The University of Texas at El Paso
Department of Communication
COMM 3321: Public Relations
Fall 2023
CRN 10499

Associate Professor of Practice: Eli Garcia
Email: egarcia11@utep.edu
Phone: (915) 747-5310
Office: COTTON 204
Office hours:
T&W 3:30-4:20 PM
Or by appointment

Class meeting times:
TR 10:30-11:50 AM

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
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

- Exam 1 (individual) 200 points
- Organizational research report (group/individual) 200 points
- Exam 2 (individual) 200 points
- Final Comprehensive PR Project (group project/individual) 300 points
- Class attendance & participation (individual) 100 points

Total possible points 1000 points

Your responsibilities:
- All written assignments must be hard copy (no e-mails accepted) and handed 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 written assignments will be strictly enforced. No late assignments please. Missing a deadline is equivalent of not doing the assignment.
- Participation: Students are expected to attend each and every class and to be punctual. This is a discussion driven course; your active participation is extremely important.
- Show respect. The use of cell phones, text messages, and social media won’t be allowed during class time, unless specifically permitted by the instructor. Please turn cell phones on silent before entering the classroom. Be courteous to classmates by paying attention to discussions and presentations and by being open-minded in regard to the opinions and ideas of others.

Academic Dishonesty Policy:
Scholastic/academic dishonesty is prohibited and considered a violation of the UTEP Handbook of Operating Procedures. The University of Texas at El Paso prides itself on its standards of academic excellence. In all matters of intellectual pursuit, UTEP faculty and students must strive to achieve excellence based on the quality of work produced by the individual. In the classroom and in all other academic activities, students are expected to uphold the highest standards of academic integrity. Any form of scholastic dishonesty is an affront to the pursuit of knowledge and jeopardizes the quality of the degree awarded to all graduates of UTEP. It is imperative, therefore, that the members of this academic community understand the regulations pertaining to academic integrity and that all faculty insist on adherence to these standards.

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials produced by another person, taking an examination for another person,
and any act designed to give unfair advantage to a student or even the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students on the homepage of the Dean of Students at www.utep.edu/dos, may result in sanctions ranging from disciplinary probation, to failing a grade on the work in question, to a failing grade in the course, to suspension or dismissal, among others.

**Absences and Course Drop Policy:**
According to UTEP Curriculum and Classroom Policies, “When, in the judgment of the instructor, a student has been absent to such a degree as to impair his or her status relative to credit for the course, the instructor may drop the student from the class with a grade of “W” before the course drop deadline and with a grade of “F” after the course drop deadline.” See academic regulations in the UTEP Undergraduate Catalog for a list of excuse absences. Therefore, if I find that, due to non-performance in the course, you are at risk of failing, I will drop you from the course. I will provide 24 hours advance notice via email.

OR
I will not drop you from the course. However, if you feel that you are unable to complete the course successfully, please let me know and then contact the Registrar’s Office to initiate the drop process. If you do not, you are at risk of receiving an “F” for the course.

**Plagiarism Detecting Software:**
Some of your course work and assessments may submitted to SafeAssign, a plagiarism detecting software. SafeAssign is used review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

**COVID-19 Precautions:**
Please stay home if you have been diagnosed with COVID-19 or are experiencing COVID-19 symptoms. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodations. If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. The Student Health Center is equipped to provide COVID 19 testing.

The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of Miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org

**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

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<thead>
<tr>
<th>Class Meeting</th>
<th>Topic-Activity</th>
<th>Reading</th>
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<tbody>
<tr>
<td>Role of PR</td>
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<tr>
<td>8/29</td>
<td>• Introduction to the Course&lt;br&gt;• Student presentations&lt;br&gt;• Introduction to PR</td>
<td>No reading</td>
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<tr>
<td>8/31 Online&lt;br&gt;Via Blackboard</td>
<td>• What is PR?&lt;br&gt;Discussion question on Blackboard&lt;br&gt;• No class meeting, online activity.</td>
<td>Please read Ch.1 from textbook, Watch supporting videos available on blackboard and Answer discussion questions for Thursday Aug 31st Response due by 7:00 PM via Blackboard.</td>
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<td>9/5-9/7</td>
<td>• Evolution of PR&lt;br&gt;• Ethics and Professionalism&lt;br&gt;• What would you do practical exercise?</td>
<td>Ch.2 Ch 3</td>
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<td>Regular in-class sessions</td>
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<tr>
<td>9/12-9/14 Regular in-class sessions</td>
<td>• Ethics (continuation)&lt;br&gt;• What would you do? Scenarios</td>
<td>Ch3</td>
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<td>PR Environment</td>
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<td>9/19-9/21</td>
<td>• PR departments and Firms&lt;br&gt;•</td>
<td>Ch4</td>
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<td>9/26-9/28</td>
<td>• Exam Review&lt;br&gt;• Exam 1 (Chapters 1-4) individual on 9/28</td>
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<td>10/3-10/5</td>
<td>• Corporations&lt;br&gt;• Non-profit Health and Education</td>
<td>Ch. 17 Ch.21</td>
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<td>10/10-10/12</td>
<td>• The internet and Social media&lt;br&gt;• Preparing Materials for the Mass Media</td>
<td>Ch. 13 Ch. 14</td>
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<td>Topics</td>
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<tr>
<td>10/17-10/19</td>
<td>Public Opinion, Exam 2 (Chs. 13,14,17,21,9) on 10/19</td>
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<td>10/-24-10/26</td>
<td>PR Research, Program Planning</td>
<td>Ch. 5, Ch. 6</td>
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<td>10/31-11/2</td>
<td>Communication, Organizational Research paper due 11/2</td>
<td>Ch. 7</td>
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<td>11/7-11/9</td>
<td>PR Evaluation</td>
<td>Ch. 8</td>
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<td>11/14-11/16</td>
<td>Conflict Management</td>
<td>Ch. 10</td>
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<td>11/21-11/23</td>
<td>Global Public</td>
<td>Ch. 20</td>
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<td>No class on 11/23</td>
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<td>(thanksgiving Holiday)</td>
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<td>11/28-11/30</td>
<td>Workshop: PR campaign program</td>
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<td>12/5-12/7</td>
<td>Final PR Campaign project due and Presentations</td>
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Have a great learning experience!