

JOUR 2420-001 (21750)
Spring 2010

Principles of Public Relations
Room 104, General Academic Building
Monday/Wednesday, 5–6:20 p.m.

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Office hours: Monday, 1–3 p.m.; Tuesday, 2–6 p.m.; or by appointment
Web site: Blackboard for JOUR 2420-001
(Always use your Blackboard e-mail for class purposes.)
Teaching assistant: Christina Miralla

Overview:

Your goal in JOUR 2420 is to learn what public relations is — and is not. This course introduces you to the basic history, mechanism, processes, practices, skills and writing forms of public relations. You will have an opportunity to attain basic knowledge and understanding of how public relations works to solve various communication issues in today’s environment of constant technological changes and rapid globalization.

Also, public relations practitioners must go beyond traditional divisions between public relations, advertising, marketing, etc. to help an organization maximize its communicative efficiency and effectiveness in dealing with its publics. Therefore, they should be able to think of and apply their crafts and practices in a broader framework called “integrated marketing communications” (IMC), which makes a holistic use of various communication approaches.

By the end of this course, you should be able to:

1. Describe major theories and processes useful in public relations;
2. Identify the roles of public relations in organizations as well as society;
3. Recognize ethical and legal issues in the public relations field;
4. Use the basic vocabulary of the public relations practitioner;
5. Understand various public relations tools; and
6. Appreciate functions of public relations in the framework of IMC.

Prerequisites:

None. However, it is desirable to be taking or have taken JOUR 2310 and know the AP style.

Course Structure:

This course follows a lecture-discussion format. You must keep up with readings, turn in all assignments on time and actively participate in class. Visit Blackboard frequently and regularly. You will have three exams, three papers and 10 pop quizzes. Your final grade is based on your total score, with 1,000 points possible. The breakdown of the total possible score is as follows:

Exams (300 points)

Exam 1:	100 points
Exam 2:	100 points
Exam 3:	100 points

Papers (500 points)

PR career analysis:	150 points
PR ethics:	150 points
PR campaign	200 points

Participation (200 points)

Pop quizzes (10 points each):	100 points	(the lowest score of 11 quizzes to be dropped)
Attendance and performance:	100 points	

Readings:

(Required) Guth, David W., and Charles Marsh. *Public Relations: A Values-Driven Approach*. 4th ed. Boston: Allyn and Bacon, 2009.

(Recommended) The Associated Press. *The Associated Press Stylebook and Briefing on Media Law*. 44th ed. New York: Basic Books, 2009.

Note: Additional readings may be assigned. The Mayborn School of Journalism does not require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

Course Schedule (subject to change at the instructor's discretion):

Jan. 20	Introduction to Class.
Jan. 25	Definitions and Nature of Public Relations (Chapter 1). <i>Personal Information Sheet / Blackboard Discussions Self-Introduction due.</i>
Jan. 27	Public Relations Jobs and Professionals (Chapter 2).
Feb. 1	History of Public Relations (Chapter 3).
Feb. 3	History of Public Relations, <i>continued</i> .
Feb. 8	Publics in Public Relations (Chapter 4).
Feb. 10	Theories of Communications and Public Opinion (Chapter 5).
Feb. 15	Theories of Communications and Public Opinion, <i>continued</i> . <i>Paper 1 due.</i>
Feb. 17	Public Relations Ethics (Chapter 6; Appendix); Brief Review for Exam 1.
Feb. 22	<i>Exam 1 (Chapters 1–6; everything covered in class).</i>
Feb. 24	Public Relations Process—Research (Chap. 7).
March 1	Public Relations Process—Planning (Chap. 8).
March 3	Public Relations Process—Communication (Chaps. 9).
March 8	Public Relations Process—Evaluation (Chaps. 7).
March 10	Public Relations Process, <i>continued</i> .
March 15	<i>Spring Recess! No Class.</i>
March 17	<i>Spring Recess! No Class.</i>
March 22	Public Relations Writing and Presentations (Chaps. 10).
March 24	Public Relations Writing and Presentations, <i>continued</i> .

- March 29** Public Relations and New Technology (Chapter 11).
Paper 2 due.
- March 31** Public Relations and New Technology (Chapter 11), *continued*; Review for Exam 2.
- April 5** *Exam 2 (Chapters 7–11; everything covered in class).*
- April 7** Crisis Communications (Chapter 12).
- April 12** Crisis Communications, *continued*.
- April 14** PR Marketing and Integrated Marketing Communications (Chapter 13).
- April 19** PR Marketing and Integrated Marketing Communications, *continued*.
- April 21** Intercultural Communication and International Public Relations (Chapter 14).
- April 26** Intercultural Communication and International Public Relations, *continued*.
- April 28** Communications Law (Chapter 15).
Paper 3 due.
- May 3** Communications Law, *continued*.
- May 5** Future of Public Relations (Chapter 16); Summary of Semester; Review for Exam 3.
- May 10** *Exam 3 (Chapters 12–16; everything covered in class) at 5 p.m.*

Attendance, Preparation and Participation:

You cannot have more than three inadmissible absences without penalty toward your final grade. Each additional invalid absence will cost you 10 points. In addition, three incidents of showing up after class starts or leaving before it ends constitute one absence. Although you may tell me why you must miss or missed a class, **only “unforeseeable” circumstances (i.e., serious illness, family emergency) substantiated by third-party documentation will be accepted. Submit documentation within a week after an absence occurs.** Printer malfunctions, arrests for traffic warrants, difficulties in finding library materials, etc. are not “unforeseeable.” You must document a valid time conflict (i.e., an academic conference, religious observance) before it occurs. Disappearing during class is another form of academic dishonesty. Keep in mind the following: First, the more classes you skip, the less education you receive and the lower grade you will earn; second, if you miss a class, you still must turn in an assignment on or before its due date; and third, avoid “passive learning” — sleeping comfortably, sitting leisurely at the back, text-messaging or having chitchat. I retain my right to evaluate your in-class performance.

Exams:

All exams are closed-book, closed-notes exams. Each exam has 50 multiple-choice and true-false questions. Latecomers cannot take the exam after the first person finishes the exam and exits the room. Except for valid excuses specified in the “Attendance, Preparation and Participation” section, you should assume no make-up is available. Also, if you cannot take the exam on the day it is planned, you must let me know in advance and make an arrangement to take it before the original exam date. However, the final exam schedule is beyond my control. Bring a couple of pencils and your student ID to the exam. Do not sit next to each other. Put everything in your bag under the table before an exam starts.

Papers

You must word-process all assignments in 12-point font (no “funny” font, please), apply double-spacing unless otherwise specified, and submit them through Blackboard Turnitin by the beginning of class on the day they are due. No e-mail submission of papers is allowed. Late assignments will drop one letter grade for each day. Exceptions are the same as specified in the “Attendance, Preparation and Participation” section. **In addition to Internet research, library searches and academic journal/book reading are expected.** Ask a librarian about how to use electronic databases (e.g., EBSCOhost, JSTOR). **Attach the cover, reference and appendix pages to the paper. Remember that incomplete citations or references will cost you one letter grade. The minimum page number of each assignment exclude the cover, reference and appendix pages. All page requirements refer to “full pages.”** Follow either the Modern Language Association (MLA) style or the American Psychological Association (APA) style for in-text citations and the reference list. Too many grammatical and stylistic errors will lower your grade. **For more detail of each assignment, go to Blackboard.** Save all your work on your computer, or you may end up redoing the assignments when they get lost. Talk to me within a week of receiving your graded paper if you have questions. No consideration will be given beyond that time limit.

Paper 1: Public Relations Career Analysis (three full pages minimum). Choose an area of public relations (e.g., sports public relations) in which you want to work or are interested and thoroughly research it. Name the area of public relations, give a detailed description of the area, explain what skills and training you need for the job, discuss the new trend and future of the area, and conclude the paper with your self-analysis. Use a couple of headings to organize your paper.

Paper 2: Public Relations Ethics (five full pages of report minimum).

Choose your partner, and two of you will work on an ethics problem. Your paper must include a creative solution to the problem and best message appeals to target publics. Also write and attach one required public relations material (e.g., memo, letter, print news release) to the paper.

Paper 3: Public Relations Campaign (10 full pages minimum). I will choose your group members for you, and your group must work on a public relations case and create a campaign. Your paper must include the following: (1) problem statement, (2) situation analysis, (3) GOST and rationale, (4) target publics and rationale, (5) key messages and rationale, (6) timetables and budget table (optional for extra credit of up to 10 points), and (7) evaluation plan. If someone in your group has caused a problem after two communication attempts (e.g., almost no work or communication, no meeting attendance), let me know immediately. I will e-mail the person on Blackboard. With no response within three days of my e-mail or no immediate behavioral change, I will drop the person from your group and put her or him into a group of like-minded students. Notification will be e-mailed to the person on Blackboard.

Pop Quizzes

You will have 11 quizzes, the lowest score of which will be dropped. Because the lowest score does not count, you will be given no make-up.

Grading:

90 percent or higher of total possible points:	A
80–lower than 90 percent	B
70–lower than 80 percent	C
60–lower than 70 percent	D
Lower than 60 percent	F

Basic Course Policy:

This is a course in a professional field, and you are expected to accept and abide by the dictates of professionalism in the workplace. You must follow rules regarding deadlines and attendance.

Get things right the first time because you will not have an opportunity to rewrite your work after the deadline in the professional world. It would be extremely difficult for you to earn even a passing grade if you did not seriously and continually study by attentive listening, meticulous note-taking, active class participation, proactive professional attitudes and timely submission of assignments. **Keep in mind that no study guide is available; I will only provide a very brief review for each exam.**

When you submit work for this class, that is the same as making a statement that you have produced the work yourself in its entirety and you have not previously produced this work for submission in another course or any other outlet. Plagiarism, fabrication, copyright infringement, and similar uses of other people's work are unacceptable. Read through the "Categories of Academic Dishonesty" on Pages 3–4 of UNT Policy No. 18.1.16 (Student Standards of Academic Integrity).¹ Saying "I didn't know that," "He copied my work," or "Others also plagiarized" will not save you, and the consequences of academic misconduct will be grave. Plagiarism, in a nutshell, is using other people's written words as your own. Some people consider the use of 7–10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people's writing, because plagiarism is a serious offense in any discipline, especially in journalism. It is a firing offense in the professional world. Any situations involving potential academic dishonesty will be handled through procedures established by the UNT Office of Academic Integrity. The process also includes the opportunity for students to appeal the outcome. Read specific procedures at <http://vpaa.unt.edu/academic-integrity.htm>. In this course, if you use a string of seven consecutive words, use quotation marks and refer to the original source. In addition, avoid using an extensive quote or too many quotes. In short, you must present your original work.

In addition, you are not the only person enrolled in this class. Even small noises you make will negatively affect its learning environment. **Furthermore, you are not allowed to bring your laptop to class for purposes other than note-taking; surfing the Net or checking your e-mail during class is reprehensible.** I expect you to behave as a responsible adult in class. Therefore, if you continually cause distractions (e.g., no participation, chitchat, frequently leaving the room or disappearing during class, disturbances such as cell phones, beepers and computers), I will remove you from class. **I make no exception for this.**

Finally, consider various options discussed at <http://www.unt.edu/transit/> to save on fuel costs.

¹ UNT Policy Manual, Volume III, http://www.unt.edu/policy/UNT_Policy/volume3/18_1_16.pdf.

Journalism Requirements and Guidelines

For journalism majors, not minors: This is a pre-major class. Enrollment in this class means that you are in pre-major status, not major status. (JOUR 2320 is considered a pre-major course for students under any catalog year prior to 2009.) When you have completed this course and others in your pre-major, then you must apply to become a major and therefore have access to upper-level journalism courses. If you have questions about what counts in your pre-major, please see an adviser.

Journalism Course Registration

1. The Mayborn School of Journalism, in conjunction with the Registrar's Office, has eliminated the need for individual class codes for the majority of journalism courses. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program; thus, we are unable to maintain the traditional waiting list as has been done previously.
2. By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you have not taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an adviser.
3. A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all pre-major courses, and Math 1680 and also have applied for major status. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses. Pre-majors must file a formal application for major status in the final semester of pre-major status to be eligible for early registration of major-level classes in the following semester.

Re-taking Failed Courses

Students will not be allowed to take automatically a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

Disability Accommodation

The School of Journalism cooperates with the Office of Disability Accommodations to make reasonable accommodations for qualified students. If you have not registered with ODA, please do so and present your written accommodation request to me by the 12th day of class.

SETE

The Student Evaluation of Teaching Effectiveness (SETE) is a university-wide online evaluation and a requirement for all UNT classes. The School of Journalism needs your input to improve our teaching and curriculum. This short survey will be available at the end of the semester, providing you a chance to comment on how this class is taught. Prompt completion of the SETE will mean earlier access to final semester grades. You are a critical part of our growth and success. We look forward to your input through SETE.

Statement of Student Learning Outcomes, UNT Journalism

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective Sept. 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 2420, will help to meet the student learning outcomes that have been checked by your professor, Dr. Koji Fuse.

Each graduate must:

- Understand and apply First Amendment principles and the law appropriate to professional practices.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Understand concepts and apply theories in the use and presentation of images and information.
- Work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate for the communications professions in which they work.

Jan. 18, 2010