

JOUR 3400-001 (10622)

Fall 2015

Fundamentals of Public Relations PracticesRoom 120, Environmental Education, Science & Technology Building
2 p.m.–3:20 p.m. Mondays and Wednesdays

Instructor:

Koji Fuse, Ph.D.

Office:

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Office phone:

940-369-8083

Email:

kfuse@unt.edu (Always use Blackboard Messages for this class.)

Office hours:

3:30 p.m.–6:20 p.m. Mondays; 12:30 p.m.–1:40 p.m. Wednesdays;
and by appointment

Online content:

Blackboard Learn for JOUR 3400-001

Overview:

Your goal in JOUR 3400 is to know what public relations is — and is not, as well as how it has been practiced in various organizational, situational and relational contexts. This course introduces you to not only the basic history, mechanism, processes, practices, writing formats, and legal and ethical practices of public relations, but also implications of today’s constant technological changes and rapid globalization for the profession.

The course emphasizes the four-step public relations process, strategic planning, writing formats and real-world cases. In particular, remember that the majority of public relations professionals consider reporting and writing skills as the most important skill set you must possess.

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 in 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 writing formats; and
6. Appreciate the importance of reporting and writing skills.

Prerequisites:

Journalism major status; or minor status with JOUR 2000.

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. Attend class regularly and visit Blackboard Learn every day. Your final grade is based on the total score of 1,000 possible points allocated to the following three exams, 10 pop quizzes and Blackboard posts:

Exams (600 points)

Exam 1:	200 points
Exam 2:	200 points
Exam 3:	200 points

Pop quizzes (300 points):

11 pop quizzes x 30 points 300 points (The lowest score of 11 quizzes will be dropped.)

Participation (100 points)

Preparation and participation: 100 points (Blackboard posts)

Readings:

(Required) Guth, David W., and Charles Marsh. *Public Relations: A Values-Driven Approach*. 5th ed. Boston: Allyn and Bacon, 2012.

(Recommended) Associated Press. *The Associated Press Stylebook and Briefing on Media Law*. 50th ed. New York: Basic Books, 2015.

Note: Additional readings may be assigned.

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

- Aug. 24** (Module 01) Introduction to Class.
- Aug. 26** (Module 02) Definitions and Nature of Public Relations (Chapter 1).
Personal Information Sheet / Blackboard Self-Introduction due.
- Aug. 31** (Module 03) Public Relations Jobs and Professionals (Chapter 2).
- Sept. 2** (Module 04) History of Public Relations, Part 1 (Chapter 3).
- Sept. 7** *Labor Day. No Class!*
- Sept. 9** (Module 05) History of Public Relations, Part 2 (Chapter 3).
- Sept. 14** (Module 06) Publics in Public Relations (Chapter 4).
- Sept. 16** (Module 07) Theories of Communications and Public Opinion, Part 1 (Chapter 5).
- Sept. 21** (Module 08) Theories of Communications and Public Opinion, Part 2 (Chapter 5);
Brief Review for Exam 1.
- Sept. 23** ***Exam 1 (Chapters 1–5; everything covered in class).***
- Sept. 28** (Module 09) Public Relations Ethics (Chapter 6; Appendix).
- Sept. 30** (Module 10) Public Relations Process — Research (Chapter 7).
- Oct. 5** (Module 11) Public Relations Process — Planning (Chapter 8).
- Oct. 7** (Module 12) Public Relations Process — Communication (Chapter 9).
- Oct. 12** (Module 13) Public Relations Process — Evaluation (Chapter 7).
- Oct. 14** (Module 14) Public Relations Process — A Summary (Chapters 7–9).
- Oct. 19** (Module 15) Public Relations Writing and Presentations, Part 1 (Chapter 10).
- Oct. 21** (Module 16) Public Relations Writing and Presentations, Part 2 (Chapter 10);
Brief Review for Exam 2.
- Oct. 26** ***Exam 2 (Chapters 6–10; everything covered in class).***
- Oct. 28** (Module 17) Public Relations and New Technology, Part 1 (Chapter 11).
- Nov. 2** (Module 18) Public Relations and New Technology, Part 2 (Chapter 11).
- Nov. 4** (Module 19) Crisis Communications, Part 1 (Chapter 12).
- Nov. 9** (Module 20) Crisis Communications, Part 2 (Chapter 12).
- Nov. 11** (Module 21) Marketing Public Relations and IMC, Part 1 (Chapter 13).
- Nov. 16** (Module 22) Marketing Public Relations and IMC, Part 2 (Chapter 13).
- Nov. 18** (Module 23) Intercultural Communication and Public Relations,
Part 1 (Chapter 14).

- Nov. 23** (Module 24) Intercultural Communication and Public Relations, Part 2 (Chapter 14).
- Nov. 25** (Module 25) Communications Law, Part 1 (Chapter 15).
- Nov. 30** (Module 26) Communications Law, Part 2 (Chapter 15).
- Dec. 2** (Module 27) Future of Public Relations (Chapter 16); Summary of the Semester; Brief Review for Exam 3.
- Dec. 7** *Exam 3 (Chapters 11–16; everything covered in class) at 1:30 p.m.*

Attendance, Preparation and Participation:

I take attendance for record-keeping purposes. Although I expect you to attend every class, I assign no penalty or credit to your attendance. However, the rule of thumb is up to three absences, whether excused or not. Those who skip class more than three times will not receive special assistance or consideration, which they do not deserve. In addition, they will miss pop quizzes. **If you must miss or missed a class for a legitimate reason (i.e., serious illness, family emergency, academic/professional conference, religious observance), submit third-party documentation within a week after an absence occurs.** Printer malfunctions, traffic accidents, difficulties in finding library materials, etc. are not legitimate. Take full responsibility for your class attendance and learning. When you attend class, you must sign the attendance sheet yourself; having someone sign your name is a form of academic dishonesty. **All mobile and electronic devices are prohibited in class.** Remember the following: First, the more classes you skip, the less education you receive and the worse grades you earn. Second, if you miss a class, you are still responsible for obtaining information about an assignment and class from your classmates and submitting the assignment on or before its due date. Third and finally, do not distract class by sleeping comfortably, sitting leisurely at the back, showing up late, disappearing early, leaving the classroom for a long time or many times, playing with a cellphone or having chitchat. I retain my nonnegotiable right to evaluate your class preparation and participation.

Exams:

All exams are closed-book and closed-notes. Each exam has 67 multiple-choice and true-false questions (3 points x 67 questions = 201 points). 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 advance arrangement with me to take the exam before the scheduled exam time. However, the final exam schedule is beyond my control. Bring a few pencils, an eraser and your student ID to the exam. **You also need to remember your student ID number for exams.** Do not sit next to each other. Put everything in your bag placed under the table before the exam starts.

Pop Quizzes:

You will have 11 quizzes, the lowest score of which will be dropped. **Because the lowest score does not count, I will offer no make-ups.** A quiz may be given at the beginning, middle or end of a class session, so be on time. You will get a full mark if you answer all questions correctly.

Grading:

90 percent or higher of total possible points:	A
80 percent–lower than 90 percent:	B
70 percent–lower than 80 percent:	C
60 percent–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 in the professional world, you will not have luxury to redo your work after the deadline.** 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) available at http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf. Saying "I didn't know that," "He copied my work," or "Others also plagiarized" will not save you from grave consequences of academic misconduct. 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 and 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, which also include the opportunity for students to appeal the outcome. Read the 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. You must also avoid using an extensive quote or too many quotes. Produce your original work.

In addition, your distracting behavior or noise will negatively affect the learning environment. **You must not use a laptop, tablet, mobile or any other electronic device in class; surfing the Internet, checking your email, engaging in social-media activity or texting during class is reprehensible.** I expect you to behave as a responsible adult in class. Therefore, if you continually cause distractions (e.g., chitchat, frequently leaving the room or disappearing during class, disturbances such as cell phones, beepers, computers, and snacks and food), I will remove you from class. **I make no exception for this.**

Journalism Course Registration

1. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first served program.
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 haven't 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 foundational courses, and Math 1680/1681. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

Re-Taking Failed Journalism Classes

Students will not be allowed to automatically take 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.

Textbook Policy

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

First Class Day Attendance

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

Office Hours

See the first page of this syllabus.

Attendance

See the "Attendance, Preparation and Participation" section.

Financial Aid Satisfactory Academic Progress (SAP) for Undergraduates

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150 percent of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.

Please visit <http://financialaid.unt.edu/sap> for more information about financial aid and Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your Mayborn School of Journalism academic adviser or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

Academic Advising

All first-time-in-college students at UNT are required to schedule an appointment with their academic adviser and receive an advising code to register for classes both fall and spring semesters of the first year in college. All students should meet with their academic adviser at least one time per long semester (fall and spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through late registration to ensure you have not been dropped for nonpayment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. The Mayborn School of Journalism will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student's responsibility to ensure all payments have been made.

Important Fall 2015 Dates*

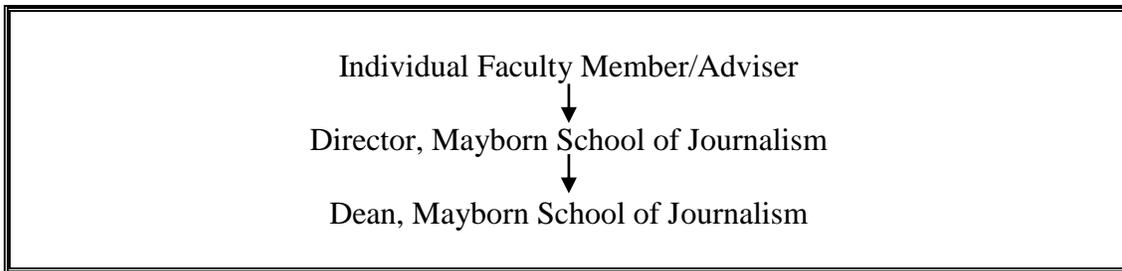
August 24	Classes begin.
September 7	Labor Day (no classes; university closed).
September 8	Beginning this date, a student who wishes to drop a course must first receive written consent of the instructor.
October 2	Last Day for student to receive automatic grade of W for nonattendance. Last day for change in pass/no pass status. Last day to drop a course or withdraw from the semester with a grade of W for courses that the student is not passing. After this date, a grade of WF may be recorded.
October 3	Beginning this date, instructors may drop students with a grade of WF for nonattendance.
November 2	Last day to drop with either W or WF. Last day for a student to drop a course with consent of the instructor.
November 9	Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.
November 20	Last day to withdraw (drop all classes). Last day for an instructor to drop a student with a grade of WF for nonattendance.
November 26–29	Thanksgiving Break (no classes; university closed).
December 3	Last class day.
December 4	Reading Day (no classes).
December 5–11	Final Exams.
December 11	End of term.

*Some dates are subject to change. Check the registrar's website for updates:

<http://registrar.unt.edu/registration/fall-registration-guide>.

Academic Organizational Structure

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the steps outlined below:



Office of Disability Accommodations

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time. However, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. **Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.** For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact the office by phone at 940-565-4323.

Course Safety Statements

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions, and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

Academic Dishonesty

Academic dishonesty includes, but is not limited to, the following: the use of any unauthorized assistance in taking quizzes, tests or exams; dependence upon the aid of sources beyond those authorized by the instructor; the acquisition of tests or other material belonging to a faculty

member; dual submission of a paper or project; resubmission of a paper or project to a different class without express permission from the instructors; or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author or source. Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the UNT Student Handbook.

Mayborn School of Journalism Academic Integrity Policy

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind — including plagiarism and fabrication — is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

Classroom Policies

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

The Instructional Assessment System (IASystem™)

The Instructional Assessment System (IASystem™), developed by the University of Washington, is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

Final Exam Policy

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

Access to Information

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site. If you do not regularly check EagleConnect or link it to your favorite email account, please so do, as this is where you learn about job and internship opportunities, Mayborn School of Journalism events, scholarships, and other important information. The Eagle Connect website explains how to forward your email: <http://eagleconnect.unt.edu/>.

Courses in a Box

Any Mayborn School of Journalism equivalent course from another university must receive prior approval from the school's academic adviser to ensure that all Mayborn School of Journalism degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior adviser approval.

Important Notice for F-1 Students Taking Distance Education Courses

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

The decision may have serious immigration consequences. If F-1 students are unsure about their need to participate in an on-campus experiential component for this course, they should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

Dropping an Online Course

If you need to drop an online course, you should send your instructor an email with your name, student ID#, reason for dropping a course, and date you are sending the email. **This must be done prior to the UNT deadline to drop a course.**

If approved, the instructor will contact the Mayborn School of Journalism Undergraduate Office in GAB 102 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar's Office before the deadline to make sure you have been dropped from the course with a "W."** If you are taking only online courses and your instructor approves the drop, please contact the Mayborn School of Journalism Director of Advising for instructions.

Emergency Notification and Procedures

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty, staff and students. Please make certain to update your phone numbers at the my.unt.edu site. Some helpful emergency preparedness actions include the following: (1) ensuring you know the evacuation routes and severe weather shelter areas; (2) determining how you will contact family and friends if phones are temporarily unavailable; and (3) identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

Statement of Student Learning Outcomes, UNT Journalism

Since 1969, the UNT department of journalism, which is now the Frank W. and Sue 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 Frank W. 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 school and the 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 3400, 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 of freedom of speech and press for the country in which the institution is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and 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.