

# COMM 3320

## July 2016

### Tentative Schedule

Subject to Change depending on class needs

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5 Introduction to the Course Student Introductions Introduction to PR	6 Introduction to PR Getting Organized for writing Ch.1	7 Becoming a Persuasive writer Ch. 2 Finding and making news Ch. 3	8	9
10 Finding and making news Ch. 3 Working with Journalists Ch. 4	11	12 Exam 1 (Chapters 1-4) Writing a news release Ch.5	13 Writing news release continuation & practice	14 Exercises writing leads, headlines, inverted pyramid.	15	16
17 Media kits Assignment #1 due: News release	18	19 Cont. Media Kits	20 Publicity Photos and Graphics Ch. 8	21 Video news releases Ch.9 Digital Media Ch. 12	22	23
24 PR campaign outline Ch. 18 Assignment #2 due: Media Kit	25	26 PR campaign outline continuation Organizing meetings and events Ch. 18	27 PR campaign outline practice	28 Assignment #3 due: PR Campaign Outline and presentations	29	30
31						

