

**The University of Texas at El Paso**  
**Department of Communication**  
**COMM 3321: Public Relations**  
**Fall 2020**  
**CRN 11127**

**Associate Professor of Practice: Eli Garcia**

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**Virtual office hours: by appointment**

**Course Description:**

This course explores the different concepts and techniques used in public relations. The content is designed with the objective of developing a comprehensive understanding of the different principles and methods utilized in developing strategic public relations practices to achieve business/organizational goals.

**Online Course Format:**

**Our class will follow an asynchronous online format (no class meetings).**

We will use the blackboard learning platform.

- The content for the course will be divided in **weekly modules.**

For each week:

- You will be assigned to read textbook chapters
- Based on the textbook readings you will answer weekly discussion questions and respond to 2 classmates
- You will answer bi-weekly mini quizzes
- There will be a campaign outline and final reflection paper (check calendar for more information)

**Materials and bibliography:**

**Textbook**

Dennis L. Wilcox, Glen T. Cameron, Public Relations: Strategies and Tactics. 11<sup>th</sup> edition, Allyn & Bacon publishers

**Grading:**

**We will use a 1000-point scale.**

A= 1000-900 points  
B= 899-800 points  
C= 799-700 points  
D= 600-699 points  
F= 599 points and below

The points will be distributed in the following manner:

• 14 weekly discussion posts (@ 30 points each)	420 points
• 7 bi-weekly quizzes (@50 points each)	350 points
• 1 Campaign Outline Assignment	100 points
• 1 Final Reflection Paper	130 Points

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<b>Total possible points</b>	<b>1000 points</b>
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You will check your score for each assignment in the grading center in blackboard.

## Expectations and Policies

### What to Expect from the Instructor?

The best way to communicate with your instructor is via email. Always include in the subject of your email “**COMM 3321**” When sending an email and your name. All emails will be answered within 48 hrs. Graded assignments will be posted a week after the submission date.

### Participation

Your active participation extremely important! There will be an opportunity to discuss and interact with classmates through *discussion questions/postings*, which will be graded. Please refer to the “Grading” section for discussion questions and assignments’ points and value.

### Academic Dishonesty Statement

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion.

- *Cheating* may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports.
- *Plagiarism* occurs when someone intentionally or knowingly represents another person’s words or ideas as his or her own.
- *Collusion* involves unauthorized collaboration with another person or group to commit any academically dishonest act.

Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. Violations will be taken seriously and will be referred to the Office of Student Conduct and Conflict Resolution for possible disciplinary action. Students may be suspended or expelled from UTEP for such actions. You can find more information in the UTEP *Handbook of Operating Procedures*, under the heading “[Alleged Student Scholastic Dishonesty](#),” and in the [Regents’ Rules and Regulations](#).

### Late Policy

Deadlines for all quizzes, discussion questions and written assignments will be strictly enforced. No quizzes, discussion questions or written assignments will be accepted after deadline. Missing a deadline is equivalent of not doing the assignment. PR professionals must meet strict deadlines. Students are expected to do the same.

### Library Information

Access the UTEP Library by visiting <http://libraryweb.utep.edu/>.

### **Responsible, Ethical and Effective Electronic Communication**

It is important to share a word of caution so we can become wiser about interpersonal distance learning communications. In an online environment, many of the feelings or impressions that are transmitted via body language in face-to-face communications are lost. Consequently, interpreting emotions and innuendos can be difficult. Only what is written, or drawn, carries the message. Often, excitement can be misinterpreted as anger or insult. We all need to keep this in mind as we communicate.

Words in print may seem harmless, but they can injure us emotionally when working at a distance. Hence, we must be conscious of how we communicate while working at a distance and use good *netiquette*, that is, **online communication etiquette**. For example, your classmates may not know who is posting a comment, so clearly identify yourself when posting to a discussion board. Furthermore, avoid using all capital letters in electronic communication, as all caps come across as shouting.

The standard netiquette for participation in networked discussion requires that all comments focus on the topic at hand, without becoming personalized, and be substantive in nature. **In other words, you certainly may disagree with others, but you must do so respectfully.** You may express strong beliefs or emotions, but you may not get so carried away that you lose all perspective on the course itself.

You can find more information on netiquette, the etiquette of Internet communication, at [www.albion.com/netiquette](http://www.albion.com/netiquette).

### **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](mailto: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](http://www.sa.utep.edu/cass). CASS' Staff are the only individuals who can validate and if need be, authorize accommodations for students with disabilities

**Have a great Learning Experience!**

# COMM 3321 Calendar

## Week 1 (Aug 24- Aug 30)

Activity	Description	Due Date	Points
<b>Readings</b>	<p><b>Required Readings</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Chapter 1</a> “What is Public Relations”</li> </ul> <p>In addition to reading Chapters 1 please watch the following videos:</p> <ul style="list-style-type: none"> <li>• "What is Public Relations" <a href="https://www.youtube.com/watch?v=7ptiYPcIeM8">https://www.youtube.com/watch?v=7ptiYPcIeM8</a></li> </ul> <p>Source: McNaughton, M. (2014, Jun1) <i>What is Public Relations?</i>(Video) YouTube. <a href="https://www.youtube.com/watch?v=7ptiYPcIeM8">https://www.youtube.com/watch?v=7ptiYPcIeM8</a></p> <p>What PR Pros Do:</p> <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=_Amu3sHkpnw">https://www.youtube.com/watch?v=_Amu3sHkpnw</a></li> </ul> <p>Skills to succeed</p> <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=GReTADrnZGQ">https://www.youtube.com/watch?v=GReTADrnZGQ</a> Source: Public Relations Society of America (PRSA )</li> </ul>	<p>Wednesday <b>August 26th,</b> by 11:00 PM Mountain Time</p>	0
<b>Week 1 Discussion 1</b>	<p style="text-align: center;">Introduce yourself to your classmates and instructor. Talk about your current work, your professional experience, and the expectations you have for this course. In addition, why do you feel PR is important to organizations?</p>	<p>Initial post to the Discussion due by <b>Thursday August 27th, 11:00 PM</b> Mountain Time</p> <p>Two replies to your peers due by <b>Saturday August 29th,</b> 11:00 PM Mountain Time</p>	0
<b>Week 1 Discussion 2</b>	<p>Now that you have explored and analyzed diverse Public Relations definitions, have analyzed how PR is different from Advertising, please create your own personal definition of public relations and share it with the class</p> <ul style="list-style-type: none"> <li>• Why do you feel your personal definition provides a solid general perspective of what the PR profession entails?</li> <li>• How do you think your personal definition addresses the current trends and challenges associated with the profession?</li> <li>• How is PR different from Advertising?</li> <li>• Please read and provide feedback to 2 classmates’ postings</li> </ul>	<p>Initial post to the Discussion due by <b>Friday August 28th,</b> 11:00 PM Mountain Time</p> <p>Two replies to your peers due by <b>Sunday August 30th,</b> 11:00 PM Mountain Time</p>	30

# COMM 3321 Calendar

## Week 2 (Aug 31st- Sep 6<sup>th</sup>)

Activity	Description	Due Date	Points
Readings	<p><b>Required Readings</b></p> <ul style="list-style-type: none"> <li>• <u>Chapter 2</u>: “The Evolution of Public Relations”</li> <li>• Visit the timeline of Public Relations available on <i>The Museum of Public Relations</i> Website: <a href="https://www.prmuseum.org/pr-timeline">https://www.prmuseum.org/pr-timeline</a> for an interesting look on how the practice of PR has evolved throughout the centuries!</li> </ul>	<p>Wednesday Sep 2nd, by 11:00 PM Mountain Time</p>	0
Week 2 Discussion	<p>Now that you have explored the history of Public Relations please answer the following questions:</p> <ul style="list-style-type: none"> <li>• How has studying the history of PR influenced your perception on the relevance of Public Relations to organizations and society?</li> <li>• What specific period or character captured your attention and why?</li> <li>• Please read and provide feedback to 2 classmates’ postings</li> </ul>	<p>Initial post to the discussion due by <b>Thursday September 3rd</b>, 11:00 PM Mountain Time</p> <p>Two replies to your peers due by <b>Sunday Sep 6th</b>, 11:00 PM Mountain Time</p>	30
Quiz 1	<p>Please answer questions for quiz #1 (Based on Ch. 1 &amp; CH 2 from textbook) <b>Deadline: Sunday Sep 6th by 11:00 PM MST</b></p>		50

# COMM 3321 Calendar

## Week 3 (Sept 7<sup>th</sup>-13<sup>th</sup>)

Activity	Description	Due Date	Points
<p style="text-align: center;"><b>Readings</b></p>	<p><b>Required Readings</b></p> <ul style="list-style-type: none"> <li>• <u>Chapter 3</u>: “Ethics and Professionalism”</li> </ul> <p>In addition to reading Chapter 3, visit the following websites to learn more about their roles in the profession and analyze their code of ethics/principles:</p> <ul style="list-style-type: none"> <li>• <b>Public Relations Society of America</b> - PRSA <a href="http://www.prsa.org/resource-library/ethics/code-of-ethics/">http://www.prsa.org/resource-library/ethics/code-of-ethics/</a></li> <li>• <b>Arthur W. Page Society</b> <a href="http://www.awpagesociety.com/site/the-page-principles">http://www.awpagesociety.com/site/the-page-principles</a></li> </ul> <p><b>Additional Resources</b></p> <p>In preparation for each weekly case study, you are encouraged to explore the web and the UTEP Library, including NBC Learn, Films on Demand, and other media resources.</p>	<p style="text-align: center;"><b>Wednesday September 9th</b>, by 11:00 PM Mountain Time</p>	0
<p style="text-align: center;"><b>Week 3 Discussion</b></p>	<p>Please read “<b>Case Activity: The Ethical Dilemmas in the Workplace</b>” at the <b>bottom of page 93 (Chapter 3) of your textbook.</b></p> <p>Using all information in the readings for this week (including the PRSA and Arthur W. Page code of ethics/ principles) analyze all 3 “Ethical Dilemmas in the Workplace” situations and answer the following questions:</p> <ul style="list-style-type: none"> <li>• What is the main ethical issue in each situation?</li> <li>• How would you approach each ethical situation?</li> <li>• What professional recommendations would you make to avoid the reoccurrence of any potential ethical dilemmas in each situation?</li> <li>• Please read and provide feedback to two classmates’ postings</li> </ul>	<p>Initial post to the Discussion due by <b>Thursday September 10th</b>, 11:00 PM Mountain Time</p> <p>Two replies to your peers due by <b>Sunday September 13th 11:00 PM</b> Mountain Time</p>	30

## COMM 3321 Calendar

### Week 4 (Sep 14<sup>th</sup> - Sep 20<sup>th</sup>)

Activity	Description	Due Date	Points
Readings	<p><b>Required Readings</b></p> <ul style="list-style-type: none"> <li>• <u>Chapter 4: 'Public Relations Departments and Firms'</u></li> </ul>	<p><b>Wednesday September 16th,</b> by 11:00 PM Mountain Time</p>	0
Week 4 Discussion	<p>Please read “<b>Case Activity: Planning a Career in Public Relations</b>” at the top of page 122 (Chapter 4) if your textbook.</p> <p>Using all information in the readings for this week (differences between working for a PR department inside a corporation vs. for a PR firm) answer the following questions:</p> <ul style="list-style-type: none"> <li>• Would you prefer: to work for a corporation (pizza chain as mentioned in the textbook case activity example) or a PR firm (with the characteristics mentioned in the case activity example)?</li> <li>• Provide a rationale for your answer I the previous questions?</li> <li>• What are the 3 main differences between working in a corporate communication(PR) department for a corporation vs a PR firm</li> <li>• Please read and provide feedback to two classmates’ postings</li> </ul>	<p>Initial post to the Discussion due by <b>Thursday September 17th, 11:00 PM</b> Mountain Time</p> <p>Two replies to your peers due by <b>Sunday September 20<sup>th</sup>, 11:00 PM</b> Mountain Time</p>	30
<p><b>Quiz 2: Please answer questions for quiz 2 (Based on Ch.3 &amp; Ch.4 from textbook Wilcox, Cameron &amp; Reber)</b>  <b>Due: <b>Sunday September 20<sup>th</sup></b> by 11:00 PM MST</b></p>			50

# COMM 3321 Calendar

## Week 5 (Sep 21<sup>st</sup>- Sep 27<sup>th</sup>)

Activity	Description	Due Date	Points
<b>Readings</b>	<p><b>Required Readings</b></p> <ul style="list-style-type: none"> <li>• <u>Chapter 9</u>. “Public Opinion and Persuasion”</li> </ul> <p>Mas Media Communication Theory videos:</p> <ul style="list-style-type: none"> <li>•Media Effects Theories: <a href="https://www.youtube.com/watch?v=qvgURfZMGoQ">https://www.youtube.com/watch?v=qvgURfZMGoQ</a></li> <li>•The Agenda Setting Theory: <a href="https://www.youtube.com/watch?v=C7qf9gQpoF4">https://www.youtube.com/watch?v=C7qf9gQpoF4</a></li> <li>•Hypodermic Needle Theory</li> <li>•Two step model of communication</li> <li>•Uses and Gratifications theory</li> </ul> <p><a href="https://www.youtube.com/watch?v=F7SzwMJ3MZQ">https://www.youtube.com/watch?v=F7SzwMJ3MZQ</a></p> <p><b>Additional Resources</b></p> <p>In preparation for each weekly topic, you are encouraged to explore the web and the UTEP Library, including NBC Learn, Films on Demand, and other media resources.</p>	<p>Wednesday September 23<sup>rd</sup>, by 11:00 PM Mountain Time</p>	0
<b>Week 5 Discussion</b>	<p>Discussion Prompt:</p> <ul style="list-style-type: none"> <li>• Provide your personal definition of public opinion</li> <li>• Why does the study of public opinion and persuasion matter for the ethical and professional practice of Public Relations?</li> <li>• What ethical and professional considerations do you need to consider when using persuasion techniques to reach diverse audiences?</li> <li>• Please read and provide feedback to two classmates’ postings</li> </ul>	<p>Initial post to the Discussion due by Thursday Sep 24th, 11:00 PM Mountain Time</p> <p>At least 2 replies to your peers due by Sunday September 27th, 11:00 PM Mountain Time</p>	30



# COMM 3321 Calendar

## Week 6 (Sep 28<sup>th</sup>- Oct 4<sup>th</sup>)

Activity	Description	Due Date	Points
<p><b>Readings</b></p>	<p><b>Required Readings</b></p> <ul style="list-style-type: none"> <li>• <u>Chapter 11</u>. “Reaching Diverse Audiences”</li> <li>• In addition to 11 please watch the following video: “Understanding Publics” <a href="http://0-fod.infobase.com.lib.utep.edu/p_ViewVideo.aspx?xtid=44681&amp;luid=117348#">http://0-fod.infobase.com.lib.utep.edu/p_ViewVideo.aspx?xtid=44681&amp;luid=117348#</a> available through the UTEP library. Please use your UTEP credentials to log in to the UTEP library website</li> </ul> <p><b>Additional Resources</b></p> <p>In preparation for each weekly topic, you are encouraged to explore the web and the UTEP Library, including NBC Learn, Films on Demand, and other media resources.</p>	<p>Wednesday September 30th, by 11:00 PM Mountain Time</p>	<p>0</p>
<p><b>Week 6 Discussion</b></p>	<p>Discussion Prompt: Based on the information presented in this week’s chapter, what would be your suggestions for someone developing a PR campaign to promote bicycles to the following audiences:</p> <ul style="list-style-type: none"> <li>• Millennials</li> <li>• Baby Boomers</li> </ul> <p>Please read and provide feedback to two classmates’ postings</p>	<p>Initial post to the Discussion due by Thursday Oct 1st, 11:00 PM Mountain Time</p> <p>At least 2 replies to your peers due by Sunday October 4th, 11:00 PM Mountain Time</p>	<p>30</p>
<p><b>Quiz 3</b></p>	<p>Please answer questions for quiz #3 (Based on Ch. 9 &amp; Ch.11 from Wilcox, Cameron&amp; Reber, textbook) Deadline: <b>Sunday October 4<sup>th</sup></b> by 11:00 PM MST</p>		<p>50</p>

**COMM 3321 Calendar**  
**Week 7 (October 5<sup>th</sup>-October 11<sup>th</sup>)**

Activity	Description	Due Date	Points
<b>Readings</b>	<p><b>Required Readings</b></p> <ul style="list-style-type: none"> <li>• <u>Chapter 5</u>: “Research” (Pages: 123-150 Wilcox, Cameron &amp; Reber textbook)</li> </ul> <p>In addition to reading chapter 5 please watch the following videos:</p> <p>Value of Research in PR :  <a href="https://www.youtube.com/watch?v=6-z-epFCorY">https://www.youtube.com/watch?v=6-z-epFCorY</a></p>	<p>Wednesday,  October 7<sup>th</sup>,  by 11:00 PM  Mountain  Time</p>	0
<b>Week 7 Discussion</b>	<p>Discussion Prompt:  Based on the information presented in this week’s chapter, please answer the following questions:</p> <ul style="list-style-type: none"> <li>• Why is research a vital component of the PR practice?</li> <li>• Before a PR practitioner starts developing a research project, what basic questions must be answered?</li> <li>• What are the pros and cons of each of the following?: <ul style="list-style-type: none"> <li>*Mail questionnaires</li> <li>*Personal interviews</li> <li>*Web surveys</li> </ul> </li> </ul> <p>Please read and provide feedback to two classmates’ postings</p>	<p>Initial post to the Discussion due by  Thursday  Oct 8<sup>th</sup>,  11:00 PM  Mountain  Time</p> <p>At least 2 replies to your peers due by  Sunday  October 11<sup>th</sup>,  11:00 PM  Mountain  Time</p>	30

**COMM 3321 Calendar**  
**Week 8 (October 12<sup>th</sup> - October 18<sup>th</sup>)**

Activity	Description	Due Date	Points						
Readings	<p><b>Required Readings</b></p> <ul style="list-style-type: none"> <li>Chapter 6: “Program Planning”</li> </ul> <p>In addition to reading Chapters 6 please watch the following videos:</p> <ul style="list-style-type: none"> <li>“The PR Campaign” <a href="http://0-fod.infobase.com.lib.utep.edu/p_ViewVideo.aspx?xtid=44681&amp;loid=117348#">http://0-fod.infobase.com.lib.utep.edu/p_ViewVideo.aspx?xtid=44681&amp;loid=117348#</a> available through the UTEP library. Please use your UTEP credentials to log in to the UTEP library website</li> <li>PR Goals, Objectives, Strategies and Tactics: <a href="https://www.youtube.com/watch?v=IEw9MToY50s">https://www.youtube.com/watch?v=IEw9MToY50s</a></li> <li>How to write an objectives, strategy and tactic <a href="https://www.youtube.com/watch?v=voZl75TyeHI">https://www.youtube.com/watch?v=voZl75TyeHI</a></li> </ul>	<p>Wednesday, Oct 14th, by 11:00 PM Mountain Time</p>	0						
Week 8 Assignment	<p><b>Week 8 Assignment:</b>            Because of limited parking space, your campus wants to motivate students to ride their bicycles to campus, instead of driving their cars. One of the major challenges in doing so is that 80% of the student population is composed of commuter students who drive to work after they have fulfilled their academic responsibilities. The allocated budget for this campaign is \$5000. The estimated implementation time is 3 months.</p> <p>You have been asked to develop a PR plan that fulfills the following goals:</p> <p style="margin-left: 40px;">A) Increase awareness of the health, environmental and economic benefits of riding a bicycle to campus            B) Increase the number of bicycle riding students</p> <p>Using the elements of a plan discussed in this week’s readings (Chapter 6):</p> <p>Write a public relations program outline for this initiative. Develop a name for your PR program, a calendar and series of campus events as part of your strategies and tactics. Note: Keep in mind <b>this is a PR campaign and not an advertising campaign</b>. You can use the example on page 157 in your textbook as reference. Your Campaign/program will be graded using the following rubric:</p> <table border="1" data-bbox="402 1587 1091 1850"> <thead> <tr> <th>Section</th> <th>Possible Points (100 Points)</th> </tr> </thead> <tbody> <tr> <td><b>Situation:</b> Explanation of the challenge(s) and opportunity(ies) presented in the current situation that demand a PR campaign</td> <td>10 points</td> </tr> <tr> <td><b>Objectives:</b> Write and informational and a motivational objective</td> <td>10 points</td> </tr> </tbody> </table>	Section	Possible Points (100 Points)	<b>Situation:</b> Explanation of the challenge(s) and opportunity(ies) presented in the current situation that demand a PR campaign	10 points	<b>Objectives:</b> Write and informational and a motivational objective	10 points	<p><b>PR Campaign</b>            Assignment due by            Saturday            Oct 17th,            11:00 PM            Mountain            Time</p>	100
Section	Possible Points (100 Points)								
<b>Situation:</b> Explanation of the challenge(s) and opportunity(ies) presented in the current situation that demand a PR campaign	10 points								
<b>Objectives:</b> Write and informational and a motivational objective	10 points								

	<table border="1"> <tr> <td data-bbox="386 191 750 268"><b>Audiences</b> : Select 3 target audiences</td> <td data-bbox="750 191 1091 268">20 Points</td> </tr> <tr> <td data-bbox="386 268 750 346"><b>Strategies:</b> actions you will develop to achieve your objectives</td> <td data-bbox="750 268 1091 346">20 Points</td> </tr> <tr> <td data-bbox="386 346 750 464"><b>Tactics: What specific steps</b> you will do in each of the strategies/ actions mentioned in previous section</td> <td data-bbox="750 346 1091 464">20 points</td> </tr> <tr> <td data-bbox="386 464 750 548"><b>Calendar:</b> Provide calendar that illustrates how you will schedule each strategy and tactic</td> <td data-bbox="750 464 1091 548">10 points</td> </tr> <tr> <td data-bbox="386 548 750 716"><b>Budget:</b> Provide a table illustrating how much each strategy and tactic mentioned earlier will cost (Without going over the allocated budget of 5,000)</td> <td data-bbox="750 548 1091 716">10 points</td> </tr> <tr> <td data-bbox="386 716 750 772"><b>Total Points</b></td> <td data-bbox="750 716 1091 772"><b>100 points</b></td> </tr> </table>	<b>Audiences</b> : Select 3 target audiences	20 Points	<b>Strategies:</b> actions you will develop to achieve your objectives	20 Points	<b>Tactics: What specific steps</b> you will do in each of the strategies/ actions mentioned in previous section	20 points	<b>Calendar:</b> Provide calendar that illustrates how you will schedule each strategy and tactic	10 points	<b>Budget:</b> Provide a table illustrating how much each strategy and tactic mentioned earlier will cost (Without going over the allocated budget of 5,000)	10 points	<b>Total Points</b>	<b>100 points</b>		
<b>Audiences</b> : Select 3 target audiences	20 Points														
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<b>Budget:</b> Provide a table illustrating how much each strategy and tactic mentioned earlier will cost (Without going over the allocated budget of 5,000)	10 points														
<b>Total Points</b>	<b>100 points</b>														
<b>Quiz 4 Please answer questions for quiz #4 (Based on Chapter 5 &amp;6 from Wilcox, Cameron &amp; Reber textbook)</b> <b>Deadline: Sunday October 18<sup>th</sup> 11:00 PM MST</b>			<b>50</b>												

**COMM 3321 Calendar**  
**Week 9 ( October 19<sup>th</sup> – October 25<sup>th</sup>)**

Activity	Description	Due Date	Points
Readings	<p><b>Required Readings</b></p> <p><u>Chapter 7</u>: “Communication”</p> <p><b>Additional Resources</b></p> <p>In preparation for each weekly topic , you are encouraged to explore the web and the UTEP Library, including NBC Learn, Films on Demand, and other media resources.</p>	<p>Wednesday <b>October 21<sup>st</sup></b>  <b>by 11:00 PM</b> Mountain Time</p>	0
Week 9 Discussion	<p><b><u>Discussion Questions:</u></b></p> <p>For this week we will discuss issues related to PR communication channels. Please Answer the following discussion questions:</p> <ul style="list-style-type: none"> <li>• What are the advantages and disadvantages, from a communications standpoint , of reaching the audience through mass media channels?</li> <li>• Why is it necessary to use a variety of messages and communication channels in a public relations campaign?</li> <li>• Why is it important to build repetition into a message?</li> <li>• Please read and provide feedback to two classmates’ postings</li> </ul>	<p>Initial post to the Discussion due by <b>Thursday October 22<sup>nd</sup> 11:00 PM</b> Mountain Time</p> <p>At least two replies to your peers due by <b>Sunday October 25<sup>th</sup> 11:00 PM</b> Mountain Time</p>	30

**COMM 3321 Calendar**  
**Week 10 (October 26<sup>th</sup> – November 1<sup>st</sup>)**

Activity	Description	Due Date	Points
Readings	<p><b>Required Readings</b></p> <p><u>Chapter 8</u> : “Evaluation”</p> <p><b>Additional Resources</b></p> <p>In preparation for each weekly topic , you are encouraged to explore the web and the UTEP Library, including NBC Learn, Films on Demand, and other media resources.</p>	<p>Wednesday <b>October 28th</b>  by 11:00 PM Mountain Time</p>	0
Week 10 Discussion	<p><b><u>Discussion Questions:</u></b></p> <p>For this week we will discuss issues related to PR evaluation processes. Please answer the following questions:</p> <ul style="list-style-type: none"> <li>• What is the Relative importance of ROI to a public relations client?</li> <li>• Do you think news stories about a product or company should be evaluated in terms of comparable advertising costs? Why or why not?</li> <li>• Please read and provide feedback to two classmates’ postings</li> </ul>	<p>Initial post to the Discussion due by <b>Thursday October 29<sup>th</sup></b> 11:00 PM Mountain Time</p> <p>At least two replies to your peers due by <b>Sunday November 1st</b>, 11:00 PM Mountain Time</p>	30
Quiz 5	<p>Please answer questions for quiz #5  (Based on Ch.7 &amp; Ch. 8 from Wilcox, Cameron &amp; Reber textbook)  Deadline: <b>Sunday November 1st 11:00PM</b> MST</p>		50

# COMM 3321 Calendar

## Week 11 (November 2<sup>nd</sup>- November 8<sup>th</sup>)

Activity	Description	Due Date	Points
Readings	<p><b>Required Readings</b>  <u>Chapter 13</u>: “The Internet and Social Media”</p> <p><b>Additional Resources</b>            In preparation for each weekly topic, you are encouraged to explore the web and the UTEP Library, including NBC Learn, Films on Demand, and other media resources.</p>	<p>Wednesday November 4<sup>th</sup>,            by 11:00 PM Mountain Time</p>	0
Week 11 Discussion	<p><b>Discussion Prompt</b></p> <p>This week we will discuss issues related to strategic use of social media. Please answer the following questions:</p> <p>Choose one of the following companies on social media ( Facebook, Instagram and Twitter):</p> <ul style="list-style-type: none"> <li>▪ Starbucks</li> <li>▪ McDonald’s</li> <li>▪ Target</li> </ul> <p>Answer the following questions:</p> <ul style="list-style-type: none"> <li>• Which company did you choose to analyze and why?</li> <li>• How does the organization use each social media outlet as part of their PR strategies? (Ex: to promote specific products, to communicate brand image, to communicate about specific company community efforts etc.)</li> <li>• From a PR/ Communication perspective, do you feel the organization is successful at building relationships with its intended audiences? Why?</li> <li>• Please read and provide feedback to two classmates’ postings</li> </ul>	<p>Initial post to the Discussion due by Thursday November 5<sup>th</sup> 11:00 PM Mountain Time</p> <p>At least two replies to your peers due by Sunday November 8<sup>th</sup> 11:00 PM Mountain Time</p>	30

# COMM 3321 Calendar

## Week 12 (November 9<sup>th</sup> - November 15<sup>th</sup>)

Activity	Description	Due Date	Points
<b>Readings</b>	<p><b>Required Readings</b>  <u>Chapter 14</u>: "Preparing Materials for the Mass Media"</p> <p><b>Additional Resources</b>            In preparation for each weekly topic, you are encouraged to explore the web and the UTEP Library, including NBC Learn, Films on Demand, and other media resources.</p>	<p>Wednesday <b>November 11<sup>th</sup></b>,            by 11:00 PM Mountain Time</p>	0
<b>Week 12 Discussion</b>	<p><b>Discussion Prompt</b></p> <p>This week we will discuss issues related to:            Recommendations on pitching stories to the media,            and 3) Securing media coverage on TV.</p> <p>Please answer the following questions:</p> <ul style="list-style-type: none"> <li>• You are asked to represent your organization and give a media interview. How would you prepare for the interview?</li> <li>• You are also asked to organize a news conference. What would you include in your preparation checklist?</li> <li>• Please read and provide feedback to two classmates' postings</li> </ul>	<p>Initial post to the Discussion due by <b>Thursday November 12<sup>th</sup></b>            11:00 PM Mountain Time</p> <p>At least two replies to your peers due by <b>Sunday November 15<sup>th</sup></b>, 11:00 PM Mountain Time</p>	30



# COMM 3321 Calendar

## Week 13 (November 16<sup>th</sup> - November 22<sup>nd</sup>)

Activity	Description	Due Date	Points
Readings	<p><b>Required Readings</b> Chapter 15: Radio and Television</p> <p><b>Additional Resources</b> In preparation for each weekly topic, you are encouraged to explore the web and the UTEP Library, including NBC Learn, Films on Demand, and other media resources.</p>	<p>Wednesday November 18<sup>th</sup>, by 11:00 PM Mountain Time</p>	0
Week 13 Discussion	<p><b>Discussion Prompt</b></p> <p>This week we will discuss issues related to: Securing media coverage.</p> <p>Please answer the following questions:</p> <ul style="list-style-type: none"> <li>In the current age of digital communication, why should PR practitioners still consider traditional media such as TV and Radio as part of their strategies?</li> <li>List 4 strategies/actions that can help you secure TV media coverage for your organization? (Do not confuse this with advertising, this is not about buying air space and airing an ad!)</li> <li>Please read and provide feedback to two classmates' postings</li> </ul>	<p>Initial post to the Discussion due by Thursday November 19<sup>th</sup> 11:00 PM Mountain Time</p> <p>At least two replies to your peers due by Sunday November 22<sup>nd</sup>, 11:00 PM Mountain Time</p>	30
Quiz 6	<p>Please answer questions for quiz #6 (Based on Ch.13, 14 &amp; 15 from Wilcox, Cameron &amp; Reber textbook) Due date: Sunday November 22<sup>nd</sup> 11:00 PM MST</p>		50

# COMM 3321 Calendar

## Week 14 (November 23<sup>rd</sup>-November 29<sup>th</sup>)

Activity	Description	Due Date	Points
<p style="text-align: center;"><b>Readings</b></p>	<p><b>Required Readings</b>  <u>Chapter 10</u>: “Conflict Management: Dealing with Issues, Risks and Crises”</p> <p>In preparation for each weekly topic, you are encouraged to explore the web and the UTEP Library, including NBC Learn, Films on Demand, and other media resources.</p>	<p style="text-align: center;">Tuesday November 24<sup>th</sup> by  11:00 PM Mountain Time</p>	0
<p style="text-align: center;"><b>Week 14 Discussion</b></p>	<p>For this week of the course, we will discuss the topics of 1) Conflict Management, 2) Organizational Crises and 3) Organizational Reputation. Based on the material covered this week, please answer the following questions (all from Chapter 10):</p> <ul style="list-style-type: none"> <li>• Do you believe Conflict Management is one of the most important functions of PR? Why or why not?</li> <li>• How can effective issues management prevent organizational crises?</li> <li>• What are the 3 foundations of reputation? In your opinion, how does each one contribute to building and maintaining a positive reputation?</li> <li>• Please read and provide feedback to two classmates’ postings</li> </ul>	<p>Initial post to the Discussion due by Wednesday November 25<sup>th</sup>, 11:00 PM Mountain Time</p> <p>At least two replies to your peers due by Sunday November 29<sup>th</sup>, 11:00 PM Mountain Time</p>	30

# COMM 3321 Calendar

## Week 15 (November 30<sup>th</sup> – Dec 6<sup>th</sup>)

Activity	Description	Due Date	Points				
Readings	<p><b>Required Readings</b>  <u>Chapter 12</u>: “Public Relations and the Law”</p> <p>In preparation for each weekly topic, you are encouraged to explore the web and the UTEP Library, including NBC Learn, Films on Demand, and other media resources.</p>	Wednesday <b>December 2<sup>nd</sup> by 11:00 PM</b> Mountain Time	0				
Week 15 Discussion	<p>For our last week of the course, we will discuss the overall material presented throughout the semester. Please share your thoughts on the following questions:</p> <ul style="list-style-type: none"> <li>• Now that we are at the end of the semester, how has your perception of the PR profession evolved?</li> <li>• What particular concepts did you find more interesting and why?</li> <li>• What recommendations would you give to someone interested in pursuing a major in PR?</li> <li>• Please read and provide feedback to two classmates’ postings</li> </ul>	<p>Initial post to the Discussion due by <b>Thursday December 3<sup>rd</sup>, 11:00 PM</b> Mountain Time</p> <p>At least two replies to your peers due by <b>Sunday December 6<sup>th</sup>, 11:00 PM</b> Mountain Time</p>	30				
<p><b>Week 14</b>  <b>Final Assignment: Public Relations Reflection Paper (130 points)</b>  <b>Due Sunday December 6<sup>th</sup> by 11:00 PM</b></p> <p>Instructions:</p> <ul style="list-style-type: none"> <li>• The purpose of this final assignment is to analyze and reflect on the diverse concepts we have covered over the past semester.</li> <li>• Please write a short paper (5-6pages) that covers the sections provided in the following rubric:</li> </ul>			130				
<table border="1"> <thead> <tr> <th>Section</th> <th>Possible Points (130 Points)</th> </tr> </thead> <tbody> <tr> <td> <p>Introduction:</p> <ul style="list-style-type: none"> <li>• Provide an overview of the PR topics that will be discussed in your document.</li> </ul> </td> <td>10 points</td> </tr> </tbody> </table>		Section	Possible Points (130 Points)	<p>Introduction:</p> <ul style="list-style-type: none"> <li>• Provide an overview of the PR topics that will be discussed in your document.</li> </ul>	10 points		
Section	Possible Points (130 Points)						
<p>Introduction:</p> <ul style="list-style-type: none"> <li>• Provide an overview of the PR topics that will be discussed in your document.</li> </ul>	10 points						

<p>PR Knowledge/Concepts:</p> <ul style="list-style-type: none"> <li>• How would you describe what PR is to someone who is not familiar with the concept?</li> <li>• Why should any type of organization be knowledgeable on PR concepts?</li> <li>• How can PR add value to any organization?</li> </ul>	<p>40 points</p>	
<p>Course Content Reflection:</p> <ul style="list-style-type: none"> <li>• Which PR concepts discussed in the past weeks did you find most relevant?</li> <li>• Why did these concepts capture your attention?</li> <li>• How can these concepts be applicable to your professional development? (provide 2 examples)</li> </ul>	<p>40 Points</p>	
<p>Conclusion:</p> <ul style="list-style-type: none"> <li>• Based on the knowledge you have obtained from our course, which PR skills do you perceive to be more important for the effective practice of PR?</li> <li>• Now that you have finished your PR course, what specific knowledge/skills can you apply right away into your workplace/academic life?</li> </ul>	<p>40 Points</p>	
<p><b>Total Points</b> 130 points</p>		
<p>Your paper should include:</p> <ul style="list-style-type: none"> <li>• Proper transitions between sections (include titles) and a strong Conclusion/closing statement.</li> <li>• Use proper citations in APA style where applicable.</li> </ul> <p>Deadline to submit your final reflection paper is Sunday December 6<sup>th</sup> , 11:00 PM MST</p>		
<p><b>Quiz 7</b></p>	<p><b>Please answer questions for quiz #7 (Based on Ch. 10 &amp; 12 from Wilcox, Cameron &amp; Reber textbook) Deadline <b>Sunday December 6<sup>th</sup> 11:00 PM MST</b></b></p>	<p><b>50</b></p>