

The University of Texas at El Paso
Department of Communication
COMM 3321: Public Relations
Spring 2019
CRN 21063

Instructor: MBA/MA Eli Garcia
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Office hours:
M-R 12:00-1:20 PM & 3:00-4:20 PM
Or by appointment

Class meeting times:
TR 10:30-11:50
Location: CRBL C301

Course Description:

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

Course Learning Objectives:

- Develop an understanding of the strategic function PR plays in diverse organizational settings.
- Understand the core functions involved in strategic public relations planning (research, analysis, communication, evaluation)
- Identify ethical implications in Public Relations practices.
- Develop time-management, teamwork and strategic planning skills, as these are an integral part of the public relations field.

Course Methodology:

- There will be a mix of lectures, exams, student group assignments and presentations.
- Students will participate in diverse class exercises that will attempt to recreate “real-world” professional situations.

Learning Outcome:

- Competence in identifying and understanding the basic structure of strategic public relations practices (research, analysis, communication, evaluation)

Outcome Assessment/Grading:

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

Materials and bibliography:

Required textbooks:

- 1) Dennis L. Wilcox, Glen T. Cameron, Public Relations: Strategies and Tactics. 11th edition, Allyn & Bacon publishers
- 2) Barbara Diggs-Brown, The PR Styleguide: Formats for Public Relations Practice, Wadsworth Publishing

Grading:

This course is ambitious and requires your active participation. Students can earn up to 1000 points during the semester. Grades will be based on the following scale:

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

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

• Case analysis activity short paper (individual)	200 points
• Historical PR figure presentation (group project)	200 points
• Organizational research report and presentation (group project)	200 points
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• Final Comprehensive PR Project (group project)	300 points
▪ <i>Written Project (Campaign Plan Book)</i>	<i>150 points</i>
▪ <i>Presentation</i>	<i>150 points</i>
• <u>Class attendance & participation (individual)</u>	<u>100 points</u>
Total possible points	1000 points

Class attendance & 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 submitted **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
Role of PR		
T/1/22- R/1/24	<ul style="list-style-type: none">• Introduction to the Course• Student presentations• Introduction to PR	Ch.1
T/1/29-R/1/31	<ul style="list-style-type: none">• Introduction to PR continuation• Ethics and Professionalism• Creation of Teams	Ch.1 Ch.3
T/2/5-R/2/7	<ul style="list-style-type: none">• Evolution of PR• Case Activity Short Paper "Ethical Dilemmas in Workplace" (Book page 93). due Thursday 2/7	Ch.2
T/2/12-R/2/14	Team workshop on "PR Historical Figure" presentation	Use class sessions to work on PR historical figure presentations
T/2/19	<ul style="list-style-type: none">• Team presentations on "PR Historical Figure"	Team presentations (10 Mins)
PR Environment		
R/2/21	<ul style="list-style-type: none">• PR Ethics review• Public Relations Departments and firms	Ch.4

T/2/26- R/2/28	<ul style="list-style-type: none"> • Public Opinion • Organizational Paper proposal & Workshop 	Ch. 9
T/3/5- R/3/7	<ul style="list-style-type: none"> • The internet and Social media • Preparing Materials for the Mass Media 	Ch. 13 Ch. 14
PR Process & Application		
T/3/12- R/3/14	<ul style="list-style-type: none"> • Radio &TV • Organizational Research Written Report and Presentations due Thursday 3/13 	Ch.15
T/3/19- R/3/21	<ul style="list-style-type: none"> • Spring Break! 	
T/3/26- R/3/28	<ul style="list-style-type: none"> • PR Planning • PR campaign project Explanation and Workshop 	Ch.6
T/4/2 – R/4/4	<ul style="list-style-type: none"> • PR Research • PR Campaign Research workshop 	Ch.5
T/4/9- R/4/11	<ul style="list-style-type: none"> • PR Communication • PR communication Workshop • PR campaign Proposal Due 	Ch.7
T/4/16- R/4/18	<ul style="list-style-type: none"> • PR Evaluation • PR Evaluation Workshop 	Ch. 8
T/4/23- R/4/25	<ul style="list-style-type: none"> • Conflict Management • Campaign Workshop 	Ch. 10
T/4/30- R5/2	<ul style="list-style-type: none"> • Global Public Relations • Campaign Workshop 	Ch. 18
T/5/7- R/5/9	<ul style="list-style-type: none"> • Workshop: PR Final presentations & campaign project drafts reviews 	
Thursday May 16 th 10:00 AM-12:45 AM	<ul style="list-style-type: none"> • Final PR campaign project due and presentation 	

Have a great learning experience!