

**COMM 4306.001 and COMM 5307.001**  
**Public Relations**  
**MW 2:00pm-3:15pm**  
**ACR 203**

Instructor: Dominique Sanchez

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Office: FAB 202

Office Hours: Monday and Wednesday 9:30-11:30, Tuesday and Thursday 1:30-3:00, or by appointment

**Required Textbook:**

Seitel, F. P. (2014). *The Practice of Public Relations*. New York: Pearson.

**Course Description:**

A study of the principles and practices in the field of public relations with special emphasis on practical case study experiences.

**Course Objectives:**

This course is intended to provide the student with a working knowledge of the theories, techniques, and processes of public relations including means of influencing methods of building good will, analysis of media, obtaining publicity, and implementation of public relations programs.

**Learning Objectives:**

Students who complete this course will be able to:

1. Define public relations and identify instances of public relations in multiple contexts
2. Apply theories and principles of public relations to solve PR challenges
3. Use theory & strategy to choose appropriate and ethical PR tactics
4. Use theory and strategy to create and implement some basic PR techniques

**Program Learning Outcomes:**

This course is designed to meet one or more of the program learning outcomes applied to all Communication majors.

The graduating student will demonstrate:

1. competency for appropriate oral communication in public presentations
2. competency for appropriate use of presentation software – specifically Power Point
3. the ability to analyze arguments including identification of the major elements of the argument, such as claims, warrants, data and backing
4. competency in appropriate discipline specific written communication
5. the ability to apply communication theory to the analysis of communication situations
6. competency in the use of media technology including video, audio, and web technologies
7. general knowledge of communication concepts and terminology

**Course Management:**

This course will be a combination of face-to-face classes and Blackboard web instruction. Starting the week of Monday September 8<sup>th</sup>, the course will meet in the classroom from 2:00-3:15 every Monday, while the Wednesday session will be conducted through material on Blackboard. This course will require reading, discussion boards, and projects. At various times

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the group will act as a PR agency and try to improve “company” relations with another “organization.”

**Academic Honesty:**

Students are expected to do original work for the responses to discussion questions and assignments. All material that is borrowed from other sources – such as internet, friends, publications, etc. must be clearly cited indicating the source of the information. Additionally, direct quotes must be indicated by the use of quotation marks.

The Sul Ross Student Handbook states:

The University expects all students to engage in all academic pursuits in a manner that is beyond reproach and to maintain complete honesty and integrity in the academic experiences both in and out of their classroom. The University may initiate disciplinary proceedings against a student accused of any form of academic dishonesty, including but not limited to, cheating on an examination or other academic work, plagiarism, collusion, and the abuse of resource materials (p.41).

Additionally, the handbook offers the following definitions:

8. "Plagiarism" means the appropriation and the unacknowledged incorporation of another's work or idea in one's own written work offered for credit.
9. "Collusion" means the unauthorized collaboration with another person in preparing written work offered for credit.
10. "Abuse of resource materials" means the mutilation, destruction, concealment, theft or alteration of materials provided to assist students in the mastery of course materials.
11. "Academic work" means the preparation of an essay, dissertation, thesis, report, problem, assignment, or other project that the student submits as a course requirement or for a grade.

Any assignments that do not comply with this policy will receive a zero for the assignments.

**ADA Needs:**

Sul Ross State University is committed to equal access in compliance with the Americans With Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact the Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-171, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8203.

**Attendance:**

You are expected to attend every class, and are therefore responsible for everything that occurs in each class. You are responsible for knowing all announcements, lecture material, assignments, and class schedule modification that include required reading for subsequent classes. If you must be absent, it is your responsibility to obtain the necessary information. Attendance is essential for your success in this class and excessive absences will reflect in a grade deduction. Attendance will be recorded during each class session. If you miss a class for any reason (school-related, family emergency, illness, etc.) documentation must be provided. If you know you are going to miss a class, notify me ahead of time. Excessive absences may result in being dropped from the course with a grade of “F” per Sul Ross State University policy.

**Grading:**

In this course you will be graded on discussion boards, participation in class, in class exercises, homework assignments, and theatre of the Big Bend's 50<sup>th</sup> anniversary assignments.

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*Case Study Discussion Boards*

Each chapter in your text, *The Practice of Public Relations*, contains a case study. Each week through October you will be required to read two case studies and respond to questions about the case studies. You will write your initial response to questions by Thursday at 11:59pm each week, and respond to two peers by Saturday at 11:59pm each week. Your responses must be thorough, utilizing good grammar, complete sentences and full paragraphs. If you use a reference to help with your answer, you must correctly cite the work you use, using in text citations and the full reference listed at the end of your discussion board.

August 25 – Week 1

Introduction and Public Relations Discussion  
Chapters 1 and 2 Case Study Discussion Boards

September 1 – Week 2

Chapter 1 and 2 Discussion  
Chapters 1 and 2 Case Study Discussion Boards

September 8 – Week 3

Chapter 3 and 4 Discussion  
Chapters 3 and 4 Case Study Discussion Boards

September 15 – Week 4

Chapter 5 and 6 Discussion  
Chapters 5 and 6 Case Study Discussion Boards

September 22 – Week 5

Chapter 7 and 8 Discussion  
Chapters 7 and 8 Case Study Discussion Boards

September 29 – Week 6

Chapter 9 and 10 Discussion  
Chapters 9 and 10 Case Study Discussion Boards

October 6 – Week 7

Chapter 11 and 12 Discussion  
Chapters 11 and 12 Case Study Discussion Boards

October 13 – Week 8

Chapter 13 and 14 Discussion  
Chapters 13 and 14 Case Study Discussion Boards

October 20 – Week 9

Chapter 15 and 16 Discussion  
Chapters 15 and 16 Case Study Discussion Boards

October 27 – Week 10

Chapter 17 and 18 Discussion  
Chapter 17 and 18 Case Study Discussion Boards

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November 3 – Week 11  
In Class Exercise and Project

November 10 – Week 12  
In Class Exercise and Project

November 17 – Week 13  
In Class Exercise and Project

November 24 – Week 14  
Review and Workday

December 1 – Week 15  
In Class Exercise and Project

December 12 – Finals Week  
Presentations

## Fall 2014 – Final Exam Schedule

*Final examinations in Laboratory and Physical Education activity courses will be given during the last class period of the semester.  
For times not listed, consult with your instructor.*

For Classes Meeting on:	Exam Date and Time will be:
<b>Monday/Wednesday/Friday</b>	<b>Monday, December 8</b>
8 a.m.	8 a.m.
10 a.m.	10:15 a.m.
1 p.m.	12:30 p.m.
3 p.m., 3:30 p.m.	3 p.m.
Monday Night Classes	6 p.m.
<b>Tuesday/Thursday</b>	<b>Tuesday, December 9</b>
9:30 a.m.	8 a.m.
11 a.m.	10:15 a.m.
2 p.m.	12:30 p.m.
3:30 p.m., 4 p.m.	3 p.m.
Tuesday Night Classes	6 p.m.
<b>Monday/Wednesday/Friday</b>	<b>Wednesday, December 10</b>
9 a.m.	8 a.m.
11 a.m.	10:15 a.m.
12 p.m.	12:30 p.m.
2 p.m.	3 p.m.
Wednesday Night Classes	6 p.m.
<b>Tuesday/Thursday</b>	<b>Thursday, December 11</b>
8 a.m.	8 a.m.
12:30 p.m.	10:15 a.m.
1 p.m.	12:30 p.m.
Thursday Night Classes	6 p.m.