

## **INSTRUCTOR INFORMATION**

**Instructor:** Keri Moe

**Email:** [KLMOE@UTEP.EDU](mailto:KLMOE@UTEP.EDU)

**Phone:** (915) 373-5096, it is ok to text me

**Office Hours:** I am usually available seven days a week to meet with students. Email, call or text me and we will find a time to conference on the phone or Facetime or meet in person. In emails, please include "Online COMM 3321" in the subject of your email "(.)"

## **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. Course Author: Eli Garcia

**Credit Hours:** 3

**Prerequisite Courses:** Junior Standing

## **Course Learning Outcomes:**

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

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

## **Textbook:**

- Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, Public Relations: Strategies and Tactics, 11th edition, Pearson  
ISBN-13: 978-0205960644  
ISBN-10: 0205960642

## **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:

- Broadband Internet connection, such as cable or DSL
- A current computer (PC or Mac), 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 or text. A text message will have the quickest response. Always include in the subject of your email “Online COMM 3321” and your name. All emails will be answered within 48 hours, usually sooner. Graded assignments will be posted within 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. Note many assignments appear and are available only during the week listed on the syllabus. It is important to log-in regularly and complete assignments by or before the due date. The time assignments are due is always Mountain Time.

### 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 Work 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. Any exceptions to this policy are at the instructor’s discretion and may require written documentation and/or may receive a significant point deduction.

### **Library Information**

Access the UTEP Library by visiting <http://libraryweb.utep.edu/>.

### **Responsible, Ethical and Effective Electronic Communication**

Communicating online is different than in person. Please be mindful of your communication and be understanding when reading others’ communication. 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](http://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](mailto: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](http://www.sa.utep.edu/cass).

## **COMM 3321 Calendar**

Week 1

| Activity | Description | Due Date | Points |
|----------|-------------|----------|--------|
|----------|-------------|----------|--------|

|                        |   |  |    |
|------------------------|---|--|----|
| Readings               | <p>Required Readings</p> <p><u>Chapter 1</u> "What is Public Relations" (pages 1-38, Wilcox, Cameron &amp; Reber)</p> <p><u>Chapter 2</u>: "The Evolution of Public Relations" (pages 39- 69, Wilcox, Cameron &amp; Reber)</p> <p>In addition to reading Chapters 1 &amp; 2 please watch the following video: "The PR Phenomenon" <a href="http://0-fod.infobase.com.lib.utep.edu/PortalPlaylists.aspx?wID=104347&amp;xtid=44681&amp;loid=117348">http://0-fod.infobase.com.lib.utep.edu/PortalPlaylists.aspx?wID=104347&amp;xtid=44681&amp;loid=117348</a> available through the UTEP library. Please use your UTEP Credentials to log in to the UTEP library website</p> <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> | January 25th,<br>by 11:00 PM Mountain Time   | 0  |
| Week 1<br>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 January 23rd, 11:00 PM Mountain Time<br><br>Two replies to your peers due by Saturday January 26th, 11:00 PM Mountain Time | 0  |
| Week 1<br>Discussion 2 | <p>Now that you have explored and analyzed diverse Public Relations definitions, please create your own personal definition of public relations</p> <p>Why do you feel your personal definition provides a solid general perspective of what the PR profession entails?</p> <p>How do you think your personal definition addresses the current trends and challenges associated with the profession?</p> <p>Please read and provide feedback to 2 classmates' postings</p>  | Initial post to the Discussion due by January 25th, 11:00 PM Mountain Time<br><br>Two replies to your peers due by January 27th, 11:00 PM Mountain Time          | 30 |
| Quiz 1                 | Please answer questions for quiz #1 (Based on Ch. 1 & CH 2 from text book)<br>Deadline: January 27th by 11:00 PM MST  | 100  |    |

# COMM 3321 Calendar

## Week 2

| Activity  | Description   | Due Date   | Points |
|---|---|--|--------|
| Readings  | <p>Required Readings<br/> <b>Chapter 3:</b>“Ethics and Professionalism” (pages 70-94, Wilcox, Cameron &amp; Reber)</p> <p>In addition to reading Chapter 3, visit the Public Relations Society of America -PRSA (<a href="http://www.prsa.org/resource-library/ethics/code-of-ethics/">http://www.prsa.org/resource-library/ethics/code-of-ethics/</a>) and the Arthur W. Page Society (<a href="http://www.awpagesociety.com/site/the-page-principles">http://www.awpagesociety.com/site/the-page-principles</a>) websites to learn more about their roles in the profession and analyze their code of ethics/principles.</p> <p><b>Chapter 4:</b>“Public Relations Departments and Firms” (ages 95-124, Wilcox, Cameron &amp; Reber)</p> <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> | January 30th, by 11:00 PM Mountain Time  | 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> <p>What is the main ethical issue in each situation?<br/>           How would you approach each ethical situation?<br/>           What professional recommendations would you make to avoid the reoccurrence of any potential ethical dilemmas in each situation?</p> <p>Please read and provide feedback to two classmates’ postings</p>  | <p>Initial post to the Discussion due by January 31st, 11:00 PM Mountain Time</p> <p>Two replies to your peers due by February 3rd, 11:00 PM Mountain Time</p> | 30     |
| Quiz 2 Please answer questions for quiz 2 (Based on Ch.3 & Ch.4 from text book Wilcox, Cameron & Reber) Due: February 3rd <sup>th</sup> by 11:00 PM MST |   |  | 100    |

# COMM 3321 Calendar

## Week 3

| Activity          | Description  | Due Date   | Points |
|-------------------|--|--|--------|
| Readings          | <p>Required Readings</p> <p><u>Chapter 9</u>. “Public Opinion and Persuasion” (Pages: 219-247 Wilcox, Cameron &amp; Reber textbook)</p> <p><u>Chapter 11</u>. “Reaching Diverse Audiences” (Pages: 277-299, Wilcox, Cameron &amp; Reber textbook)</p> <p>In addition to reading Chapters 9 &amp;11 please watch the following video: “Understanding Publics” <a href="http://0-fod.infobase.com.lib.utep.edu/p_ViewVideo.aspx?xtid=44681&amp;loid=117348#">http://0-fod.infobase.com.lib.utep.edu/p_ViewVideo.aspx?xtid=44681&amp;loid=117348#</a> available through the UTEP library. Please use your UTEP credentials to log in to the UTEP library website</p> <p>Additional Resources<br/>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> | February 6th, by 11:00 PM Mountain Time  | 0      |
| Week 3 Discussion | <p>Discussion Prompt:</p> <p>Provide your personal definition of public opinion<br/>Why does the study of public opinion and persuasion matter for the ethical and professional practice of Public Relations?<br/>What ethical and professional considerations do you need to consider when using persuasion techniques to reach diverse audiences?<br/>Please read and provide feedback to two classmates’ postings</p>   | <p>Initial post to the Discussion due by February 7th, 11:00 PM Mountain Time</p> <p>At least 2 replies to your peers due by February 10th, 11:00 PM Mountain Time</p> | 30     |
| Quiz 3            | Please answer questions for quiz #3 (Based on Ch. 9 & Ch.11 from Wilcox, Cameron& Reber , text book) Deadline: February 10 <sup>th</sup> by 11:00 PM MST   |  | 100    |

# COMM 3321 Calendar

## Week 4

| Activity            | Description  | Due Date                                 | Points                      |           |          |            |          |           |           |            |           |         |           |          |          |        |          |            |           |                     |                  |   |    |
|---------------------|--|--|-----------------------------|-----------|----------|------------|----------|-----------|-----------|------------|-----------|---------|-----------|----------|----------|--------|----------|------------|-----------|---------------------|------------------|---|----|
| Readings            | <p>Required Readings</p> <p><u>Chapter 5</u>: “Research” (Pages: 123-150 Wilcox, Cameron &amp; Reber textbook)</p> <p><u>Chapter 6</u>: “Program Planning” ” (Pages: 151-170 Wilcox, Cameron &amp; Reber textbook)</p> <p>In addition to reading Chapters 5 &amp; 6 please watch the following video: “The PR Campaign” <a href="http://0-fod.infobase.com.lib.utep.edu/p_ViewVideo.aspx?xtid=44681&amp;loid=117348#">http://0-fod.infobase.com.lib.utep.edu/p_ViewVideo.aspx?xtid=44681&amp;loid=117348#</a> available through the UTEP library. Please use your UTEP credentials to log in to the UTEP library website</p>   | February 13th, by 11:00 PM Mountain Time | 0                           |           |          |            |          |           |           |            |           |         |           |          |          |        |          |            |           |                     |                  |   |    |
| Week 4 Assignment   | <p>Week 4 Assignment:</p> <p>Because of limited parking space, your campus wants to motivate students to ride their bicycles to campus, instead of driving their cars.</p> <p>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 \$2000. 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>Increase awareness of the health, environmental and economic benefits of riding a bicycle to campus<br/>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.</p> <p>Your Campaign/program will be graded using the following rubric:</p> <table border="1" data-bbox="496 1289 1183 1661"> <thead> <tr> <th>Section</th> <th>Possible Points (60 Points)</th> </tr> </thead> <tbody> <tr> <td>Situation</td> <td>5 points</td> </tr> <tr> <td>Objectives</td> <td>5 points</td> </tr> <tr> <td>Audiences</td> <td>10 Points</td> </tr> <tr> <td>Strategies</td> <td>10 Points</td> </tr> <tr> <td>Tactics</td> <td>10 points</td> </tr> <tr> <td>Calendar</td> <td>5 points</td> </tr> <tr> <td>Budget</td> <td>5 points</td> </tr> <tr> <td>Evaluation</td> <td>10 points</td> </tr> <tr> <td><b>Total Points</b></td> <td><b>60 points</b></td> </tr> </tbody> </table> | Section                                  | Possible Points (60 Points) | Situation | 5 points | Objectives | 5 points | Audiences | 10 Points | Strategies | 10 Points | Tactics | 10 points | Calendar | 5 points | Budget | 5 points | Evaluation | 10 points | <b>Total Points</b> | <b>60 points</b> | PR Campaign Assignment due by February 16th, 11:00 PM Mountain Time | 60 |
| Section             | Possible Points (60 Points)  |  |                             |           |          |            |          |           |           |            |           |         |           |          |          |        |          |            |           |                     |                  |   |    |
| Situation           | 5 points   |  |                             |           |          |            |          |           |           |            |           |         |           |          |          |        |          |            |           |                     |                  |   |    |
| Objectives          | 5 points   |  |                             |           |          |            |          |           |           |            |           |         |           |          |          |        |          |            |           |                     |                  |   |    |
| Audiences           | 10 Points  |  |                             |           |          |            |          |           |           |            |           |         |           |          |          |        |          |            |           |                     |                  |   |    |
| Strategies          | 10 Points  |  |                             |           |          |            |          |           |           |            |           |         |           |          |          |        |          |            |           |                     |                  |   |    |
| Tactics             | 10 points  |  |                             |           |          |            |          |           |           |            |           |         |           |          |          |        |          |            |           |                     |                  |   |    |
| Calendar            | 5 points   |  |                             |           |          |            |          |           |           |            |           |         |           |          |          |        |          |            |           |                     |                  |   |    |
| Budget              | 5 points   |  |                             |           |          |            |          |           |           |            |           |         |           |          |          |        |          |            |           |                     |                  |   |    |
| Evaluation          | 10 points  |  |                             |           |          |            |          |           |           |            |           |         |           |          |          |        |          |            |           |                     |                  |   |    |
| <b>Total Points</b> | <b>60 points</b>   |  |                             |           |          |            |          |           |           |            |           |         |           |          |          |        |          |            |           |                     |                  |   |    |
| Quiz 4<br>PM MST    | Please answer questions for quiz #4 (Based on Chapter 5 &6 from Wilcox, Cameron & Reber textbook) Deadline: February 17th 11:00  |  | 100                         |           |          |            |          |           |           |            |           |         |           |          |          |        |          |            |           |                     |                  |   |    |

# COMM 3321 Calendar

## Week 5

| Activity          | Description  | Due Date   | Points |
|-------------------|--|--|--------|
| Readings          | <p>Required Readings</p> <p><b>Chapter 7:</b> “Communication” (Pages 171-196 Wilcox, Cameron &amp; Reber textbook)</p> <p><b>Chapter 8 :</b> “Evaluation” (Pages 197- 218 Wilcox, Cameron &amp; Reber textbook)</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> | February 20th by 11:00 PM Mountain Time  | 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> <p>Please answer questions 3 and 5 from Chapter 7, page 196 from your textbook. Also, please answer questions 8 &amp; 9 from Chapter 8, page 217 from your textbook. Please read and provide feedback to two classmates’ postings</p>                                       | <p>Initial post to the Discussion due by February 21st 11:00 PM Mountain Time</p> <p>At least two replies to your peers due by February 24th, 11:00 PM Mountain Time</p> | 30     |
| Quiz 5            | Please answer questions for quiz #5 (Based on Ch.7 & Ch. 8 from Wilcox, Cameron & Reber textbook) Deadline: February 24th 11:00PM MST  |  | 100    |



# COMM 3321 Calendar

## Week 6

| Activity          | Description   | Due Date  | Points |
|-------------------|---|---|--------|
| Readings          | <p>Required Readings</p> <p><b>Chapter 13:</b> “The Internet and Social Media” (Pages 331- 362 Wilcox, Cameron &amp; Reber textbook)</p> <p><b>Chapter 14:</b> “Preparing Materials for the Mass Media” (Pages 363-393 Wilcox, Cameron &amp; Reber textbook)</p> <p><b>Chapter 15:</b> “Radio and Television” (Pages 394-417 Wilcox, Cameron &amp; Reber textbook)</p> <p>Additional Resources<br/>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> | February 27th, by 11:00 PM Mountain Time  | 0      |
| Week 6 Discussion | <p>Discussion Prompt</p> <p>This week we will discuss issues related to:</p> <p>Strategic use of social media (in particular Facebook),<br/>2) Recommendations on pitching stories to the media, and 3) Securing media coverage on TV.</p> <p>Please answer the following questions:</p> <p>Question 8 from Chapter 13, page 361 from textbook<br/>Question 9 from Chapter 14, on page 392 from textbook<br/>Question 8 from Chapter 15, on page 416 from textbook<br/>Please read and provide feedback to two classmates’ postings</p>                                   | <p>Initial post to the Discussion due by February 28th 11:00 PM Mountain Time</p> <p>At least two replies to your peers due by March 3rd , 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: March 3rd 11:00 PM MST   |   | 100    |

# COMM 3321 Calendar

## Week 7

| Activity  | Description  | Due Date   | Points |
|---|--|--|--------|
| Readings  | <p>Required Readings<br/> <b>Chapter 10:</b> “Conflict Management: Dealing with Issues, Risks and Crises” (Pages 248-276 Wilcox, Cameron &amp; Reber textbook)</p> <p><b>Chapter 12:</b> “Public Relations and the Law” (Pages 300-330 Wilcox, Cameron &amp; Reber textbook)</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> | March 6 <sup>th</sup> by 11:00 PM Mountain Time  | 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> <p>Question 1 page 276<br/>           Question 3 page 276<br/>           Question 9 Page 276<br/>           Please read and provide</p> <p>feedback to two classmates’ postings</p>         | <p>Initial post to the Discussion due by March 7<sup>th</sup>, 11:00 PM Mountain Time</p> <p>At least two replies to your peers due by March 10<sup>th</sup>, 11:00 PM Mountain Time</p> | 30     |
| <p>Week 7<br/>           Final Assignment: Public Relations Reflection Paper (60 points) Due March 10<sup>th</sup> by 11:00 PM<br/>           Instructions:<br/>           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.<br/>           Please write a short paper (4-5 pages) that covers the sections provided in the following rubric:</p> |  |  | 60     |

| Section  | Possible Points (60 Points) |
|--|-----------------------------|
| <b>Introduction:</b><br><input type="checkbox"/> Provide an overview of the PR topics that will be discussed in your document.   | 5 points                    |
| <b>PR Knowledge/Concepts:</b><br><input type="checkbox"/> How would you describe what PR is to someone who is not familiar with the concept?<br><input type="checkbox"/> Why should any type of organization be knowledgeable on PR concepts?<br><input type="checkbox"/> How can PR add value to any organization?  | 25 points                   |
| <b>Course Content Reflection:</b><br><input type="checkbox"/> Which PR concepts discussed in the past 7 weeks did you find most relevant?<br><input type="checkbox"/> Why did these concepts capture your attention?<br><input type="checkbox"/> How can these concepts be applicable to your professional development? (provide 2 examples)                       | 25 Points                   |
| <b>Conclusion:</b><br><input type="checkbox"/> 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?<br><input type="checkbox"/> Now that you have finished your PR course, what specific knowledge/skills can you apply right away in to your workplace/academic life? | 15 Points                   |
| <b>Total Points</b>  | <b>60 points</b>            |

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Use proper citations in APA style where applicable.  
 Deadline to submit your final reflection paper is SApril 30<sup>th</sup>, 11:00 PM MST

Quiz 7 Please answer questions for quiz #7  
 (Based on Ch. 10 & 12 from Wilcox, Cameron & Reber textbook) Deadline March 9<sup>th</sup> 11:00 PM MST

100