

THE UNIVERSITY OF TEXAS AT EL PASO
DEPARTMENT OF COMMUNICATION
COMM3320: WRITING FOR PUBLIC RELATIONS
SUMMER II 2016

Instructor: MBA/MA Eli Garcia

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Office: Cotton 205

Office hours: M-R, 2:00-4:00 PM or by appointment

Class meeting times:

M-R 9:00-11:30 AM

Location: Cotton 104

Course Description:

This course focuses on understanding and practicing the writing techniques utilized in diverse public relations media. Emphasis will be given to audience analysis, news releases, media kits, as well as other relevant written promotional materials/formats.

Course Learning Objectives:

- Learn the diverse writing techniques used in a variety of public relations media
- Understand the diverse steps involved in the public relations writing process
- Write in a concise, factual, organized and persuasive manner
- Understand the strategic role public relations writing practices represent for all type of organizations
- Develop critical thinking, teamwork and strategic planning skills, as these are an integral part of the corporate communication/public relations field

Course Methodology:

- The course consists of a combination of lectures, discussions, individual/group projects and presentations
- Students will participate in diverse class projects that will demand the practical application of the theoretical concepts discussed in class
- Throughout the semester students will be required to demonstrate the skills and knowledge learned through the entire course by developing and presenting diverse public relations writing samples (news releases, media kits, etc.)

Learning Outcome:

- Competence in writing for different public relations media

Outcome Assessment/Grading:

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

Materials and bibliography:

Required textbook:

- Public Relations Writing and Media Techniques. 7th edition or later
Author: Dennis L. Wilcox, Bryan H. Reber
- The Associated Press Stylebook, any edition 2013 or later

Grading:**All turned-in assignments must be hard copy. No e-mails accepted.**-Your final class grade will be the **average** of your scores in the following six categories.

<u>Assignment</u>	<u>Possible Points</u>
• Class participation (individual)	100 points
• Test # 1 (individual)	100 points
• Assignment #1 News Release (individual)	100 points
• Assignment #2 Media Kits (team project)	100 points
• Assignment #4 PR Program Outline (team project)	100 points

Final Grade = Sum of scores (points earned for each assignment) divided by 5.

Each writing assignment, including the final, will be graded on a 1-100 scale based on the following criteria

• Accuracy	20
• Content	20
• Organization	20
• Application of writing style and concepts, AP Style	20
• <u>Grammar, spelling</u>	<u>20</u>
Total possible points p/assignment	100

Grading Scale

90 -100points = A

80 - 89points = B

70 - 79 points = C

60 - 69 points = D

59 or below = F

Class 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 **hard copy** (no e-mails accepted) and handed in **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 Dishonesty:

Plagiarism, cheating or collusion is a violation of the norms and ethics of the academic community. Anyone suspected of academic dishonesty will immediately be reported to the Chair of the Department of Communication and to the Dean of Student Affairs. Academic Dishonesty will not be tolerated.

Disability Policy:

If you have been identified as having disability, please see the instructor to make proper arrangements.