

PUR3000-01: INTRODUCTION TO PUBLIC RELATIONS

Mon/Wed 2-3:15pm, University Center D1101

INSTRUCTOR CONTACT INFORMATION:

Instructor: Sandi Poreda, APR; email: sporeda@fsu.edu, phone: 850.766.1906

Office Hours: Mondays, 12:30pm - 1:30pm and by appointment as needed

Office Location: University Center C4413

TA CONTACT INFORMATION:

This course will have three undergraduate teaching assistants. These TAs will assist the instructor with various aspects of the class, excluding grading. These TAs do not have the authority to approve absences, provide assistance outside of the established course structure or give counsel that would affect a student's course evaluation. However, the TAs may be able to provide information about the schedule, required readings and other course questions, may assist with scheduling office time with the instructor and are a valuable resource to students in this course.

Jhonae Caines - jc14b@my.fsu.edu

Sam Antoury - ha14@my.fsu.edu

Olivia Maguire - oam15@my.fsu.edu

DESCRIPTION:

This course provides practical insight in public relations. The goal of this course is to introduce students to the field and familiarize them with its practices.

TEXTBOOK (REQUIRED):

The Practice of Public Relations, 13th Edition by Fraser P. Seitel; ISBN: 9780134170114

REQUIRED READINGS:

Readings may be assigned on a weekly basis to provide both background information and in-depth discussions of issues. The assigned readings will be available on Blackboard.

OBJECTIVES:

At the end of the course, students will be able to:

- Recognize concepts and information unique to public relations.
- Explain methods used to communicate in public relations.
- Identify and analyze target publics and ways to reach them.
- Expand and discuss information about the profession's emerging trends.

COURSE REQUIREMENTS:

1. Students should plan to be in their seats by 2pm, unless specifically directed otherwise.
2. Class attendance is required.
3. Assigned readings must be completed before class.
4. Students must actively participate in classroom discussions.
5. Late assignments and make-up work will be allowed for full credit only with documentation of an excused absence. Without an approved excuse, late assignments and make-up work will automatically be docked 10 points and will be docked an additional 5 points per day until completed unless otherwise specified by instructor.
6. Students are encouraged to ask fellow students for notes if they are to be absent. Notes may be obtained from the instructor or a TA only with documentation of an excused absence.

COURSE WORK & EVALUATIONS:

A midterm exam and a final exam will be administered during the semester. The final exam is cumulative. All exams and quizzes will be multiple choice.

GRADE BREAKDOWN:

1. Attendance is worth 4 points per instance. There are 27 classes to earn the required 100 points (10%)
2. A total of five quizzes will be given at random throughout the semester, each worth 30 points, for a total of 150 points (15%)
3. Midterm Exam = 250 points (25%)
4. Final Exam = 500 points (50%)

Total: 1,000 points

Extra credit MAY be available, at the instructor's discretion.

GRADING SCALE:

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|----|--------|-------|-------|-------|-------|-------|-------|------|
| | B+ | 89-87 | C+ | 79-77 | D+ | 69-67 | F | ≤ 59 |
| A | 100-93 | B | 86-83 | C | 76-73 | D | 66-63 | |
| A- | 92-90 | B- | 82-80 | C- | 72-70 | D- | 62-60 | |

Students should be aware that the School of Communication is committed to reducing grade inflation in its courses. To that end, a school-wide grading standard has been adopted to ensure that an A is reserved for outstanding performance.

- A and A- grades represent work whose superior quality indicates a full mastery of the subject. An A represents work of extraordinary distinction.

- B+, B, and B- grades represent work of good to very good quality but that does not merit special distinction.
- C+, C, and C- grades designate an adequate command of the course material. These grades are satisfactory for undergraduate students, but unsatisfactory for graduate students.
- D+, D, and D- grades indicate work that shows a deficiency in knowledge of the material. They are unsatisfactory for undergraduate and graduate students.
- F is a failing grade representing work that deserves no credit.

UNIVERSITY POLICIES:

University Attendance Policy:

Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

Academic Honor Policy:

The Florida State University Academic Honor Policy outlines the University's expectations for the integrity of students' academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. Students are responsible for reading the Academic Honor Policy and for living up to their pledge to ". . . be honest and truthful and . . . [to] strive for personal and institutional integrity at Florida State University." (Florida State University Academic Honor Policy, found at <http://fda.fsu.edu/Academics/Academic-Honor-Policy>.)

Americans with Disabilities Act:

Students with disabilities needing academic accommodation should:

1. Register with and provide documentation to the Student Disability Resource Center; and
2. Bring a letter to the instructor indicating the need for accommodation and what type.

Please note that instructors are not allowed to provide classroom accommodation to a student until appropriate verification from the Student Disability Resource Center has been provided.

This syllabus and other class materials are available in alternative format upon request. For more information about services available to FSU students with disabilities, contact the:

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|------------------------------------|---|
| Student Disability Resource Center | (850) 644-9566 (voice) |
| 874 Traditions Way | (850) 644-8504 (TDD) |
| 108 Student Services Building | sdrc@admin.fsu.edu |
| Florida State University | http://www.disabilitycenter.fsu.edu/ |
| Tallahassee, FL 32306-4167 | |

Free Tutoring from FSU:

On-campus tutoring and writing assistance is available for many courses at Florida State University. For more information, visit the Academic Center for Excellence (ACE) Tutoring Services'

comprehensive list of on-campus tutoring options - see <http://ace.fsu.edu/tutoring> or contact tutor@fsu.edu. High-quality tutoring is available by appointment and on a walk-in basis. These services are offered by tutors trained to encourage the highest level of individual academic success while upholding personal academic integrity.

UNEXCUSED ABSENCES and MAKE-UP ASSIGNMENTS:

In case of illness or absence, assignments must be sent to class to arrive on time. Late assignments and make-up work will be allowed for full credit only with documentation of an excused absence. Without an approved excuse, late assignments and make-up work will automatically be docked 10 points and will be docked an additional 5 points per day until completed unless otherwise specified by instructor.

SYLLABUS CHANGE POLICY:

Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change.

COURSE SCHEDULE:

This schedule may be modified during the semester.

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| Week 1 - Monday, 1/9 | Intro & Syllabus |
| Week 1 - Wednesday, 1/11 | Ch. 1 - Defining Public Relations |
| Week 2 - Monday, 1/16 | NO CLASS - Martin Luther King, Jr. Day |
| Week 2 - Wednesday, 1/18 | Ch. 2 - History & Growth of PR |
| Week 3 - Monday, 1/23 | Ch. 3 - Communication |
| Week 3 - Wednesday, 1/25 | Ch. 3 - Communication |
| Week 4 - Monday, 1/30 | Ch. 4 - Public Opinion |
| Week 4 - Wednesday, 2/1 | Ch. 4 - Public Opinion |
| Week 5 - Monday, 2/6 | Ch. 5 - Management |
| Week 5 - Wednesday, 2/8 | Ch. 6 - Ethics |
| Week 6 - Monday, 2/13 | Ch. 7 - The Law |
| Week 6 - Wednesday, 2/15 | NO CLASS |
| Week 7 - Monday, 2/20 | Ch. 8 - Research |

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| Week 7 - Wednesday, 2/22 | Ch. 8 - Research |
| Week 8 - Monday, 2/27 | Ch. 9 - Media |
| Week 8 - Wednesday, 3/1 | Ch. 9 - Media |
| Week 9 - Monday, 3/6 | Midterm Review |
| Week 9 - Wednesday, 3/8 | MIDTERM EXAM |
| Week 10 - 3/13-3/17 | NO CLASS - SPRING BREAK |
| Week 11 - Monday, 3/20 | Ch. 10 - Social Media |
| Week 11 - Wednesday, 3/22 | Ch. 10 - Social Media |
| Week 12 - Monday, 3/27 | Ch. 11 - Employee Relations |
| Week 12 - Wednesday, 3/29 | Ch. 12 - Government Relations |
| Week 13 - Monday, 4/3 | Ch. 13 - Community Relations |
| Week 13 - Wednesday, 4/5 | Ch. 14 - International Consumer Relations |
| Week 14 - Monday, 4/10 | Ch. 15 - PR Writing |
| Week 14 - Wednesday, 4/12 | Ch. 15 - PR Writing |
| Week 15 - Monday, 4/17 | Ch. 16 - Integrated Marketing |
| Week 15 - Wednesday, 4/19 | Ch. 17 - Crisis Management |
| Week 16 - Monday, 4/24 | Ch. 18 - Launching a Career |
| Week 16 - Wednesday, 4/26 | Final Exam Review |
| Week 17 - Friday, 5/5 | FINAL EXAM: 12:30-2:30PM |