

Sul Ross State University  
**COMM 3320.001 – Principles of Public Relations**

Semester: Fall 2016  
Days: MWF  
Time: 10:00-10:50  
Location: BAB 304

Instructor: Dominique Vargas  
Office: BAB 319  
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Office hours: Mon. & Wed. 9:00-10:00am  
Walk-ins or by appointment welcome

### **Course Description**

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

### **Course Objectives**

This course is intended to provide a working knowledge of the theories, techniques and processes of public relations.

By the end of this class, students will

- Define public relations and identify instances of public relations in multiple contexts.
- Apply theories and principles of public relations to solve public relations challenges.
- Use theory and strategies to choose appropriate and ethical public relations tactics.
- Use theory and strategy to create and implement basic public relations techniques.

### **Student Learning Outcomes (Communication BA)**

1. Demonstrates the ability to competently deliver public presentations, including the use of presentation technology such as presentation software, video, and audio.
2. The ability to analyze communication content for argument, including identification of major elements, such as claims, warrants, data, etc.
3. Demonstrates the ability to complete appropriate discipline specific writing assignments.
4. The ability to apply communication theory to the analysis of communication situations appropriate to each degree specialization.
5. Demonstrate competent use of media technology including video, audio, and internet-based technology.

### **Textbook**

Wilcox, D., Cameron, G., & Reber, B. (2014). *Public relations: Strategies and tactics*, 11<sup>th</sup> edition. Pearson Publishing: Boston. ISBN-13: 978-0205960644

## **Class Attendance and Expectations**

Attendance is required.

You are expected to attend class every Monday and Wednesday throughout the Fall 2016 semester. Friday there will be quizzes and exercises on Blackboard to complete.

If you must miss a class for a school-related activity, the absence must be discussed, and arrangements made regarding coursework, prior to the absence. If you must miss a class for an emergency or illness, please contact me by email or phone as soon as possible. Excessive absences may result in you being dropped from the course with a grade of "W" or "F" as per Sul Ross State University policy.

While I strongly encourage you to exchange cell phone numbers within your group to stay in contact outside of class, cell phones should not be used in the classroom. Please turn off your cell phone completely when you enter the classroom, that way you won't be tempted to accept a call or respond to a text message during class. If your phone disturbs the class, by ringing or by distracting from your participation in class discussions, or in any other manner, your phone will be taken up for the remainder of the class session, unless you'd rather leave the class and receive a zero for participation for the day. If you are experiencing some kind of emergency that requires you to have your phone, please notify your instructor before the start of class.

When it comes to public relations deadlines can damage credibility and potentially lead to termination of positions or relationships. Deadlines will be treated seriously in this course. All assignments are due on their due date at the start of class, unless otherwise designated. **ANY LATE ASSIGNMENT WILL NOT BE ACCEPTED AND WILL BE GIVEN A GRADE OF ZERO**, unless previously discussed or arranged, exceptions will require discussion.

Plagiarizing, cheating, or any other dishonest behavior in the classroom will not be tolerated. Rules and regulations regarding plagiarism, dishonesty, and other issues concerning classroom participation can be found in the University Rules and Regulations and Student Handbook. This course will abide by these established policies. A student found to be engaging in these activities will be penalized to the full extent of Sul Ross State University policy.

***Note: your final exam is on Friday, December 2 at 10:15am, we will meet on this Friday, no exceptions.***

## **ADA**

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 Mary Schwartz, M.Ed., L.P.C., Accessibility Services Coordinator, Ferguson Hall, Room 112. The mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8203. Email: [mschwartz@sulross.edu](mailto:mschwartz@sulross.edu).

## Grades

This semester you will be able to obtain up to 1000 points, based on the allocations below. All assignments and grade distribution are subject to change as the semester continues, at the instructor's discretion.

Participation	200
Quizzes	100 (average from all quizzes)
Scavenger Hunt	50
Academic Journal Exercises	300 (75 points each)
Discussion Leader Assignments	200 (outline, presentation, discussion)
Promote Yourself	50
Final Exam	100
Total Semester Points Available	1000

900-1000 = A

800-899 = B

700-799 = C

600-699 = D

0-599 = F

### Assignment Format

All written work must be proficiently written and grammatically correct. Act as if you are submitting to your boss or client at all times. Students will be expected to utilize the Writing Center and/or Smarthinking as needed. Unless otherwise specified, all written assignments must be typed with a 12-point Arial or Times New Roman font, double spaced and framed by one-inch margins.

### Assignment Descriptions

#### **Participation**

Attendance, in class participation/assignments and in the news.

#### **In the News**

A good public relations professional is always in the know. It's important to stay up to date with newspapers, magazines, blogs, trade publications. In this class you are required to read, watch the news, know what's going on in the world. I want you to think about what you are reading and watching. Then I want you to tell us about it on a weekly basis. All news shared should be relevant to the field of public relations.

Think about the stories surrounding the release of *Sex and the City: The Movie*. Don't think product placement, think publicity. Sara Jessica Parker borrowed a Verdura chain-link gold bracelet to wear in the movie. Verdura, a high end jeweler with a Fifth Avenue salon, wanted to publicize the

wearing of the bracelet (SJP's 3rd party endorsement -- she's wearing it early in the movie when she apartment 'shops' with Big) through publicity. Next thing you know, the New York Times is doing a wrap-up story about S&TC product knock-offs.

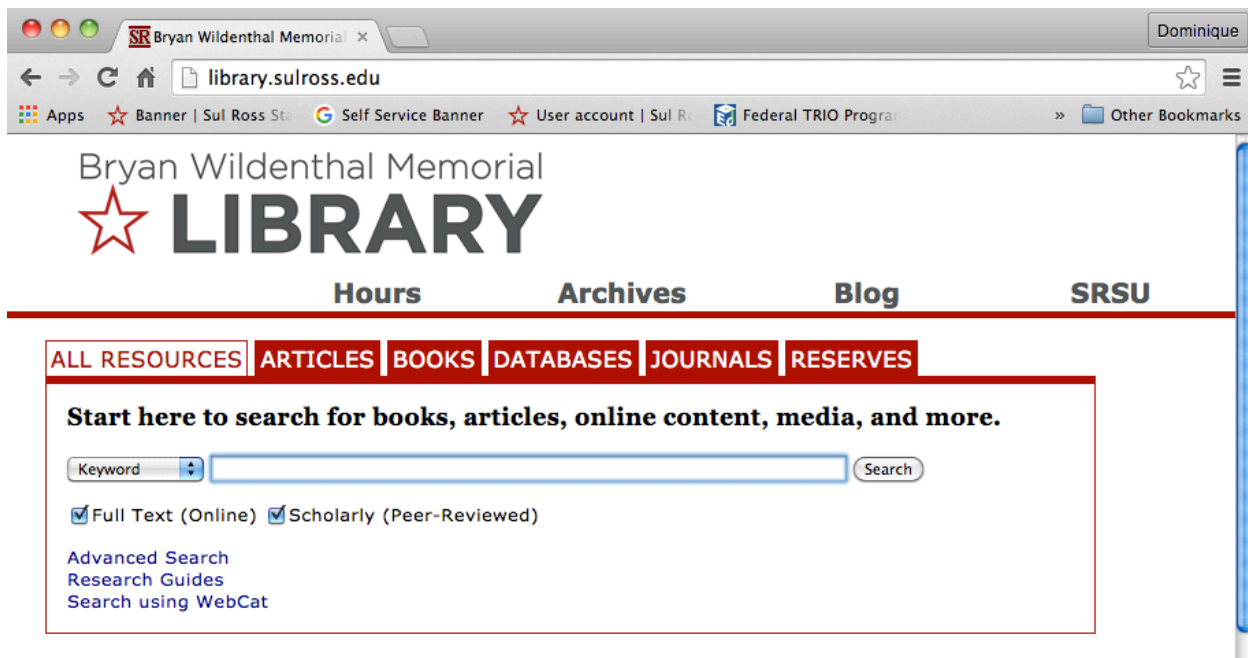
[https://steinhardt.nyu.edu/scmsAdmin/media/users/sr99/ug\\_syl/E59.1755\\_PR\\_Principles\\_and\\_Practices.pdf](https://steinhardt.nyu.edu/scmsAdmin/media/users/sr99/ug_syl/E59.1755_PR_Principles_and_Practices.pdf)

## Quizzes

Chapter quizzes will be available on Blackboard every Friday of the semester, as loud out in the daily schedule.

## Academic Journal Discussions

Four academic journal discussions are required. You will look for Public Relations, course relevant, scholarly peer reviewed journals in full text format at the Sul Ross library website. You will select entries from the year 2000 through today to read, review, and discuss on Blackboard. You should utilize theories and practices discussed in your text when submitting your discussions. Your discussion board response should be at least two pages in length; 12-point Arial or Times New Roman font, double-spaced and framed by one-inch margins. You should type your response in word and then copy and paste it in the given discussion board space. Each response should include in-text citations (if applicable) and a reference citation that includes a link to your article.



The screenshot shows a web browser window with the URL [library.sulross.edu](http://library.sulross.edu). The page features the library's logo, which includes a red star and the text "Bryan Wildenthal Memorial LIBRARY". Navigation links for "Hours", "Archives", "Blog", and "SRSU" are visible. A red navigation bar contains links for "ALL RESOURCES", "ARTICLES", "BOOKS", "DATABASES", "JOURNALS", and "RESERVES". Below this is a search box with the text "Start here to search for books, articles, online content, media, and more." The search box includes a "Keyword" input field, a "Search" button, and two checked checkboxes: "Full Text (Online)" and "Scholarly (Peer-Reviewed)". Additional links for "Advanced Search", "Research Guides", and "Search using WebCat" are also present.

## Academic Journal Peer Responses

Following each due date for academic journal discussions, you will have a week (exception of the Thanksgiving holiday) to respond to at least two peer's discussions. Your responses must be at least one full paragraph in length (minimum 5 complete sentences), that are 12-point Arial or Times New Roman font, double-spaced.

## **Class Discussion Leader Assignments**

Class discussion leader assignments will focus on the topics covered from the course textbook. Each student will complete a discussion leader assignment. You will be asked to:

- Study and do research on specific topics chosen by the instructor.
- Provide a detailed outline on what you have learned during your study and research on the assigned topics.
- Present and share your knowledge and thoughts on your assigned topics in class.
- Lead class discussion on these topics during your presentation.

Each student will be required to print out and submit a hard copy of the topic outline for their classmates and their instructor. The outlines are due by the start of the class period on the date of the topic discussion. Please keep the length of your topic outline to less than two pages. Please remember the quality of your topic outlines, presentations, plus the degree of your engagement in class discussion will affect your grades. Discussion leaders are strongly encouraged to use visual aids such as PowerPoint, Prezi, etc. to facilitate their presentations and class discussions. Each discussion leader's presentation should be (including class discussion time) about 30 minutes, unless otherwise specified. Be professional and creative!

## **Promote Yourself**

Prepare and present a press release about yourself, you're your own public relations professional.

## **Final Exam**

The final exam will be a comprehensive exam made up of multiple-choice and true/false questions.

## **Fall 2016 Daily Schedule**

*Subject to change at any point throughout the duration of the semester*

Monday, August 22

First Day of Class

Introductions, Syllabus Discussion, Review of Course

Homework: What is Public Relations?

Wednesday, August 24

What is Public Relations?

Friday, August 26 – BLACKBOARD

Chapter 1 Quiz

Monday, August 29

Chapter 2 Discussion

Partner Up

Wednesday, August 31

Partner Scavenger Hunt Work Day

Friday, September 2 – BLACKBOARD

Chapter 2 Quiz

Monday, September 5

No Class – Labor Day Holiday

Wednesday, September 7

Scavenger Hunt Due – will discuss

Chapter 3 Discussion

Friday, September 9 – BLACKBOARD

Chapter 3 Quiz

Academic Journal Discussion 1

Monday, September 12

Chapter 4 Discussion

Wednesday, September 14

Chapter 5 Discussion

Friday, September 16 – BLACKBOARD

Chapter 4 & Chapter 5 Quizzes

Academic Journal Peer Responses 1

Monday, September 19  
Chapter 6 Discussion

Wednesday, September 21  
Chapter 7 Discussion

Friday, September 23 – BLACKBOARD  
Chapter 6 & Chapter 7 Quizzes

Monday, September 26  
Chapter 8 Discussion

Wednesday, September 28  
Chapter 9 Discussion

Friday, September 30 – BLACKBOARD  
Chapter 8 & Chapter 9 Quizzes  
Academic Journal Discussion 2

Monday, October 3  
Chapter 10 Discussion

Wednesday, October 5  
Chapter 11 Discussion

Friday, October 7 – BLACKBOARD  
Chapter 10 & Chapter 11 Quizzes  
Academic Journal Peer Responses 2

Monday, October 10  
Chapter 12 Discussion

Wednesday, October 12  
Chapter 13 Discussion

Friday, October 14 – BLACKBOARD  
Chapter 12 & Chapter 13 Quizzes

Monday, October 17  
Chapter 13 Discussion Continued

Wednesday, October 19  
Chapter 14 Discussion

Friday, October 21 – BLACKBOARD  
Chapter 14 Quiz

Monday, October 24  
Chapter 14 Continued

Wednesday, October 26  
Chapter 15 Discussion

Friday, October 28 – BLACKBOARD  
Chapter 15 Quiz  
Academic Journal Discussion 3

Monday, October 31  
Chapter 15 Continued

Wednesday, November 2  
Chapter 16 Discussion

Friday, November 4 – BLACKBOARD  
Chapter 16 Quiz  
Academic Journal Peer Responses 3

Monday, November 7  
Chapter 17 Discussion

Wednesday, November 9  
Class Leader Discussions

Friday, November 11 – BLACKBOARD  
Chapter 17 Quiz

Monday, November 14  
Class Leader Discussions

Wednesday, November 16  
Class Leader Discussions

Friday, November 18 – BLACKBOARD  
Academic Journal Discussion 4

Monday, November 21  
BLACKBOARD  
Academic Journal Peer Responses 4

Wednesday, November 23 through Friday, November 25  
No Classes – THANKSGIVING HOLIDAY



Monday, November 28  
Promote Yourself

Wednesday, November 30  
Last Class Day  
Final Review and Discussion

Friday, December 2  
**10:15 FINAL EXAM**

### Semester Dates to Know

Wednesday, September 7 – 12<sup>th</sup> class day, last day to drop a course w/o creating an academic record

Monday, October 17 – Mid Semester

Wednesday, November 23 – Friday, November 25 – Thanksgiving Holiday

Wednesday, November 30 – Last Day of Class Before Finals

Thursday, December 1 – Dead Day

Friday, December 2, Monday, December 5 through Wednesday, December 7 – Final Exams

Friday, December 9 – Graduation

### Fall 2016 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>Friday, December 2</b>
8 a.m.	8 a.m. - 10 a.m.
<u><b>10 a.m.</b></u>	<u><b>10:15 a.m. - 12:15 p.m.</b></u>
1 p.m.	12:30 p.m. - 2:30 p.m.
3 p.m.	3 p.m. - 5 p.m.
Monday Night Classes	6 p.m. - 8 p.m.
<b>Tuesday/Thursday</b>	<b>Monday, December 5</b>
9:30 a.m.	8 a.m. - 10 a.m.
11 a.m.	10:15 a.m. - 12:15 p.m.
2 p.m.	12:30 p.m. - 2:30 p.m.
3:30 p.m., 4 p.m.	3 p.m. - 5 p.m.
Tuesday Night Classes	6 p.m. - 8 p.m.
<b>Monday/Wednesday/Friday</b>	<b>Tuesday, December 6</b>
9 a.m.	8 a.m. - 10 a.m.
11 a.m.	10:15 a.m. - 12:15 p.m.
12 p.m.	12:30 p.m. - 2:30 p.m.
2 p.m.	3 p.m. - 5 p.m.
Wednesday Night Classes	6 p.m. - 8 p.m.
<b>Tuesday/Thursday</b>	<b>Wednesday, December 7</b>
8 a.m.	8 a.m. - 10 a.m.
12:30 p.m.	10:15 a.m. - 12:15 p.m.
1 p.m.	12:30 p.m. - 2:30 p.m.