Instructor: MBA/MA Eli Garcia
Email: egarcia11@utep.edu
Phone: (915) 747-5310
Phone COMM Main Office: 747-5129
Office: COTTON 204
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.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points Range</th>
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<tbody>
<tr>
<td>A</td>
<td>1000-900 points</td>
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<tr>
<td>B</td>
<td>899-800 points</td>
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<td>C</td>
<td>799-700 points</td>
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<td>D</td>
<td>600-699 points</td>
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<td>F</td>
<td>599 points and below</td>
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- **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
- **Final Comprehensive PR Project (group project)** 300 points
  - Written Project (Campaign Plan Book) 150 points
  - Presentation 150 points
- **Class attendance & participation (individual)** 100 points

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.

<table>
<thead>
<tr>
<th>Class Meeting</th>
<th>Topic-Activity</th>
<th>Reading</th>
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<tbody>
<tr>
<td>T/1/22- R/1/24</td>
<td>• Introduction to the Course</td>
<td>Ch.1</td>
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<td>• Student presentations</td>
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<td>• Introduction to PR</td>
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<tr>
<td>T/1/29-R/1/31</td>
<td>• Introduction to PR continuation</td>
<td>Ch.1</td>
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<td>• Ethics and Professionalism</td>
<td>Ch.3</td>
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<td>• Creation of Teams</td>
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<td>T/2/5-R/2/7</td>
<td>• Evolution of PR</td>
<td>Ch.2</td>
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<td>• Case Activity Short Paper “Ethical Dilemmas in Workplace” (Book page 93). due Thursday 2/7</td>
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<tr>
<td>T/2/12-R/2/14</td>
<td>Team workshop on “PR Historical Figure” presentation</td>
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<td>Use class sessions to work on PR historical figure presentations</td>
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<tr>
<td>T/2/19</td>
<td>• Team presentations on “PR Historical Figure”</td>
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<td></td>
<td>Team presentations (10 Mins)</td>
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<td>PR Environment</td>
<td>• PR Ethics review</td>
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<td></td>
<td>• Public Relations Departments and firms</td>
<td>Ch.4</td>
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<tr>
<td>R/2/21</td>
<td>•</td>
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<tr>
<td>Date Range</td>
<td>Activities</td>
<td>Chapter</td>
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| T/2/26- R/2/28 | • Public Opinion  
• Organizational Paper proposal & Workshop | Ch. 9   |
| T/3/5- R/3/7   | • The internet and Social media  
• Preparing Materials for the Mass Media | Ch. 13  | Ch. 14  |
| PR Process & Application |                                                                 |         |
| T/3/12- R/3/14 | • Radio & TV  
• Organizational Research Written Report and Presentations due Thursday 3/13 | Ch.15   |
| T/3/19- R/3/21 | • Spring Break!                                                              |         |
| T/3/26- R/3/28 | • PR Planning  
• PR campaign proposal Explanation and Workshop | Ch.6    |
| T/4/2 – R/4/4 | • PR Research  
• PR Campaign Research workshop | Ch.5    |
| T/4/9- R/4/11 | • PR Communication  
• PR communication Workshop  
• PR campaign Proposal Due | Ch.7    |
| T/4/16- R/4/18 | • PR Evaluation  
• PR Evaluation Workshop | Ch. 8   |
| T/4/23- R/4/25 | • Conflict Management  
• Campaign Workshop | Ch. 10  |
| T/4/30- R5/2  | • Global Public Relations  
• Campaign Workshop | Ch. 18  |
| T/5/7- R/5/9   | • Workshop: PR Final presentations & campaign project drafts reviews          |         |
| Thursday May 16th 10:00 AM-12:45 AM | • Final PR campaign project due and presentation |         |

Have a great learning experience!