

JOUR 2420-001: Principles of Public Relations

Instructor: Koji Fuse, Ph.D. Fall 2010
Office: GAB 102-H Time: (M/W) 5–6:20 p.m.
Office Hours: (M) 1–3 p.m.; (T) 3–5 p.m. Classroom: GAB 105
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Course Description

Your goal in JOUR 2420 is to know 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 learn 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 among public relations, advertising, marketing, etc. to help an organization maximize its communicative efficiency and effectiveness in dealing with its publics. Therefore, you must become able to think of public relations practices in a holistic framework called “integrated marketing communications” (IMC).

Course Objectives

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.

Course Requirements

Texts: (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*. 45th ed. New York: Basic Books, 2010.

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

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 disappearing 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) or valid time conflicts (i.e., an academic conference, religious observance) substantiated by third-party documentation will be accepted. Submit documentation within a week after an absence occurs.** I retain my right to evaluate your class participation.

Exams: All exams are closed-book, closed-notes exams. Each exam has 50 multiple-choice and true-false questions. Once the exam starts, no one can leave the room without finishing it. Latecomers cannot take the exam after the first person finishes it 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 have a valid time conflict, you must make an arrangement with me in advance to take the exam before the scheduled exam time.

Projects: You will work on three projects. When you finish your project, first print out your complete paper to submit it in class; then eliminate all self-identifying information and save the file to submit it through Blackboard Turnitin by the beginning of class on the due date. No e-mail submission is allowed. Late assignments, whether no submission of a hard copy in class or a Word file through Blackboard Turnitin, will drop one letter grade for each day. Exceptions are the same as specified in the “Attendance, Preparation and Participation” section. **For more detail of each project, go to Blackboard.** Save your work on your computer in case it gets 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.

Pop quizzes: You will have 11 quizzes, the lowest score of which will be dropped. Because the lowest score does not count, no make-up is available. A quiz may be administered at the beginning, middle or end of a class session.

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 and participate in discussions frequently and regularly. You will have three exams, three projects 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

Projects (400 points)

Project 1:	100 points
Project 2:	100 points
Project 3:	200 points

Participation (300 points)

Pop quizzes (10 points each):	100 points	(the lowest score of 11 quizzes to be dropped)
Attendance:	100 points	
Preparation and participation:	100 points	(mainly Blackboard)

Grade Distribution

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

Disabilities 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 school.

Additional Policies and Procedures

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, you must 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.

Course Schedule (excluding holidays; subject to change at the instructor's discretion)

This class meets Monday and Wednesday	Topic	Book Chapter
Class Meeting 1	Introduction to Class	
Class Meeting 2	Definitions and Nature of Public Relations	1
Class Meeting 3	Public Relations Jobs and Professionals	2
Class Meeting 4	History of Public Relations	3
Class Meeting 5	History of Public Relations, <i>continued</i>	3

¹ UNT Policy Manual, Volume III, http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf

Class Meeting 6	Publics in Public Relations	4
Class Meeting 7	Theories of Communications and Public Opinion	5
Class Meeting 8	Theories of Communications and Public Opinion, <i>continued</i> ; Paper 1 due	5
Class Meeting 9	Public Relations Ethics; Brief Review for Exam 1	6; Appendix
Class Meeting 10	Exam 1 (Chapters 1–6; everything covered in class)	
Class Meeting 11	Public Relations Process—Research	7
Class Meeting 12	Public Relations Process—Planning	8
Class Meeting 13	Public Relations Process—Communication	9
Class Meeting 14	Public Relations Process—Evaluation	7
Class Meeting 15	Public Relations Process, <i>continued</i>	7–9
Class Meeting 16	Public Relations Writing and Presentations	10
Class Meeting 17	Public Relations Writing and Presentations, <i>continued</i>	10
Class Meeting 18	Public Relations and New Technology; Paper 2 due	11
Class Meeting 19	Public Relations and New Technology, <i>continued</i> ; Brief Review for Exam 2	11
Class Meeting 20	Exam 2 (Chapters 7–11; everything covered in class)	
Class Meeting 21	Crisis Communications	12
Class Meeting 22	Crisis Communications, <i>continued</i> .	12
Class Meeting 23	PR Marketing and Integrated Marketing Communications	13
Class Meeting 24	PR Marketing and Integrated Marketing Communications, <i>continued</i>	13
Class Meeting 25	Intercultural Communication and International Public Relations	14
Class Meeting 26	Intercultural Communication and International Public Relations, <i>continued</i>	14
Class Meeting 27	Communications Law; Paper 3 due	15

Class Meeting 28	Communications Law, <i>continued</i>	15
Class Meeting 29	Future of Public Relations; Summary of Semester; Brief Review for Exam 3	16
Class Meeting 30	<i>Exam 3 (Chapters 12–16; everything covered in class)</i>	