

The University of Texas at El Paso
Department of Communication
Fall 2015
COMM 3321: Public Relations
CRN

INSTRUCTOR INFORMATION

Instructor: MBA/MA Eli Garcia

Email: egarcia11@utep.edu

Office: COTTON 205

Phone: (915) 747- 5310

Campus Office hours: M & F 11:00-1:00 PM,
TR 3:00-4:00 PM

Preferred method of communication by email (Always include in the subject of your email "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, *Public Relations: Strategies and Tactics*, 11th ed., Allyn & Bacon Publishers

Technology Requirements

This course is presented in the Moodle 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	24%	8 @ 30 points each 240 points total
Assignments	6%	1 @ 60 points each 60 points total
Total		1000 points

Grading Scale

Letter Grade	Percentage Earned
A	90%–100%

B	80%–89.99%
C	70%–79.99%
D	60%–69.99%
F	< 60%

Couse Calendar

Week	Topic & Readings	Assignments	Due date	Points	
1 (Oct 26 th - Nov 1 st , 2015)	<u>Chapters 1</u> “What is Public Relations” & <u>Chapter 2:</u> “The Evolution of Public Relations”	Discussion1: Introductions & Response to classmate	<u>Initial Post:</u> Wed Oct 28th by 11:00 PM MST. <u>Response:</u> Saturday Oct 31 st by 11:00 PM MST	0	
		Discussion 2: Value of Public Relations & Response to classmate	<u>Initial Post:</u> Saturday Oct 31 st by 11:00 PM MST. <u>Response:</u> Sunday Nov 1 st by 11:00 PM MST	30	
		Assessment: Quiz 1	Sunday Nov 1 st 11:00 PM MST	100	
2 (Nov 2 nd - Nov 8 th , 2015)	<u>Chapter 3:</u> “Ethics and Professionalism” & <u>Chapter 4:</u> ‘Public Relations Departments and Firms”	Discussion: Ethical Dilemmas in the Workplace & Reply to classmate	<u>Initial Post:</u> Wed Nov 4 th by 11:00 PM MST. <u>Response:</u> Saturday Nov 7 th by 11:00 PM MST	30	
		Assessment: Quiz 2	Sunday Nov 8 th by 11:00 PM MST	100	
3 (Nov 9 th - Nov 15 th , 2015)	<u>Chapter 9:</u> “Public Opinion” & <u>Chapter 11:</u> “Reaching Diverse Audiences”	Discussion: Answers to “Campaign to Increase Student Diversity”	<u>Initial Post:</u> Wed Nov 11 th by 11:00 PM MST <u>Response:</u> Saturday Nov 14 th by 11:00 PM MST	30	
		Assessment: Quiz 3	Sunday Nov 15 th by 11:00 PM MST	100	

4 (Nov 16 th - Nov 22 nd , 2015)	Chapter 5: "Research" & Chapter 6: "Program Planning"	Written Assignment: Public Relations Plan	Sunday Nov 22nd by 11:00 PM MST	60	
		Assessment: Quiz 4	Sunday Nov 22nd by 11:00 PM MST	100	
5 (Nov 23 rd - Nov 29 th)	Chapter 7: "Communication" & Chapter 8: "Evaluation"	Discussion 1: "Communicating & Implementing a PR Plan"	Initial Post: Wed Nov 25 th by 11:00 PM MST. Response: Saturday Nov 28 th by 11:00 PM MST	30	
		Discussion 2: "Evaluating a PR Plan"	Initial Post: Wed Nov 25 th by 11:00 PM MST. Response: Saturday Nov 28 th by 11:00 PM MST	30	
		Assessment: Quiz 5	Sunday Nov 29th by 11:00 PM MST	100	
6 (Nov 30 th - Dec 6 th , 2015)	Chapter 13: "The Internet and Social Media" Chapter 14: "preparing Materials for Mass Media" Chapter 15: "Radio and Television"	Discussion 1: "Facebook as a PR Strategy"	Initial Post: Wed Dec 2 nd by 11:00 PM MST. Response: Saturday Dec 5 th by 11:00 PM MST	30	
		Discussion 2: "Role of Research in PR"	Initial Post: Wed Dec 2 nd by 11:00 PM MST. Response: Saturday Dec 5 th by 11:00 PM MST	30	

		Assessment: Quiz 6	Sunday Dec 6th by 11:00 PM MST	100	
7 (Dec 7th-Dec 13th, 2015)	Chapter 10: “Conflict Management: Dealing with Issues, Risks and Crises” Chapter 12: “Public Relations and the Law”	Discussion: “Coombs Crisis Communication Strategies”	Initial Post: Wed Dec 9th by 11:00 PM MST. Response: Saturday Dec 12^h by 11:00 PM MST	30	
		Assessment Quiz 7	Sunday Dec 13th by 11:00 PM MST	100	

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* and *assignments*, 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!