

Chaminade University
COM375: Introduction to PR
Fall 2012

Instructor: Danielle Lum, APR

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Textbook: Public Relations Strategies and Tactics, Ninth Edition by Dennis L Wilcox, Glen T. Cameron (Allyn & Bacon, publishers)

Description: This course will focus on the study of the principles and scope of public relations. Students will practice techniques used in public relations, with special attention paid to publicity writing, image projection, and public relations campaigns.

Requirements:

- **Attendance.** Regular, on time attendance is expected. Failure to attend class will affect your grade.
- **Timeliness.** Students are expected to be on time, ready to participate in class.
- **Participation.** There will be ample opportunity for group discussions. Positive participation is expected. Disruptive behavior will not be tolerated and will result in loss of points and expulsion from class.
- **Textbook.** The above-named textbook is required. Bring it to each class session unless told otherwise.
- **Assignments.** There will be several assignments during the semester to demonstrate understanding of and provide practical application to what is being discussed in class. Late projects will be accepted one class late and docked 15 points. Late projects will not be accepted beyond one class. All projects will be group projects.
- **Quizzes.** There will be 3 quizzes (20 points each) throughout to gauge comprehension. Dates will be announced at least one week prior to the quiz. No make ups will be allowed, except if the absence is arranged PRIOR to the class being missed. Failure to take a quiz will result in zero points for that quiz.
- **Exams.** There will be a midterm and final exam for this class. Final will be cumulative. No make ups allowed except if the absence is arranged PRIOR to the class being missed. Failure to take an exam will result in zero points for that exam.
- **Cell phones.** Turn off cell phones before coming to class. Ringing cell phones will cost the owner 2 points. Should my cell phone go off during class, the entire class will receive 2 points.
- **Outside Reading.** You are expected to read the Honolulu Star Advertiser each day.
- **Service Learning Project.** During the second half of the semester, we will meet with representatives from a non-profit agency who will outline a need it has in the public relations arena. Students will work in groups to create a public relations plan that contains the four parts of a public relations. The final product will consist of a written plan and an oral presentation. The plan is due November 30 and the oral presentations will be during . **You do not want to miss the class on September 26 when the service learning project is identified**

Grading: There will be a maximum of 960 points possible for the semester, allocated as follows:

Final Exam:	250 points	864-960 points	A
Mid-Term Exam:	150 points	768-863 points	B
Quizzes (3):	60 points	672-767 points	C
Assignments (2):	200 points	576-671 points	D
Service Learning Project:	300 points	<576 points	F

DATES TO NOTE:

September 5 & 7: No class

November 30: Written PR Plan due

December 3 & 5: Final Exams Part I and II

Finals week: Oral Presentations