



# **COM 375**

## **Pub Relations**

**Chaminade University of Honolulu  
Department of Communication  
Fall 2001**

General Information
---------------------

**COM 375**

**Public Relations**

**Classroom:** H-203

**Semester:** Fall 2001

**Office Hours:** Please check the current faculty hours posted at the COM HQ.

**Instructor:** Dr. E. R. Bautista

**Phone #:** (808) 735-4727

**E-mail:** [ebautist@chaminade.edu](mailto:ebautist@chaminade.edu)

**Office:** Eiben Hall 129B

Catalog Description
---------------------

Study of the principles and scope of public relations. Practice in techniques used with special attention to publicity writing, image projection and public relations campaign.

Course Pre-requisites
-----------------------

COM 200 Introduction to Mass Media

**Textbook**

Guth, D. W. and Marsh, C. (2000). *Public relations: A values-driven approach*. Needham Heights, Massachusetts: Allyn and Bacon.

Performance Objectives
------------------------

By the end of this semester, students should be able to:



Describe the nature of public relations as an aspect of integrated marketing communications

Understand the process and theories of communication (including persuasion, propaganda and public opinion techniques) as it applies to PR



Analyze selected PR case study methodologies and communication crises within a legal and ethical framework



Identify the various publics and target audiences when planning PR events and doing projects



Produce PR media (press releases, media kits, RACE reports, etc.)

Policies
----------

- 1) **Professionalism is highly expected of students enrolled in public relations class.**
- 2) **Attendance will be taken regularly. Tardiness communicates unprofessionalism and will adversely affect borderline letter grades. Two and a half points per tardy and five points per absence (no distinction will be made between excused and unexcused) will be deducted from the final grade.**
- 3) **Neatness and quality are expected from all assignments submitted to the instructor on deadlines. Presentability in written projects and speeches are important. Late work will be accepted at a 10% point deduction per class meeting.**
- 4) **Be flexible in your schedule to accommodate field trips or other late-breaking events.**
- 5) **Refer to the general catalog for other academic policies.**

PR Event Plans
----------------

<b>Team Members</b>	<b>Date</b>	<b><u>Type</u> of Event</b>	<b>Notes</b>
	September 23	Fundraiser	
	October	Club Fest	
	November	Open House	
	December	Department Celebration	

Grading Scale
---------------

Grades for this course will be calculated by the following ranges.

A	90-100%	270-300 points
B	80-89%	240-269 points
C	70-79%	210-239 points
D	60-69%	180-219 points
F	59% and below	179 points and below

Student Grade Record
----------------------

<u>Assignment</u>	Points Possible	Points Earned
Event Coordination and Promotions Written Report Month: Type of Event: Team:	100 (75) (25)	
PR Mini-Projects Project 1 (Self Promo) Project 2 (Agency Profile) <b>Project 3</b> (Case Study) Project 4 (Career <b>Prep</b> ) Project 5 (CUH) Project 6 CUH	60 (10) (10) (10) (10) (10) 10	
Chapter Quizzes #1 #2 #3 #4	40 (10) (10) (10) 10	
Final Project RAC(E) Campaign Report Departmental Media Kit Oral Presentation Team:	100 (50) (25) (25)	
Absences/Tardies		
Total	300	

## Schedule

Below is a tentative outline of class events. Dates are subject to change, depending on a variety of scheduling factors (field trips, late-breaking events, etc.).

Week	Start Dates	Theme	Activities
1	8/27	Introductions	<u>Chapter 1</u>
2	9/5	PR Formats	Chapter 10/ 11 Project 1: Self Promo
3	9/10	Background of the Profession	Chapter 3/5/16 Project 2: <u>Agency</u> Profile
4	9/17	The Publics/ Audience <u>Analysis</u>	Quiz 1 <u>Chapter 4</u> /14
5	9/24	<u>Law and Ethics in PR</u>	<u>Chapter 6</u> /15
6-7	10/1	RACE	<u>Chapter 7</u> /8/9
8	10/15	IMC	Quiz 2 <u>Chapter 12</u>
9	10/22	Crisis Communications	<u>Chapter 13</u>
10	10/29	Case Studies	Project 3: Case Stud
11	11/5	<u>Applications</u>	Event Coordination/RACE
12	11/14	<u>Applications</u>	Quiz 3
13	11/19	PR Careers	Chapter 2 Project 4: Career Pre
14-15	11/26	Oral Presentations <del>Course</del> Summation	Final Project Projects 5 and 6 must be <u>completed</u> b this week.
16	TBA	<u>Final Exam Week</u>	<u>Quiz 4</u>

Chapter 1: What Is Public Relations?

Chapter 2: Jobs in Public Relations

Chapter 3: A Brief History of Public Relations

Chapter 4: The Publics in Public Relations

Chapter 5: Communication Theory and Public Opinion

Chapter 6: Ethics in Public Relations

Chapter 7: Research and Evaluation

Chapter 8: Planning: the Strategies of Public Relations

Chapter 9: Communication: The Tactics of Public Relations

Chapter 10: Writing and Presentation Skills

Chapter 11: New Communications Technology

Chapter 12: Crisis Communications

Chapter 13: Integrated Marketing Communications

Chapter 14: Cross-Cultural Communication

Chapter 15: Public Relations and the Law

Chapter 16: Your Future in Public Relations