

The University of Texas at El Paso
Department of Communication
COMM 3321 02 Public Relations
Spring 2024
CRN 23562

Instructor: Raul Rodriguez

Email: rrodriguez182@utep.edu

Class Meeting times TR 9:00-10:20 AM/ Classroom Bldg. C 304

Phone: (210) 310 - 6467

Office: Quinn Hall

Office hours:

Tues. 12:00 PM - 1:30 PM

Thurs. 12:00 PM – 1:30 PM

or by appointment

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 developing and implementing strategic public relations plans to achieve business/organizational goals.

Course Learning Objectives:

- Develop an understanding of the strategic function PR plays in diverse organizational settings.
- Understand the core functions involved in strategic public relations planning (RACE, research, analysis, communication, evaluation)
- Identify ethical implications in Public Relations practices.
- Develop time-management, teamwork, and strategic planning skills, as these are an integral part of the public relations field.

Course Methodology:

- Methodology includes lectures, weekly **assignments**, exams, student group assignments and presentations.
- Students will participate in diverse class exercises or discussions that will attempt to recreate “real-world” professional situations.

Learning Outcome:

- Competence in identifying, understanding and application of the basic structure of strategic public relations practices (research, analysis, communication, evaluation)

Outcome Assessment/Grading:

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

Materials and bibliography:

Required textbooks:

- 1) Dennis L. Wilcox, Glen T. Cameron, Public Relations: Strategies and Tactics. 11th edition, Pearson Education Inc. ISBN-13: 978-0-133-80937-4

Grading:

This course is ambitious and requires your active participation. Students can earn up to 1000 points during the semester. Grades will be based on the following scale:

All turned-in assignments must be completed on BB. No e-mails accepted.

A= 1000-900 points
 B= 899-800 points
 C= 799-700 points
 D= 600-699 points
 F= 599 points and below

- **Exam 1**
175 points
 - **Exam 2**
175 points
 - **Exam 3**
175 points
 - **Weekly Questions**
140 points
 - **Final Comprehensive PR Campaign**
235 points
 - **Class Attendance & Participation (individual)**
100 points
- Total possible points possible** **1000**

Your responsibilities:

- All written assignments must be on BB (no e-mails accepted) and turned in **on-time**, double-spaced and have adequate margins for reviewer comments (about an inch). Use 12-point type, Times New Roman font.
- Deadlines for all written assignments will be strictly enforced. **No late assignments please.** Missing a deadline is equivalent of not doing the assignment.
- **Participation:** Students are expected to attend each class session and be punctual. This is a discussion driven course, with much activity in class. Your active participation and perspectives are extremely important.
- **Show respect.** The use of cell phones, text messages, and social media won't be allowed during class time, unless specifically permitted by the instructor. Please turn cell phones on silent before entering the classroom. Be courteous to classmates by paying attention to discussions, presentations and by having an open mindset in relation to the opinions and ideas of others.

TECHNOLOGY REQUIREMENTS

Some course content is delivered via the Internet through the Blackboard learning management system. Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Google Chrome and Mozilla Firefox are the best browsers for Blackboard; other browsers may cause complications. When having technical difficulties, update your browser, clear your cache, or try switching to another browser. You will need to have access to a computer/laptop. You will need to download or update the following software: Microsoft Office, Adobe Acrobat Reader, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course. BB Central 915 747 5940.

If you do not have word-processing software, you can download Word and other Microsoft Office programs (including Excel, PowerPoint, Outlook and more) for free via UTEP's Microsoft Office Portal. Click the following link for more information about [Microsoft Office 365](#) and follow the instructions.

IMPORTANT: If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP [Help Desk](#) as they are trained specifically in assisting with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you, 915 747 4357.

COURSE COMMUNICATION: I will communicate with you in Blackboard through ANNOUNCEMENTS and Email. You can reach out to me through text messaging, 210 310 6467 or mobile phone call or through direct email, not BB. This is quickest method.

GUIDANCE ON ARTIFICIAL INTELLIGENCE: The use of generative AI tools such as Chat GPT is permitted in this course for the following activities, which must be noted or cited:

[For research and further explanation of theories, models, and concepts. Do not copy and paste. Use your own words and perspectives on assignments.]

However, you **may not** use AI tools to complete the following activities:

[To complete tests, composition of essays or other written assignments. Do not copy and paste. Use your own words and refer to the textbook to complete these tasks.]

Students must cite any borrowed content sources to comply with all applicable citation guidelines, copyright law, and avoid plagiarism.

Instances that violate these guidelines will be referred to the Office of Student Conduct and Conflict Resolution.

Academic Dishonesty Policy:

Scholastic/academic dishonesty is prohibited and considered a violation of the UTEP Handbook of Operating Procedures. The University of Texas at El Paso prides itself on its standards of academic excellence. In all matters of intellectual pursuit, UTEP faculty and students must strive to achieve excellence based on the quality of work produced by the individual. In the classroom and in all other academic activities, students are expected to uphold the highest standards of academic integrity. Any form of scholastic dishonesty is an affront to the pursuit of knowledge and jeopardizes the quality of the degree awarded to all graduates of UTEP. It is imperative, therefore, that the members of this academic community understand the regulations pertaining to academic integrity and that all faculty insist on adherence to these standards.

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials produced by another person, taking an examination for another person, and any act designed to give unfair advantage to a student or even the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students on the homepage of the Dean of Students at www.utep.edu/dos, may result in sanctions ranging from disciplinary probation, to a failing grade on the work in question, to a failing grade in the course, to suspension or dismissal, among others.

Absences and Course Drop Policy:

According to UTEP Curriculum and Classroom Policies, “When, in the judgment of the instructor, a student has been absent (3 unexcused absences) to such a degree as to impair his or her status relative to credit for the course, the instructor may drop the student from the class with a grade of “W” before the course drop deadline and with a grade of “F” after the course drop deadline.” See academic regulations in the UTEP Undergraduate Catalog for a list of excused absences. Therefore, if I find that, due to non-performance in the course, you are at risk of failing, I will drop you from the course. I will provide 24 hours advance notice via email.

OR

I will not drop you from the course, instructor’s option. However, if you feel that you are unable to complete the course successfully, please let me know and then contact the [Registrar’s Office](#) to initiate the drop process. If you do not, you are at risk of receiving an “F” for the course.

Plagiarism Detecting Software:

Some of your course work and assessments may be submitted to SafeAssign, a plagiarism detecting software. SafeAssign is used review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

ILLNESS PRECAUTIONS

Please stay home if you have symptoms of a communicable illness. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodations. Reach out to me if you are going to be absent by text, 210 310 6467 and identify yourself.

CASS Policy

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 to cass@utep.edu. Or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass. CASS' Staff are the only individuals who can validate and if need be, authorize accommodations for students with disabilities. "The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Students who become pregnant or have parenting responsibilities may also request reasonable accommodations. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. The UTEP Center for Accommodations and Support Services (CASS) will process requests for accommodations based on a disability, pregnancy, or parenting. Contact the Center for Accommodations and Support Services at 915-747-5148, email them at cass@utep.edu, or apply for accommodations online via the CASS portal."

Academic Resources

- [UTEP Library](#): Access a wide range of resources including online, full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
- [Math Tutoring Center \(MaRCS\)](#): Ask a tutor for help and explore other available math resources.

- [History Tutoring Center \(HTC\)](#): Receive assistance with writing history papers, get help from a tutor and explore other history resources.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.
- [The Miner Learning Center](#): Join peer-led study sessions in person or online to review content and discover study strategies in core curriculum courses.
- [UTEP Edge](#): UTEP's cross-campus framework for student success and empowerment – develops students' assets through high-impact experiences made possible by the expertise and dedication of faculty, staff, alumni, and community partners.

Individual Resources

- [Student Success Help Desk \(SSHD\)](#): Students experiencing challenges or obstacles to academic success including registration, financial, food, housing, and transposition resources may submit a ticket request assistance to studentsuccess@utep.edu
- [Military Student Success Center](#): Assists personnel in any branch of service to reach their educational goals.
- [Center for Accommodations and Support Services](#): Assists students with ADA-related accommodations for coursework, housing, and internships.
- [Counseling and Psychological Services](#): Provides a variety of counseling services including individual, couples, and group sessions as well as career and disability assessments.
- [UTEP Food Pantry](#): Non-perishable food items are available to students who are currently enrolled in classes. Bring a Miner Gold Card to Memorial Gym, Room 105, Monday through Friday, 10 a.m. to 2 p.m.

The instructor reserves the right to make necessary changes in the schedule/calendar/assignments depending on the needs of the class.

Calendar ****

Class Meeting	Topic-Activity	Reading
Role of PR-Foundation		
1/16-1/18 WK 1 Regular in-class session	<ul style="list-style-type: none"> • Introduction • In class discussion of PR • Assignment 1 - answer questions 4 and 5 on page 37. Due Saturday 1/25 @ 11:59 pm. 	<ul style="list-style-type: none"> • Ch.1 Begin reading. In class discussion next class. • Open 1/18- Hide 1/26
1/23-1/25 WK 2 Regular in-class session	<ul style="list-style-type: none"> • Evolution of PR • Assignment 2 – answer questions 4 and 6 on page 68. Due Saturday 1/27 @ 11:59 pm. 	<ul style="list-style-type: none"> • Ch.2 Read the Chapter. • Open 1/25 Hide 2/1
1/30-2/1 WK 3 Regular in-class session	<ul style="list-style-type: none"> • Ethics and Professionalism • In class discussion • Assignment 3 - answer questions 7 and 12 on page 94. Due Saturday 2/3 @ 11:59 pm. 	<ul style="list-style-type: none"> • Ch.3 Read the Chapter. • Open 2/1 Hide 2/8
2/6-2/8 WK 4 Regular in-class session	<ul style="list-style-type: none"> • PR Departments and Firms • In class discussion. • Assignment 4 – answer questions 3 and 10 on page 122. Due on Saturday 2/10 @ 11:59 pm. 	<ul style="list-style-type: none"> • Ch. 4 Read the Chapter. • Open 2/8 Hide 2/15
2/13-2/15 WK 5	<ul style="list-style-type: none"> • Corporations • In class discussion. 	<ul style="list-style-type: none"> • Ch 17 Read the Chapter

Regular in-class session	<ul style="list-style-type: none"> • Assignment 5 - answer questions 8 and 10 on page 471. Due on Saturday 2/17 @ 11:59 pm. • Exam 1 review • Exam 1 (Chapters 1-4, 1) on 2/18 Sunday 	<ul style="list-style-type: none"> • Open 2/15 Hide 2/18 • (Opens at 10:00 am – 11:59 pm)
PR Environment-Real World		
2/20-2/22 WK 6 Regular in-class session	<ul style="list-style-type: none"> • Non-profit Health and Education • In class discussion • Assignment 6 – Answer questions 2 and 7 on page 568. Due on Saturday 2/24 @ 11:59 pm. • Organizational Research Project Explanation/Workshop 	<ul style="list-style-type: none"> • Ch. 21 Read the Chapter • Open 2/22 Hide 2/25
2/27-2/29 WK 7 Regular in-class session	<ul style="list-style-type: none"> • The Internet and social media • In class discussion. • Assignment 7 – Answer questions 4 and 5 on page 361. Due on Saturday 3/2 @ 11:59 pm. 	<ul style="list-style-type: none"> • Ch.13 Read the Chapter • Open 2/29 Hide 3/3
3/5-3/7 WK 8 Regular in-class session	<ul style="list-style-type: none"> • Preparing Materials for the Mass Media • In class discussion • Assignment 8 – Answer questions 1 and 8 on page 392. Due on 	<ul style="list-style-type: none"> • Ch. 14 Read the Chapter • Open 3/7 Hide 3/10

Saturday 3/9 @ 11:59 pm.

3/11-3/15 Spring Break WK 9	• Spring Break	Spring Break
3/19-3/21 WK 10 Regular in-class session	<ul style="list-style-type: none">• Public Opinion• In class discussion• Assignment 9 – Answer questions 1 and 4 on page 246. Due on Saturday 3/23 @ 11:59 pm.• Exam 2 review• Exam 2 (Chapters 21,13, 14, 9) on 3/24 Sunday	<ul style="list-style-type: none">• Ch. 9 Read the Chapter• Open 3/21 Hide 3/24 • (Opens at 10:00 am – 11:59 pm)
<hr/> PR Process & Application		
3/26-3/28 WK 11 Regular in-class session	<ul style="list-style-type: none">• PR Research• In class discussion• Assignment 10 - Answer questions 1 and 3 on page 150. Due on Saturday 3/30	<ul style="list-style-type: none">• Ch.5 Read the Chapter• Open 3/28 Hide 3/31
4/2-4/4 WK 12 Regular in-class session	<ul style="list-style-type: none">• Program Planning• In class discussion• Assignment 11 - Answer questions 1 and 2 on page 169. Due on Saturday 4/6 at 11:59 pm.	<ul style="list-style-type: none">• Ch. 6 Read the Chapter• Open 4/4 Hide 4/7

	<ul style="list-style-type: none"> • Program Planning PR Campaign Project explanation and workshop 	
4/9-4/11 WK 13 Regular in-class sessions	<ul style="list-style-type: none"> • Communication • In class discussion • Assignment 12 – Answer questions 1 and 8 on page 196. Due on Saturday 4/13 @ 11:59 pm. 	<ul style="list-style-type: none"> • Ch. 7 Read the Chapter • Open 4/11 Hide 4/14
4/16-4/18 WK 14 Regular in-class session	<ul style="list-style-type: none"> • PR Evaluation • In class discussion • Assignment 13 – Answer questions 1 and 8 on page 217. Due on Saturday 4/20 @ 11:59 pm. • PR Campaign Project workshop/Group Breakout assignments, 5 members per team. 	<ul style="list-style-type: none"> • Ch. 8 Read the Chapter • Open 4/18 Hide 4/21
4/23-4/25 WK 15 Regular in-class session	<ul style="list-style-type: none"> • In class discussion • Group Breakout-time permitting. • Exam 3 review • Exam 3 (Chapters 5,6,7,8,) on 4/28 Sunday 	<ul style="list-style-type: none"> • EXAM IS FINAL EXAM.
4/30-5/2 WK 16 Regular in-class session	<ul style="list-style-type: none"> • PR Campaign Group breakout Tues/Thurs. • In class discussion • Teams ask questions. • PR Campaign Group Breakout 	Groups meet in class. Last week of classes.

5/6 - 5/10 WK 17
Regular in-class
session

- **Finals Week PR Campaign Group Presentations.**
- **All team members must be present.**

Written Campaign Assignment Due on Blackboard.
One team member to submit for group.
