

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

INSRUCTOR INFORMATION

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Virtual office hours: By appointment

Preferred method of communication: email (Please include in the subject :“Online COMM 3321”)

COURSE CONTENT

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 public relations practices.

Credit Hours: 3

Prerequisite Courses: Junior Standing

Course Learning Outcomes

Upon completion of this course, you should be able to:

1. Compare and contrast the roles that public relations plays in different types of organizations and how it distinguishes itself from other communication functions/disciplines.
2. Analyze ethical and legal public relations issues.
3. Assess the core functions involved in the strategic public relations process (research, analysis, communication, evaluation).
4. Apply public relations concepts in public relations strategic planning.
5. Create effective communication objectives for a public relations plan.

Course Textbook

- Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, *Public Relations: Strategies and Tactics*, 11th edition, Pearson
ISBN-13: 978-0205960644
ISBN-10: 020596064

Technology Requirements

This course is presented in the Blackboard learning management system.

To ensure your success in accessing your course materials and completing your assignments, it is recommended that you ensure your computer setup for this class meets the following minimum requirements:

1. Broadband Internet connection, such as cable or DSL
2. A modern computer (PC or Mac), no more than four years old, with the following minimum configuration:
 - Processor: Dual-core or better, at least 2 GHZ
 - RAM: 2 GB or better
 - Operating System: Windows 7 or 8, or Mac OS X 10.6.8 or better
 - A computer headset is recommended (microphone and earphone set).
 - The hands-free option for your telephone will work in most cases.

Tech Support

The University of Texas at El Paso offers complete technical information and online help desk support at <http://at.utep.edu/techsupport/>.

Method of Evaluation

Assessment Items	Value	Points
Module Quizzes	70%	7 quizzes @ 100 points each 700 points total
Discussion Questions	18%	6 @ 30 points each 180 points total
Assignments	12%	2 @ 60 points each 120 points total
Total		1000 points

Grading Scale

Letter Grade	Percentage Earned	Points Earned
A	90%–100%	900-1000 points
B	80%–89.99%	800-899 points
C	70%–79.99%	700-799 points
D	60%–69.99%	600-699 Points
F	< 60%	599 points or below

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 “Online 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 is extremely important! There will be an opportunity to discuss and interact with classmates through *discussion questions*, which will be graded. Please refer to the “method of evaluation” 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.

Disability Statement

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 at cass@utep.edu, or visit the office located in UTEP Union East, Room 106.

For additional information, please visit the CASS website at www.sa.utep.edu/cass.

Have a great learning experience!

COMM 3321 Calendar

Week 1

Activity	Description	Due Date	Points
Readings	<p>Required Readings</p> <ul style="list-style-type: none"> • <u>Chapters 1</u> “What is Public Relations” • <u>Chapter 2</u>: “The Evolution of Public Relations” <p>Additional Resources In addition to reading Chapters 1 please watch the following videos:</p> <ul style="list-style-type: none"> • "What is Public Relations" https://www.youtube.com/watch?v=7ptiYPcleM8 <p>Source: McNaughton, M. (2014, Jun1) <i>What is Public Relations?</i>(Video) YouTube. https://www.youtube.com/watch?v=7ptiYPcleM8</p> <p>What PR Pros Do:</p> <ul style="list-style-type: none"> • https://www.youtube.com/watch?v=_Amu3sHkpnw <p>Skills to succeed</p> <ul style="list-style-type: none"> • https://www.youtube.com/watch?v=GReTADrnZGO <p>Source: Public Relations Society of America (PRSA)</p>	Thursday August 27th, by 11:00 PM Mountain Time	0
Week 1 Discussion 1	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?	Initial post to the Discussion due by Wednesday August 26 th , 11:00 PM Mountain Time Two replies to your peers due by Saturday August 29 th , 11:00 PM Mountain Time	0
Week 1 Discussion 2	Now that you have explored and analyzed diverse Public Relations definitions and have analyzed how PR is different from Advertising, please create your own personal definition of public relations <ul style="list-style-type: none"> • Why do you feel your personal definition provides a solid general perspective of what the PR profession entails? • How do you think your personal definition addresses the current trends and challenges associated with the profession? • How is PR different from Advertising? • Please read and provide feedback to 2 classmates’ postings 	Initial post to the Discussion due by Thursday August 27 th , 11:00 PM Mountain Time Two replies to your peers due by Sunday August 30 th , 11:00 PM Mountain Time	30
Quiz 1	<p>Please answer questions for quiz #1 (Based on Ch. 1 & CH 2 from textbook) Deadline: Sunday August 30th by 11:00 PM MST</p>		100

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Week 2

Activity	Description	Due Date	Points
Readings	<p>Required Readings</p> <ul style="list-style-type: none"> • <u>Chapter 3</u>:“Ethics and Professionalism” • <u>Chapter 4</u>:“Public Relations Departments and Firms” <p>In addition to reading chapters 3 & 4:</p> <ul style="list-style-type: none"> • Visit the Public Relations Society of America - PRSA (http://www.prsa.org/resource-library/ethics/code-of-ethics/) and the Arthur W. Page Society (http://www.awpagesociety.com/site/the-page-principles) websites to learn more about their roles in the profession and analyze their code of ethics/principles. <p>Additional Resources</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>Wednesday September 2nd, by 11:00 PM Mountain Time</p>	0
Week 2 Discussion	<p>Please read “Case Activity: The Ethical Dilemmas in the Workplace” in page 93 of your textbook.</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 situations and answer the following questions:</p> <ul style="list-style-type: none"> • What is the main ethical issue in each situation? • How would you approach each ethical situation? • What professional recommendations would you make to avoid the reoccurrence of any potential ethical dilemmas in each situation? • Please read and provide feedback to two classmates’ postings 	<p>Initial post to the Discussion due by Thursday September 3rd, 11:00 PM Mountain Time</p> <p>Two replies to your peers due by Sunday September 6th, 11:00 PM Mountain Time</p>	30
<p>Quiz 2 Please answer questions for quiz 2 (Based on Ch.3 & Ch.4 from textbook Wilcox, Cameron & Reber) Due: Sunday September 6th by 11:00 PM MST</p>			100

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Week 3

Activity	Description	Due Date	Points
Readings	<p>Required Readings</p> <ul style="list-style-type: none"> • Chapter 9. “Public Opinion and Persuasion” • Chapter 11. “Reaching Diverse Audiences • In addition to reading Chapters 9 & 11 please watch the following videos: Mas Media Communication Theory videos: • Media Effects Theories: https://www.youtube.com/watch?v=qvgURfZMGoQ • The Agenda Setting Theory: https://www.youtube.com/watch?v=C7qf9gOpoF4 • Hypodermic Needle Theory • Two step model of communication • Uses and Gratifications theory <p>https://www.youtube.com/watch?v=F7SzwMJ3MZQ</p>	<p>Wednesday September 9th, by 11:00 PM Mountain Time</p>	0
Week 3 Discussion	<p>Discussion Prompt:</p> <ul style="list-style-type: none"> • Provide your personal definition of public opinion • Why does the study of public opinion and persuasion matter for the ethical and professional practice of Public Relations? • What ethical and professional considerations do you need to consider when using persuasion techniques to reach diverse audiences? • Please read and provide feedback to two classmates’ postings 	<p>Initial post to the Discussion due by Thursday Sep 10th, 11:00 PM Mountain Time</p> <p>At least 2 replies to your peers due by Sunday Sep 13th, 11:00 PM Mountain Time</p>	30
Quiz 3	<p>Please answer questions for quiz #3 (Based on Ch. 9 & Ch.11 from Wilcox, Cameron& Reber , textbook) Deadline: Sunday Sep 13th by 11:00 PM MST</p>		100

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Week 4

Activity	Description	Due Date	Points				
Readings	<p>Required Readings</p> <ul style="list-style-type: none"> • Chapter 5: “Research” • Chapter 6: “Program Planning” <p>In addition to reading Chapters 5 & 6 please watch the following video:</p> <ul style="list-style-type: none"> • “The PR Campaign” http://0-fod.infobase.com.lib.utep.edu/p_ViewVideo.aspx?xtid=44681&loid=117348# available through the UTEP library. Please use your UTEP credentials to log in to the UTEP library website • PR Goals, Objectives, Strategies and Tactics: https://www.youtube.com/watch?v=IEw9MToY50s • How to write objectives, strategy and tactic https://www.youtube.com/watch?v=voZI75TyeHI 	Wednesday, Sep 16th, by 11:00 PM Mountain Time	0				
Week 4 Assignment	<p>Week 4 Assignment: 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 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 this is a PR campaign and not an advertising campaign. 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" style="width: 100%; margin-top: 10px;"> <thead> <tr> <th style="background-color: black; color: white;">Section</th> <th style="background-color: black; color: white;">Possible Points (60 Points)</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e0f0ff;">Situation: Explanation of the challenge(s) and opportunity(ies) presented in</td> <td>5 points</td> </tr> </tbody> </table>	Section	Possible Points (60 Points)	Situation: Explanation of the challenge(s) and opportunity(ies) presented in	5 points	PR Campaign Assignment due by Saturday Sep 19th, 11:00 PM Mountain Time	60
Section	Possible Points (60 Points)						
Situation: Explanation of the challenge(s) and opportunity(ies) presented in	5 points						

the current situation that demand a PR campaign			
Objectives: Write and informational and a motivational objective	5 points		
Audiences : Select 3 target audiences	10 Points		
Strategies: actions you will develop to achieve your objectives	15 Points		
Tactics: What specific steps you will do in each of the strategies/ actions mentioned in previous section	15 points		
Calendar: Provide calendar that illustrates how you will schedule each strategy and tactic	5 points		
Budget: Provide a table illustrating how much each strategy and tactic mentioned earlier will cost (Without going over the allocated budget of 5,000)	5 points		
Total Points	60 points		
Quiz 4 Please answer questions for quiz #4 (Based on Chapter 5 &6 from Wilcox, Cameron & Reber textbook) Deadline: Sunday Sep 20th 11:00 PM MST			100

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Week 5

Activity	Description	Due Date	Points
Readings	<p>Required Readings</p> <p><u>Chapter 7</u>: “Communication”</p> <p><u>Chapter 8</u>: “Evaluation”</p> <p>Additional Resources</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 23rd by 11:00 PM Mountain Time</p>	0
Week 5 Discussion	<p><u>Discussion Questions:</u></p> <p>For this week we will discuss issues related to PR communication channels and evaluation processes.</p> <ul style="list-style-type: none"> • Please answer questions 3 and 5 from Chapter 7, page 196 from your textbook. • Also, please answer questions 8 & 9 from Chapter 8, page 217 from your textbook. • Please read and provide feedback to two classmates’ postings 	<p>Initial post to the Discussion due by Thursday September 24th 11:00 PM Mountain Time</p> <p>At least two replies to your peers due by Sunday September 27th, 11:00 PM Mountain Time</p>	30
Quiz 5	<p>Please answer questions for quiz #5 (Based on Ch.7 & Ch. 8 from Wilcox, Cameron & Reber textbook) Deadline: Sunday September 27th 11:00PM MST</p>		100

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Week 6

Activity	Description	Due Date	Points
Readings	<p>Required Readings <u>Chapter 13</u>: “The Internet and Social Media”</p> <p><u>Chapter 14</u>: “Preparing Materials for the Mass Media”</p> <p><u>Chapter 15</u>: “Radio and Television”</p> <p>Additional Resources 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 Sep 30th, by 11:00 PM Mountain Time</p>	0
Week 6 Discussion	<p>Discussion Prompt</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"> ▪ Starbucks ▪ McDonald’s ▪ Target <p>Answer the following questions:</p> <ul style="list-style-type: none"> • Which company did you choose to analyze and why? • 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.) • From a PR/ Communication perspective, do you feel the organization is successful at building relationships with its intended audiences? Why? • Please read and provide feedback to two classmates’ postings 	<p>Initial post to the Discussion due by Thursday October 1st 11:00 PM Mountain Time</p> <p>At least two replies to your peers due by Sunday October 4th, 11:00 PM Mountain Time</p>	30

Quiz 6	Please answer questions for quiz #6 (Based on Ch.13, 14 & 15 from Wilcox, Cameron & Reber textbook) Due date: Sunday October 4th 11:00 PM MST		100

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Week 7

Activity	Description	Due Date	Points
Readings	<p>Required Readings <u>Chapter 10:</u> “Conflict Management: Dealing with Issues, Risks and Crises”</p> <p><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>	<p>Wednesday October 7th by 11:00 PM Mountain Time</p>	0
Week 7 Discussion	<p>For our last 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"> • Question 1 page 276 • Question 3 page 276 • Question 9 Page 276 • Please read and provide feedback to two classmates’ postings 	<p>Initial post to the Discussion due by Thursday October 8th , 11:00 PM Mountain Time</p> <p>At least two replies to your peers due by Sunday October 11th, 11:00 PM Mountain Time</p>	30
<p>Week 7 Final Assignment: Public Relations Reflection Paper (60 points) Due Sunday October 11th by 11:00 PM Instructions:</p> <ul style="list-style-type: none"> • The purpose of this final assignment is to analyze and reflect on the diverse concepts we have covered over the past 7 weeks of our course. • Please write a short paper (4-5 pages) that covers the sections provided in the following rubric: 			60

Section	Possible Points (60 Points)	
<p>Introduction:</p> <ul style="list-style-type: none"> Provide an overview of the PR topics that will be discussed in your document. 	5 points	
<p>PR Knowledge/Concepts:</p> <ul style="list-style-type: none"> How would you describe what PR is to someone who is not familiar with the concept? Why should any type of organization be knowledgeable on PR concepts? How can PR add value to any organization? 	25 points	
<p>Course Content Reflection:</p> <ul style="list-style-type: none"> Which PR concepts discussed in the past 7 weeks did you find most relevant? Why did these concepts capture your attention? How can these concepts be applicable to your professional development? (provide 2 examples) 	25 Points	
<p>Conclusion:</p> <ul style="list-style-type: none"> 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? Now that you have finished your PR course, what specific knowledge/skills can you apply right away into your workplace/academic life? 	15 Points	
<p>Total Points 60 points</p>		
<p>Your paper should include:</p> <ul style="list-style-type: none"> • Proper transitions between sections (include titles) and a strong Conclusion/closing statement. • Use proper citations in APA style where applicable. <p>Deadline to submit your final reflection paper is Sunday April 30th , 11:00 PM MST</p>		
<p>Quiz 7</p>	<p>Please answer questions for quiz #7 (Based on Ch. 10 & 12 from Wilcox, Cameron & Reber textbook) Deadline Sunday October 11th 11:00 PM MST</p>	<p>100</p>