

COM 378
Public Relations Management
Fall 2017

Instructor: Dr. J. L. Courtright

Office: Fell 428

Office Hours: MTW 1:15-2:45 p.m.

other times by appointment

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MWF 4:00-5:15 p.m.

Fell 148

Course Description

As the senior capstone course, the focus is on leading and managing the everyday matters of public relations as a managerial function. *Prerequisites:* COM 111, 161, 178, 268, 297 (COM 329 under previous catalog)

ARE YOU READY FOR YOUR CAREER?

Sure! You've had most, if not all, of the required courses and some great electives to prepare you for that entry-level job you're looking for, but what about the trajectory of your career? You'll probably experience different opportunities in corporate, agency, or nonprofit public relations over the next few years, but what about 5-10 years from now?

How about managing the public relations function, with a staff, budget, and a host of other details to attend to?

As the pinnacle to your major, the public relations faculty have developed this course in order to put you ahead of the pack with important knowledge you'll need in the near and far future. COM 378 will help you understand how your bosses and upper management think. Later in your career, we hope this course will be a foundation to your climb up the ladder.

On a personal note, you have so many more resources today at your fingertips than older generations did (e.g., laptops, global searches for articles online). You are by far some of the best-prepared students entering into public relations in the country.

To get to know me better, see my teaching philosophy, posted on the syllabus page on ReggieNet.

So, let's get down to the business of ethical, professional public relations management!

COURSE OVERVIEW

Required Texts

Smudde, P. M. (2015). *Managing public relations: Methods & tools for achieving solid success*. New York, NY: Oxford University Press. [Paperback, \$58.15]

Associated Press. (2017). *The Associated Press Stylebook and briefing on media law*. New York, NY: Author. [Paperback or eBook, \$13.63; An edition from a previous year but not more than two years old should work well.]

American Psychological Association. (2009). *Publication Manual of the American Psychological Association* (6th ed.) Washington, DC: Author. [paperback, \$23.31; electronic styles ONLY, \$11.95]

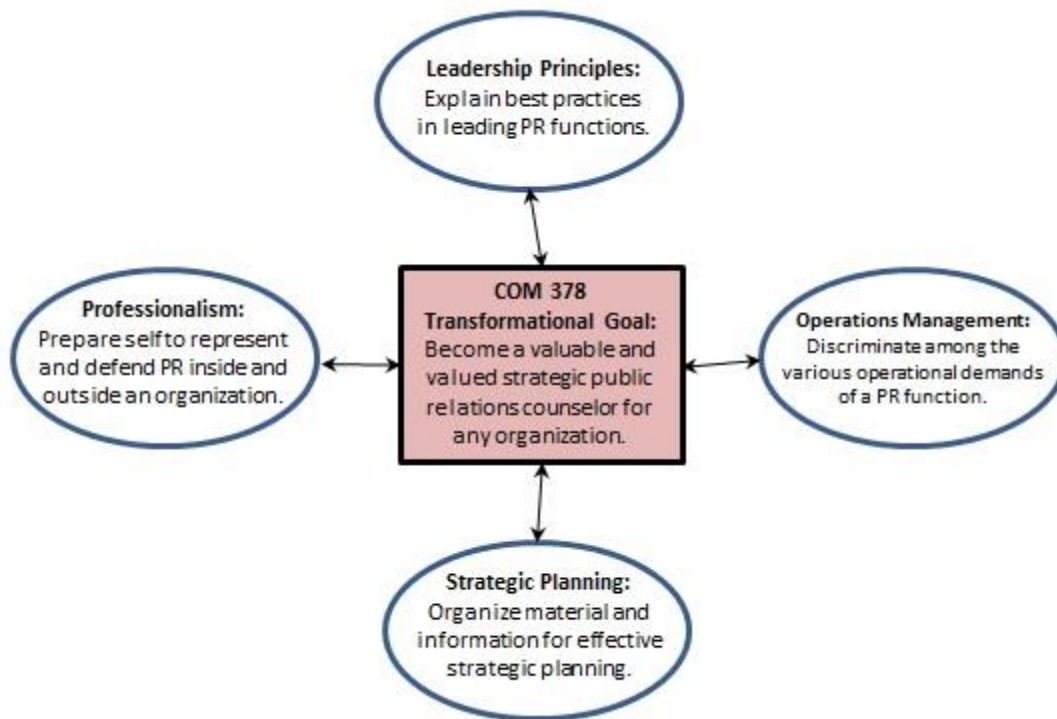
Highly Recommended Texts

Lederer, R., & Shore, J. (2005). *Comma sense: A fundamental guide to punctuation*. New York: St. Martin's Griffin. [now available as an eBook]

Lederer, R., & Dowis, R. (2001). *Sleeping dogs don't lay: Practical advice for the grammatically challenged*. New York: St. Martin's Griffin. [now available as an eBook]

Stacks, D., & Michaelson, D. (2010). *A practitioner's guide to public relations research, measurement, and evaluation*. Williston, VT: Business Expert Press.

COURSE MAP



COURSE EXPECTATIONS

HOW YOU CAN DO WELL IN THIS COURSE

There are a few things that you can do to get the most out of this course and do well in it:

- Purchase the required textbook and view or download any readings.
- Read them prior to coming to class.
- Class discussion will not highlight every key point from the readings that you need to know for the successful completion of assignments.
- You will be able to contribute meaningfully to class discussion by being prepared so that, together, we are starting, literally, from the same page(s).
- Come to class with any questions, comments, or critiques of the readings assigned for the day.
- If you find something that you think the class would find helpful, share it with me and I'll see if we can work it in at some point.

ASSIGNMENTS & POINTS AVAILABLE

<i>Assignments</i>	<i>Available Points</i>
Weekly Time Sheets (drop lowest score)	150
Job Descriptions Paper	50
Strategic Plan Project (SPP)	200
Peer Evaluation for SPP	100
In-Class Strategy Case	50
Portfolio	100
Class Relations	100
GRAND TOTAL	750

I compute final grades on a 91-81-71-61 percentage scale. You must have a score of 457.5 or higher to pass the course.

For details about each grading component, please look under “Assignments” on ReggieNet.

SCHEDULE OF ACTIVITIES

Note: The instructor reserves the right to modify the schedule and/or content of the course in order to meet educational objectives. Students are responsible for adjusting to any changes announced in class, via ReggieNet, or through university e-mail.

NOTE: Readings from the *Smudde* book (and the AP style guide) are in *italics*. All other readings [R] are under “Resources & Materials” on ReggieNet under **RESOURCES**, in folders marked by date. **ASSIGNMENT DUE DATES are in BLUE.** (Major assignment dates are underlined.)

Date		Topic/Activity	Assignments; Readings Due	Activities & Assignment Due Dates
M	Aug 21	Expectations for the course; Introduction of major assignments	Assign time sheets, job descriptions paper, & strategic plan project <ul style="list-style-type: none"> • READ each assignments’ information • READ & PRINT syllabus • READ “My Philosophy of Teaching & Learning” [R] 	Class Discussion
W	Aug 23	Reflective learning & public relations; time sheet review & tutorial	<ul style="list-style-type: none"> • <i>Smudde, “Preface”</i> • “Essential Skills for PR Majors” [R] • Brown, Rediger & McDaniel (2014) [R] 	Class Discussion
M	Aug 28	Leadership & management	<ul style="list-style-type: none"> • <i>Smudde, Ch. 1</i> • Smudde (2017) [R] 	Week 1 time sheet Set SPP teams
W	Aug 30	Effective meetings, team management & evaluation	<ul style="list-style-type: none"> • <i>Smudde, Ch. 9</i> • Teamwork Policy [R] • Peer Evaluation assignment information 	Class Discussion
M	Sept 4	LABOR DAY HOLIDAY		Week 2 time sheet
W	Sept 6	Corporate & agency PR	Preparation for Sept. 13 class period <ul style="list-style-type: none"> • READ <i>Smudde, Ch. 2</i> 	Class Discussion

M	Sept 11	Emotional intelligence	<ul style="list-style-type: none"> Emotional Intelligence folder [R] 	Week 3 time sheet
W	Sept 13	<i>In-Class Activity: Job Descriptions Paper</i>		BRING JOB DESCRIPTIONS (electronic or printed)
M	Sept 18	Ethics & professionalism	<ul style="list-style-type: none"> Smudde, Ch. 3 (be prepared to discuss "Executive Viewpoint") PRSA Code of Ethics [R] (hotlink) 	<ul style="list-style-type: none"> Submit SPP plan of action dates Week 4 time sheet
W	Sept 20	Ethics & the law	<ul style="list-style-type: none"> Smudde, Ch. 3 <i>AP Style Manual: "Briefing on Media Law"</i> 	CLIENT APPROVAL DUE
M	Sept 25	Conclusion: PR & the law		Week 5 time sheet
W	Sept 27	Ops Tools 1: Plans & Research	<ul style="list-style-type: none"> <i>Smudde, Ch. 4</i> <i>Smudde, Appendices A & B</i> 	JOB DESCRIPTIONS PAPER due
M	Oct 2	Ops Tools 1: Plans, research, & evaluation	<ul style="list-style-type: none"> <i>Smudde, Appendices A & B</i> 	Week 6 time sheet
W	Oct 4	Ops Tools 2: Performance measurement; budgets, time management, & billing	<ul style="list-style-type: none"> <i>Smudde, Ch. 5, Appendices A & B</i> Levine & Dean [R] Leibbrand [R] 	
M	Oct 9	Business writing: Gantt charts, budget tables, letters	<ul style="list-style-type: none"> Bernoff [R] "Business Writing" folder [R] 	Week 7 time sheet
W	Oct 11	Human Resource Management (HR)	<ul style="list-style-type: none"> Conlin [R] Greenhouse [R] 	
M	Oct 16	Performance for nonprofits	<ul style="list-style-type: none"> Kramer & Danielson [R] Haski-Leventhal & Bargal [R] Kaplan diagram [R] 	Week 8 time sheet
W	Oct 18	SPP team meetings	NO CLASS: Sign up for appointments	Wednesday-Friday
M	Oct 23	Executive decision-making	Portfolio assigned <ul style="list-style-type: none"> READ both assignments' information READ <i>Smudde, Ch. 6</i> 	Week 9 time sheet
W	Oct 25	PR & reflective learning		
M	Oct 30	Topic continued		STRATEGIC PLAN PROJECT due
W	Nov 1	Topic TBA	In-Class Research Memo assigned	Peer Evaluations due
M	Nov 6	Business writing & employment tests	Class activity	Weeks 10 & 11 time sheets
W	Nov 8	Business development	<i>Smudde, Ch. 7</i>	
M	Nov 13	RFPs, NBPs, & Negotiation	<i>Smudde, Ch. 8</i>	
W	Nov 15	Client communication	<i>Smudde, Ch. 10</i>	
THANKSGIVING BREAK: November 19-27				

M	Nov 27	In-Class Research Memo	IN-CLASS RESEARCH MEMO	<ul style="list-style-type: none"> • Weeks 12 & 13 time sheets • Leisure Reflection
W	Nov 29	PR research at the managerial level	<ul style="list-style-type: none"> • Reeves (2017) [R] 	
M	Dec 4	Diversity issues	<ul style="list-style-type: none"> • Articles from <i>PR News</i> • Waymer, Cannon & Curry [R] 	PORTFOLIO due
W	Dec 6	Career planning	<ul style="list-style-type: none"> • <i>Smudde, Ch. 11</i> • Career Planning folder [R] 	
M	Dec 11			Weeks 14 & 15 time sheets
TBA	Dec --	FINAL EXAM PERIOD	Pick up hard copies of portfolios	

COURSE POLICIES

Student Responsibilities: I expect all students to have read course material prior to the class period for which I've assigned reading(s).

- Your participation in class discussion is essential to the course, and failure to prepare for class interaction could affect your grade negatively.
- Any changes to the course schedule will be announced in class, via email, and through ReggieNet.
- Students are accountable for any such information announced in class or online.

If you miss class, it is your responsibility to obtain notes from a classmate FIRST.

Use of Technology: Laptops and other electronic devices are to be used only for class notes or searching for information to contribute to class discussion or assignments.

- Use of technology for playing games, e-mailing, texting, or other non-class related activities is inappropriate.
- Please turn your cell phone to "vibrate," "silent," or off. Ringtones are unnecessary distractions.

Consultation: Feel free to contact me with any questions regarding your progress in COM 378 (see office hours on first page).

- As a matter of priority, if you have a question or concern, or if you need to notify me about missing a class or assignment, **contact me via e-mail and/or telephone as soon as possible.**
- If using the phone, please leave a message if I am not in my office.
- Use of two channels of communication is also helpful, should one fail to reach me! Use university e-mail (jlcourt@ilstu.edu) rather than ReggieNet mail.

Attendance & Make-up Work: Your presence in class is your responsibility.

- Work cannot be made up in the case of unexcused absences.
- Should an illness prevent your attendance on the day of an in-class activity, documentation will be required in order for you to make it up.
- Unless cleared with me beforehand, extracurricular activities and family emergencies do **not** excuse you from turning in an assignment on time.

- The In-Class Strategy Case, because it is a group assignment, cannot be made up. However, in case of illness, I can provide an alternative assignment equivalent to the strategy case.

Assignment Deadlines & Late Work: All written assignments are due at the beginning of class on the day listed in the syllabus schedule.

- This means that any item turned in after 4:00 p.m. will be counted late and deducted 50% of the total points possible.
- Submission after 4:00 p.m. the next day will receive a zero.
- **NOTE: Extra credit is NOT offered in COM 378.**
 - Please do not ask if you can make up an assignment.
 - For special circumstances, see the previous subsection.

Academic Dishonesty: Students are expected to be honest in all academic work, consistent with the academic integrity policy as outlined in the **ISU Code of Student Conduct, §V.B.1.**

- All work is to be appropriately cited when borrowed, directly or indirectly, from another source.
- Unauthorized and unacknowledged collaboration on assignments and/or the presentation of someone else's work as your own is **plagiarism**.
- Students found to commit inadvertent acts of dishonesty will receive:
 - appropriate penalties specific to the assignment in question OR
 - possibly including failure on the assignment or in the course.
- Students found to commit intentional acts of dishonesty will be referred to Student Dispute Resolution Services for appropriate disciplinary action.

Grade Reporting: All assignments will be graded and returned within one week after the due date.

- Once you receive the results, please wait at least 24 hours before contacting me for any questions and concerns you have about your work.
- After that date, you have **one week** to discuss the results with the instructor and/or to submit a written grade appeal. (Grade appeals must be in writing and include specific reasons for each contention the student or team wishes to make.)
- **Fifteen days after any due date, all grades are final and cannot be appealed.**
- **The University posts your final grade on My.IllinoisState.edu as a service both to you and your instructors.**
 - This service, along with ReggieNet, will constitute the PRIMARY GRADE NOTIFICATION MECHANISMS for this course.
 - Student privacy laws forbid communicating grades via e-mail or telephone.

DISABILITY OR MEDICAL CONDITIONS ACCOMMODATION

Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit <https://studentaccess.illinoisstate.edu>.