

COMM 3320

June / July 2015

Tentative Course Schedule

Subject to change depending on the needs of the class

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7	8 Introduction to the Course Student Introductions Introduction to PR	9 Introduction to PR Getting Organized for writing Ch.1	10 Becoming a Persuasive writer Ch. 2 Finding and making news Ch. 3	11 Finding and making news Ch. 3 Working with Journalists Ch. 4	12	13
14	15 Exam 1 (Chapters 1-4) Writing a news release Ch.5	16 Writing news release continuation &practice	17 Exercises writing leads, headlines, inverted pyramid.	18 Writing Media Kits Ch6.	19	20
21	22 Continuation: Media kits Assignment #1 due: News release	23 Practice media kits	24 Publicity Photos and Graphics Ch. 8	25 Video news releases Ch.9 Digital Media Ch. 12	26	27
28	29 PR campaign outline Ch 18 Assignment #2 due: Media Kit	30 PR campaign outline continuation Organizing meetings and events Ch 18	1 PR campaign outline practice	2 Assignment #3 due: P PR Campaign Outline and presentations	3	4