1/27) Check out Occupational Outlook—on Moodle before Friday. 7-day review</p>
Friday, January 24, 2020	<p>Continue Chap. 2 (sections 2.3.5 thru-2.5) Discuss Occupational Outlook (from Moodle) Discuss Quickbreak 2.3 (after section 2.6): Getting That First Job or Internship Final Team Charter due today 5pm. Weekly PR Journal #2 due by Sunday midnight</p>
Monday, January 27, 2020	<p>Historical Figure presentations:</p>
Wednesday, January 29, 2020	<p>Finish presentations:</p>
Friday, January 31, 2020	<p>Video clip #3—“Americanization of Emily” Quiz: Historical figures Pre-Super Bowl discussion—watch for synergy Discuss instructions for Final Project...show sample PR plans. Also, see Moodle page for examples of previous PowerPoint presentations. No journal this week</p>
Monday, February 3, 2020	<p>Super Bowl discussion Continue Chap. 2 (sections 2.3.5 thru-2.5)</p>

	<p>Groups report on initial meetings (info) with your nonprofits. What are publics for our Wednesday speaker? Groups: Look at pages 133-136 about developing a “plan.” Do you understand the different parts of a plan? Assign “teaching” articles for next Monday Before class next Monday: Research what media outlets are available in Sioux City. Which of these outlets might be best for telling your nonprofit’s story?</p>
Wednesday, February 5, 2020	Guest speaker: TBA
Friday, February 7, 2020	No class today—Dave is out of town No Journal this week
Monday, February 10, 2020	<p>Discuss guest speaker Finish Chap. 2 Discuss Chap. 4 Real World, p. 49 Begin Chapter 4: Publics in Public Relations, pp. 49-55 Groups to “teach” info from news release articles on Moodle For next Wednesday: “Purpose of Public Relations” excerpt on Moodle...see assignment, due Tuesday 12midnight What are publics for our Wednesday & Friday speakers?</p>
Wednesday, February 12, 2020	Guest speakers: Tracy Boever, Dir. of PR & Marketing Communications, American Pop Corn Co. (makers of Jolly Time Pop Corn) & Shelby Small, MSide alum
Friday, February 14, 2020	Guest speakers from Mercy Medical Center: Jenna Rehnstrom – Marketing and Communications Manager; Marcy Peterson – Marketing, Media Relations Coordinator; Amy Hynds – Marketing, Digital Media Coordinator Weekly PR Journal #3 due by Sunday midnight—Include thoughts about the guests this week
Monday, February 17, 2020	<p>Discuss last week’s speakers Continue Chapter 4: Publics in Public Relations</p>
Wednesday, February 19, 2020	<p>Finish & Review Chap. 4. Pay special attention to Summary p. 66. Discuss “Purpose of Public Relations” assignment In-class writing assignment #3—News Release for Nonprofit—share/discuss with neighbor For Friday: How would you handle Chapter 5 “Real World?” Also, read section 5.1 The Power of Public Opinion and Case Study 5.1 “Broken News”</p>
Friday, February 21, 2020	<p>Reading Quiz & Discuss assigned readings for today Develop “Goal” for Final Project in groups Work on SWOT analysis in groups Look at textbook pages 136-137 (8.5 & 8.6) about developing a “plan.” For Monday, read Chap. 6 “Real World,” PRSA Code of Ethics (Moodle) & see “ethical case studies” assignment Weekly PR Journal #4 due by Sunday midnight</p>
Monday, February 24, 2020	<p>Discuss Chapter 6 “Real World” Begin Chapter 6: Ethics & Social Responsibility Ethical Case Studies discussion in groups (see Moodle) PRSA Code...would you sign the pledge? Assign for Wed: post review questions for Midterm in Moodle forum... Chapters 1-6 plus guest speakers.</p>
Wednesday, February 26, 2020	<p>Review for Midterm Exam with Moodle forum & Review BINGO Possible group time to work on project</p>

	<p>Note “Communication Grid” assignment for March 4...may require some research about the nonprofit organization</p> <p>For Monday: Read “Codes of Ethics” handout on Moodle & Write 500 words about the “Codes of Ethics” by midnight Sunday.</p> <p>Final Project: Today is Due Date for Timeline and responsibilities—5pm</p>
Friday, February 28, 2020	<p>Midterm Exam—bring your laptops</p> <p>NOTE: NO Weekly PR Journal due this week</p>
Monday, March 2, 2020	<p>Hand back and discuss Midterm exams</p> <p>Discuss “Codes of Ethics” assignment</p> <p>In-class writing assignment #4—Subway consumer letter</p> <p>Possible group time to work on project</p> <p>Once again, look at examples from previous semesters</p> <p>For Wednesday, Read Chap. 7 “Real World,” Section 7.1, and QuickBreak 7.1</p> <p>Discuss Final Project—questions? Timeline followup with groups</p> <p>For Wednesday, Read 7.3-7.3.2, 7.3.4, 7.4</p>
Wednesday, March 4, 2020	<p>Discuss Chapter 7 assigned readings</p> <p>Begin Chapter 7: Research & Evaluation</p> <p>Do Communication Grid in class with groups</p> <p>Before Friday, read “15 Of the Most Avoidable Language Errors” (Moodle)</p> <p>Also, read Chap. 7 Case Study: “Talk to Ted & Tina”</p>
Friday, March 6, 2020	<p>Finish Chap. 7 and take Ch. 7 Quiz</p> <p>Discuss Chap. 7 Case Study</p> <p>Quiz: “15 Of the Most Avoidable Language Errors”</p> <p>Class time for Groups to work on PR Campaign project</p> <p>No Journal this week.</p>
Monday, March 9, 2020	<p>Spring Break no class</p>
Wednesday, March 11, 2020	<p>Spring Break no class</p>
Friday, March 13, 2020	<p>Spring Break no class</p>
Monday, March 16, 2020	<p>Begin Chapter 8: Planning: The Strategies of Public Relations, 8.43-8.6</p> <p>Do Chapter 8 Real World in class as writing assignment #6 and discuss</p>
Wednesday, March 18, 2020	<p>Continue Chapter 8.</p> <p>For Friday, read 4 “Pitch Letter” articles on Moodle</p>
Friday, March 20, 2020	<p>Pitch letter quiz & discuss Pitch Letter info (from Moodle)</p> <p>Final Project: Due Date for references and outline of project. Must be emailed to instructor before class. I only need ONE of these submissions from each group, so assign someone to take care of this. I’ll meet during class with each group to discuss the references/outline.</p> <p>For Monday, read Chapter 9—Communication (Tactics in PR)—section 9.1-9.3.2. Pay special attention to Controlled vs. Uncontrolled Media and Tactics for Traditional Publics</p> <p>Weekly PR Journal #5 due by Sunday 11:59pm. NOTE: Start including information about PR campaign progress, including Service Learning thoughts. The Weekly PR Journal now becomes worth 20 points each week.</p>
Monday, March 23, 2020	<p>Discuss previous week’s journals</p> <p>Chapter 9 reading quiz</p> <p>Begin Chapter 9--Communication: The Tactics of Public Relations</p>

	For Wednesday: You'll be assigned (by groups) to read about an award-winning PRSA Campaign. Your group will present it to the class on Wednesday
Wednesday, March 25, 2020	Discuss PRSA award-winning campaigns as assigned. Read & Discuss VNR articles in class (on Moodle) Finish Chapter 9: section 9.3.4-9.4 For Friday, read Ch. 9 Case Study: An April Fools' Joke Strikes Out
Friday, March 27, 2020	Discuss Ch. 9 Case Study: An April Fools' Joke Strikes Out Class time for Groups to work on PR Campaign project Madsen to meet with groups to update progress on Final Project For Monday: Read Ch. 10 Real World and other readings assigned Weekly PR Journal #6 due by Sunday 11:55pm
Monday, March 30, 2020	Discuss previous week's journals Discuss Ch. 10 Real World-Volunteer Clearinghouse Begin Chapter 10: Multimedia Message Development—10.1, QuickBreak 10.1, QuickBreak 10.2, QuickBreak 10.3, Section 10.5.1 NOTE: NEXT MONDAY (4/6) is last day to DROP a class
Wednesday, April 1, 2020	Continue Chapter 10: Section 10.5.5; QuickBreak 10.4; News Release Guidelines from AmeriCorps; Ch. 10 Case Study-FedEx Gets it Wrong & Right
Friday, April 3, 2020	Begin Chapter 12: Crisis Communication Before class Monday, read "Are you prepared for an online crisis?" on Moodle. Bring your laptops on Monday. Weekly PR Journal #7 due by Sunday 11:55pm
Monday, April 6, 2020	Discuss previous week's PR Journals. Chap. 12 continued Discuss "Are you prepared for an online crisis?" on Moodle. In-class writing assignment #5— this will be required to be completed in class. It will be about a crisis within your nonprofit organization. Today is last day to DROP a class.
Wednesday, April 8, 2020	Finish Chapter 12 No Journal this week
Friday, April 10, 2020	Easter Break-No Class
Monday, April 13, 2020	Easter Break-No Class
Wednesday, April 15, 2020	Palmer Symposium...ONLY EVENING CLASSES will meet...HOWEVER , for extra credit, write a news release about one of the Palmer presentations that you attend. Details are on Moodle...due Friday 5pm
Friday, April 17, 2020	Final Project: Due Date for Rough Draft of written campaign-- Must be emailed to instructor before class and a hardcopy must be brought to class for peer review by other groups. Palmer Symposium extra credit due tonight, 5pm. No Journal this week
Monday, April 20, 2020	Handback rough drafts of presentations. Class time to review & revise
Wednesday, April 22, 2020	Practice group presentations IDEA course evaluation forms
Friday, April 24, 2020	Final Practice for Group presentations No Weekly PR Journal this week
Monday, April 27, 2020	Final Project presentations—with invited guests

	<p>Service Learning Reflection paper is due by 10pm, Wed. April 29. Please include comments in your Journal about your presentation.</p> <p>Last regular day of class</p>
<p>Wednesday, April 29, 3pm</p>	<p>3pm--Final Exam Scheduled Date/Time</p> <p>Compare final news release with first news release</p> <p>Evaluation of each group's presentation.</p>

(continued on next page)

Historical Figure Presentation to be given to class January 27, 2020

(with thanks to Adjunct Instructor Lesley Bartholomew for this exercise)

STEP 1

You may do this presentation on your own, or you may choose one partner. For the subject of your presentation, please select one of the following historic Public Relations figures/events/organizations and e-mail your choice to the instructor no later than 5 p.m., Wednesday, January 15. **Only one student (or pair of students)** will be allowed to present on each figure/event/organization, and selections will be approved on a **first-come, first-served** basis. **DON'T WAIT UNTIL THE LAST MINUTE!!**

P.T. Barnum	Clem Whitaker & Leone Baxter
Battle of the Currents (c. 1889)	Edward Bernays
Carl Byoir	Alexander Hamilton & Federalist Papers
George Creel & the Four Minutemen	Ivy Ledbetter Lee
Doris E. Fleischman	Arthur W. Page
Rex F. Harlow	President Theodore Roosevelt
John W. Hill	Ralph Nader
Amos Kendall	Thomas Paine & "Common Sense"
President Franklin Roosevelt	Elmer Davis & Office of War Information
& the Fireside Chats	The Publicity Bureau

You may also choose any person who has served as White House Press Secretary for any U.S. President.

Please note: You may suggest an historic PR figure/event/organization NOT on this list, but you must have your choice approved by the instructor **no later than 5 p.m. January 15.**

STEP 2

Please be creative with this presentation and feel free to entertain and have fun with it. All that is expected is that your manner of presenting be respectful to the instructor and your classmates and that your information be accurate.

Your presentation:

1. **Must** be 4-6 minutes long.
2. May include information from the textbook.
3. **Must** use at least two other reliable resources besides the textbook (WIKIPEDIA or blogs may NOT be counted as reliable resources).
4. **Must** include a PowerPoint (or Prezi) presentation with at least five "slides" (not counting the Works Cited page)
5. **Must** include time period of subject.
6. **Must** answer the following questions:
 - a. What was the subject's single most important contribution (either positive or negative) to the field of Public Relations?
 - b. If you could ask the subject (or someone in the organization or someone involved in the event) one question related to Public Relations, what would you ask and why?
 - c. What do you think the answer would be?
7. Feel free to surprise us with unexpected information about your subject or reliable information that contradicts the textbook.
8. On the due date for the presentations, all students **must** submit on Moodle a Reference sheet, formatted in MLA style, listing the sources cited.

GRADING

The instructor will grade the presentations as follows:

10 points – Use of two or more reliable resources other than textbook (WIKIPEDIA or blogs not accepted)

Up to 10 points – Correctly formatted Reference sheet

10 points – PowerPoint presentation

Up to 40 points possible) – Answering the three required questions in a satisfactory manner that reflects your research and critical thinking (20/10/10)

Up to 30 points – Overall quality of presentation (how prepared you were, how well you knew the information, how organized you were, quality of information, etc.)

Total of 100 points possible.