

Introduction to Public Relations

Fall 2026

Instructor: Danielle Lum • danielle.lum@chaminade.edu Tuesdays &
Schedule: Thursdays, 10:00 – 11:20 AM
Course Format: In-person with online components
Primary Text: *What Is Public Relations Anyway (Danielle Lum)*

Course Description

This course introduces students to the principles, practices, and processes of public relations. Students will explore how public relations shapes public opinion, supports organizations, and communicates across a variety of audiences and platforms. Emphasis will be placed on understanding the public relations campaign process — Research, Planning, Action, and Evaluation (RPAE) — through applied learning and project-based work.

Learning Outcomes

By the end of this course, students will be able to:

1. Define public relations and identify where and how it is practiced
 2. Explain the ethical and legal responsibilities of public relations professionals
 3. Analyze the communication process and how it applies to public relations messaging
 4. Describe strategies for shaping public opinion
 5. Develop and present a basic public relations campaign plan
 6. Apply research, writing, and planning skills in real-world scenarios
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Major Assignments

- Weekly online quizzes (open-note, timed, 15–20 minutes)
 - Two in-class tests (midterm and final)
 - Ethics assignment
 - Final group public relations campaign project and presentation
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Grading Breakdown

Assignment	Points Possible	
Weekly Quizzes	180	A = 792+
Midterm	150	B = 704 - 791
Ethics Assignment	50	C = 616 - 703
Final Project Written	150	D = 528 - 615
Final Project Presentation	100	F = <528
Final Exam	250	

Course Policies

Attendance

Attendance and participation are both important and expected. This is a learn-by-doing class, and your presence makes a difference. We'll work through concepts together, try things out, and learn from each other. The more you show up, the more it will all click. Much of what we do is interactive and collaborative so showing up ready to engage is how you'll succeed.

Late Work

- Quizzes will be available from Thursday at 5:00pm until Sunday at 11:59pm. You may take it anytime during that time. No makeups will be allowed.
- Late assignments will receive a one-grade deduction (e.g., an A becomes a B).
- The final presentation will be done during the designated time of finals week. No makeups. No exceptions.

Academic Honesty

Chaminade has a robust policy on academic honesty, which we will follow in this class: <https://catalog.chaminade.edu/academicaffairs/policies/academichonesty>

Regarding ChatGPT and other AI tools: You are not banned from using AI, but you are expected to use it responsibly. Think of it as a tool, not a crutch. You should never copy and paste responses without understanding them or integrating your own voice. I want you to learn how to use AI effectively and purposefully, just like any other communication resource.

Group Work Expectations

This course includes one major group assignment that will make up a significant portion of your final grade. You are expected to be an active and reliable team member. This means attending group meetings, participating in discussions, contributing your share of the work, and following through on your assigned responsibilities.

To help ensure fairness, a peer evaluation will be included to determine your final project grade. We'll review the peer evaluation process together later in the semester.

Online Component

We will be utilizing Canvas for submitting written assignments, taking quizzes, and course communication. Make sure you are able to access Canvas regularly and check for updates or announcements throughout the week.