

THE UNIVERSITY OF TEXAS AT EL PASO
DEPARTMENT OF COMMUNICATION
COMM3320: WRITING FOR PUBLIC RELATIONS
FALL 2018
CRN: 16332

Instructor: MBA/MA Eli Garcia
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Office: Cotton 204
Office hours: MW 12:00-1:20 PM
TR 3:30-4:30 PM

Class meeting times:
Tuesdays 6:00 -8:50 PM
Location: Cotton 104

Course Description:

This course focuses on understanding and practicing the writing techniques utilized in diverse public relations media. Emphasis will be given to audience analysis, news releases, media kits, as well as other relevant written promotional materials/formats.

Course Learning Objectives:

- Learn the diverse writing techniques used in a variety of public relations media
- Understand the diverse steps involved in the public relations writing process
- Write in a concise, factual, organized and persuasive manner
- Understand the strategic role public relations writing practices represent for all type of organizations
- Develop critical thinking, teamwork and strategic planning skills, as these are an integral part of the corporate communication/public relations field

Course Methodology:

- The course consists of a combination of lectures, discussions, individual/group projects and presentations
- Students will participate in diverse class projects that will demand the practical application of the theoretical concepts discussed in class
- Throughout the semester students will be required to demonstrate the skills and knowledge learned through the entire course by developing and presenting diverse public relations writing samples (news releases, media kits, etc.)

Learning Outcome:

- Competence in writing for different public relations media

Outcome Assessment/Grading:

- Students will demonstrate their skills and knowledge by successfully fulfilling the assignments required to pass this course.

Materials and bibliography:

Required textbook:

- Public Relations Writing and Media Techniques. 7th edition or later
Author: Dennis L. Wilcox, Bryan H. Reber
- The Associated Press Stylebook, any edition 2015 or later

Grading:

All turned-in assignments must be hard copy. No e-mails accepted.

-Your final class grade will be the **average** of your scores in the following six categories.

<u>Assignment</u>	<u>Possible Points</u>
• Class participation (individual)	100 points
• Test # 1 (individual)	100 points
• Assignment #1 News Release (individual)	100 points
• Assignment #2 PR Profession Assignment (individual/group)	100 points
• Assignment #3 Media Kits (team project)	100 points
• Assignment #4 PR Program Outline (team project)	100 points

Final Grade = Sum of scores (points earned for each assignment) divided by 6.

Each writing assignment, including the final, will be graded on a 1-100 scale based on the following criteria

• Accuracy	20
• Content	20
• Organization	20
• Application of writing style and concepts, AP Style	20
• <u>Grammar, spelling</u>	<u>20</u>
Total possible points p/assignment	100

Grading Scale

90 -100points = A

80 - 89points = B

70 - 79 points = C

60 - 69 points = D

59 or below = F

Class participation

Participation will also be scored from 1 to 100.

At beginning of the semester all students have the total maximum points for this section (100 points).

However, **I will deduct ten points from your class participation score for each unjustified absence.**

Your responsibilities for the course:

- All written assignments must be **hard copy** (no e-mails accepted) and handed in **on time** double-spaced and have adequate margins for reviewer comments (about an inch). Use 12-point type, Times New Roman or Courier font.
- Deadlines for all assignments will be strictly enforced. I won't accept assignments after deadline. Missing a deadline is equivalent of not doing the assignment.
- Students are expected to attend each and every class and to be punctual.
- Show respect. The use of cell phones and text messages won't be allowed during class time. Please turn cell phones to silent mode before entering the classroom. Be courteous to classmates by paying attention to presentations and by being open-minded in regard to the opinions and ideas of others

Academic Misconduct

The University of Texas El Paso prides itself on its standards of academic excellence and students are expected to uphold the highest standards of academic integrity. Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, submitting work for credit that is attributable in whole or in part to another person, taking an examination for another person, and any act that gives or attempts to give unfair advantage.

Cass Policy

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu. Or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass. CASS' Staff are the only individuals who can validate and if need be, authorize accommodations for students with disabilities

Calendar

The instructor reserves the right to make necessary changes in the schedule/calendar/assignments depending on the needs of the class.

Class Meeting	Topic-Activity	Reading
8/28	<ul style="list-style-type: none">• Introduction to the Course• Student presentations• Introduction to PR	
9/4	<ul style="list-style-type: none">• Introduction to PR continuation• Getting Organized for Writing• Becoming a persuasive writer	Ch.1 Ch.2
9/11	<ul style="list-style-type: none">• Finding and Making News• Working with Journalists and bloggers	Ch.3 Ch.4
9/18	<ul style="list-style-type: none">• Exam 1 (Chapters 1-4)• Writing the News release	Ch.5
9/25	<ul style="list-style-type: none">• Headlines, leads, inverted Pyramid)• Workshop: Writing the news release continuation and practice• News Release Proposal due	In class notes and lecture
10/2	<ul style="list-style-type: none">• Writing the news release workshop• PR profession assignment proposal due	
10/9	<ul style="list-style-type: none">• Assignment 1 News Release Due	Ch.6 In class notes and lecture

	<ul style="list-style-type: none"> Media Kits 	
10/16	Media Kits continuation Media Kits Proposal Due	Ch.8
10/23	Workshop: Media Kits/ The PR profession	
10/30	Assignment #2 due: The PR profession Presentations: The PR profession	
11/6	Workshop: Media Kits	
11/13	Media Kits due Media Kits Presentations	
11/20	PR Campaign Outline Explanation	Ch. 18 In class notes and lecture
11/27	Workshop: PR campaign Outline Practice	Ch.15
12/4	Assignment #4 Campaign Outline and Presentations	