

Chaminade University of Honolulu**COM 375 Public Relations****MWF (3:00–3:50 p.m.)****127 Eiben****Professor: Cliff Bieberly****129 Eiben****Office Hours : 4:00 – 6:00 p.m. MWF and by appointment.****Required Text**

Guth, David W. and Marsh, Charles (2000). *Public Relations – A Values-Driven Approach*
Needham Heights, MA: Allyn & Bacon

Course Description

This course is an introductory study of the field of public relations. It deals with the effect of public opinion on an organization. We will also explore ethical implications related to the field and how the individual can influence change. You will need to learn the various publics of an organization, and the channels of communication used in current public relations practices. Assignments will include writing basic public relations communications. In addition to the items listed below, the basic requirements for the course also include: regular attendance and participation in class and group discussions

- Two quizzes
- A mid-term exam;
- A final exam;
- One Press Kit;
- One Public Relations Plan

Objectives

The course is structured to provide learning experiences through class lectures; organized class and small-group discussions; text readings; selected slide and video viewing-, individual explorations and applications; and collaboration with a group on the preparation and oral presentation of a directed project. The individual and group projects will allow you to demonstrate your ability to apply what you have learned - and for the exceptional student, to extend beyond to new knowledge.

Grading Method

Course grades will be determined on a point system, with a maximum of 200 points possible:

100 points - Exams and quizzes (broken down as follows).

40 points - Two quizzes at 20 points each. They are scheduled in the accompanying Course Calendar. Each quiz will be based on the text readings and lecture material for the concluded unit of study.

25 points - Mid-Term. Will be cumulative. Questions will be drawn from the text and lectures to date. Bring a No. 2 pencil on exam day.

35 points - Final. Will be cumulative. Questions will be drawn from the text and lectures to date. Bring a No. 2 pencil on exam day.

NOTES: Questions for quizzes and exams will be objective: true-false, multiple choice and matching. As quizzes are reviewed in class there are NO MAKE-UPS. Only legitimate, medical related excuses (physician's note REQUIRED) are accepted for missing the mid-term or final exam.

Writing, Participation: 100 points

60 points - Individual Papers/Projects. There will be two of these, each requiring a 4-6 page analysis. They include: Press Kit and Public Relations Plan. All papers must be TYPED or PRINTED from a word processor. No handwritten copies will be accepted,

40 points - Participation and in-class exercises. In-class exercises may contain **questions about current events**, to measure how well you are keeping up to date by reading newspapers, news magazines and watching television news.

Grading Scale:

180-200 points = A

160-179 points = B

140-159 points = C

120 - 139 points = D

119 and under = F

Policies & Procedures

Attendance: You are expected to attend all classes. Do not be late.

Dates & Deadlines**August 26, 28 & 30 (Week 1)**

The first day will begin with a pretest to assess your PR foundation. Then you'll get an introduction to the course; review syllabus; approaches to a definition of public relations, interpreting management to the public, interpreting the public to management, the publics of public relations, the essence of public relations.

To prepare for the rest of the week:

Read:

Guth and Marsh, Chapter 1—What is Public Relations?

September 2, 4 & 6 (Week 2)

Monday, no class for Labor Day holiday. ☞ The week will begin Wednesday with a short quiz over Chapter 1. We'll look at how you might fit into the field an public relations. We'll also discuss some projects for the semester. If possible we'll have a guest speaker for our Friday class.

To prepare for this week:

Read:

Guth and Marsh, Chapter 2— Jobs in Public Relations

September 9, 11 & 13 (Week 3)

We'll discuss the evolution of public relations ancient beginnings of public relations, the American experience, Ivy Lee, growth of modern public relations and discuss the future of the PR. ☞ This week will end with a short quiz.

To prepare for this week:

Read:

Guth and Marsh, Chapter 3— Jobs in Public Relations

September 16, 18 & 20 (Week 4)

A discussion of who is out there. How information filters through an organization in an upward as well as downward direction. If possible we'll have a guest speaker for our Friday class.

To prepare for this week:

Read:

Guth and Marsh, Chapter 4— The Publics in Public Relations

September 23, 25 & 27 (Week 5)

A discussion of how communication theory and public opinion fit into the field. Importance of communication as a public relations skill. The communications process, how public opinion is influenced and how organizations use public opinion to create corporate images.

To prepare for this week:

Read:

Guth and Marsh, Chapter 5— Communication Theory and Public Opinion.

September 30, October 2 & 4 (Week 6)

The implications of ethics in public relations as well as in journalism, government and organizations generally.

To prepare for this week:

Read:

Guth and Marsh, Chapter 6— Ethics in Public Opinion.

October 7, 9 & 11 (Week 7)

The importance of research to public relations.

To prepare for this week:

Read:

Guth and Marsh, Chapter 7— Research and Evaluation

October 14 (Discovers Day), 16 (Research, Group Meeting Day & 18 (Week 8)

Planning in the PR process. The importance of a “big picture” strategy. Wednesday will be devoted to group meetings on your own, on Friday you’ll need to choose a member of your group to present a brief progress report on your Press Kit. We’ll also have a guest speaker.

To prepare for this week:

Read:

Guth and Marsh, Chapter 8— Planning: The Strategies of Public Relations

October 21, 23 & 25 (Week 9)

Discussion of the “tools” or tactics used in Public Relations. The week will end with a Mid-Term Test. Review your book and notes for Mid-Term.

To prepare for this week:

Read:

Guth and Marsh, Chapter 9—Communication: The Tactics of Public Relations

October 28, 30 & November 1 (Week 10)

Getting the message across both verbally and in writing. Public Relations writing/writing for the eye and ear. Introduction to public relations presentations as well as writing, including writing for print and broadcast.

To prepare for this week:

Read:

Guth and Marsh, Chapter 10—Writing and Presentation Skills

November 4, 6 & 8 (Week 11)

Public Relations and the “Net,” an introduction to the Internet and the World Wide Web as public relations tools. Also, discussion of other new ways to reach various publics.

To prepare for this week:

Read:

Guth and Marsh, Chapter 11—New Communication Technology

November 11 (no class), 13 & 15 (Week 12)

Public Opinion and Rumor Control. Come to class with an “urban legend”. Crisis management explored as a public relations duty. The function public relations plays in a management system within the organization. The ethical and moral approach to problems for an organization. Guest speaker on Friday.

To prepare for this week:

Read:

Guth and Marsh, Chapter 12—Crisis Communication

November 18, 20 & 22 (Week 13)

Putting it all together. Your ties with the world of advertising or “Integrated Marketing Communication.” How public relations practice intersects the worlds of advertising and marketing.

To prepare for this week:

Read:

Guth and Marsh, Chapter 13— Integrated Marketing Communication

November 25, 27 & 29 (Week 14)

Thanks Giving Study Break

December 2, 4 & 6 (Week 15)

Cross Cultural communication, working in the big world. The role of public relations in dealing with employees, multicultural communities and consumers. We'll also get into public relations and the law this week and discuss the legal implications of the profession. 📌 Turn in 'Press Kit.' (30 points)

To prepare for this week:

Read:

Guth and Marsh, Chapter 14— Cross Cultural Communication

December 12 (12:45 – 2:45 p.m.)

📌 FINAL EXAM (35 points)