Course Name: JOUR 4460 Public Relations Communications
Section Information: Section 002 (Fall 2012) Tuesday, 12:30—3:20 pm GAB 114
The Twitter hashtag for this course is #untj4460

Course Description and prerequisites:
Success in Public Relations communication rests on strategic thinking, juggling multiple tasks and competing deadlines, working independently and in teams, learning to organize ideas and possessing the necessary skills to ensure appropriately placed communications. In this course students will continue building skills that increase their mastery of the PR process culminating in development of a PR campaign for an actual client. The course places heavy emphasis on writing for selected PR channels, and students are held to a high professional standard. (Prerequisite(s): JOUR major status; JOUR 3420; consent of school).

Course Instructor: Samra Jones Bufkins, MJ, APR
Office: GAB 113  Office phone: 940-565-2167
Office hours: Any time my door is open; Tuesday & Thursday 11:00 am –Noon, or by appointment.
E-mail: Samra.Bufkins@unt.edu
A note on accessibility: I try to be available to my students but if you text/tweet/email me on a weekend or late at night, don’t panic if I don’t respond right away. By all means try again if you haven’t heard from me within 24 hours. If you need immediate response, call.

Teaching Assistant: Amber Freeland
Email: Blackboard messages

Class Format
This course consists of lecture, discussion and outside assignments. It is writing intensive and deadline-dependent. You are also expected to do several regular assignments without prompting from the instructor. I expect you to read the assigned material as well as supplemental material forwarded via Twitter, uploaded to Blackboard or handed out in class. That means you will have read the assigned readings before coming to class and are ready to actively discuss or apply concepts from the readings. I’ll post announcements, activities and Web links on the class Blackboard and via Twitter. Please be sure you check these resources often, and be prepared to discuss articles in class. Feel free to share links to articles of interest with your classmates and me via Twitter and/or the Blackboard discussions section. You may see elements of these readings again on an exam or pop quiz. You are also expected to review the Dallas Morning News and The New York Times daily, especially the business sections. These are the media I am most likely to draw on for current events quizzes. Both papers are available free on campus, and you can read them in the library on weekends.

In this course, you will:
- Learn the elements of strategic communications planning and apply them to assignments for actual clients
- Practice applying good writing and visual communications techniques to specific contexts in public relations
- Learn to manage time independently and in teams, and meet regular, assigned deadlines
- Engage with actual clients in analytical and creative problem solving communications
- Create a professional public relations campaign for an actual client.
- Complete a professional portfolio (hard copy or online) suitable for job interviews and networking

DEADLINES: As demanded in a professional environment, deadlines and formats are strictly observed.
Textbook Policy

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

Required:
4. Supplemental readings as assigned.

Additional Required Resources:
- UNT class Blackboard LEARN (LEARN.UNT.EDU)
- Twitter account (class hashtag #untj4460) with unprotected tweets
- Personal blog and LinkedIn profile
- http://www.dailywritingtips.com/ daily email updates subscription
- Your client from Journalism 3420 with a signed letter of agreement
- Regular reading of The Dallas Morning News, The New York Times, and listening to NPR Morning Edition and All Things Considered. (Most of the radio content is available online after broadcast).

Academic Integrity (Cheating)

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.

When you submit work for this class it is the same as making a statement that you have produced the work yourself, in its entirety, specifically for this class and no other class. Plagiarism, fabrication, copyright infringement, and similar uses of other people’s work and ideas are unacceptable and in most instances illegal. All assignments and blogs in this class are to be submitted via Turnitin. There are no exceptions. Anything not submitted via Turnitin will receive a grade of 0 (zero). Turnitin is also set to lock out late submissions.

Plagiarism, in a nutshell, is using other people’s written words as your own, including copying from your client’s website or other published materials. 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’s a firing offense in the professional world, and can keep you from graduating.

For this class, copying from your client’s website and other materials is plagiarism. While there are rare situations in which you must copy verbatim (organizational mission statements, for example), DO NOT ASSUME BECAUSE YOU HAVE THE CLIENT’S PERMISSION SUCH COPYING IS ACCEPTABLE FOR THIS CLASS. This is primarily a writing class, not a “copy, paste, attribute” class. If you are in doubt or have a question
contact me immediately. It is better to ask for clarification than to find yourself dealing with an academic integrity issue that will go on your permanent academic record.

Quoting large chunks of text, even with attribution, in assignments or blog posts is unacceptable in an academic environment. This is a WRITING class and you are expected to provide critical analysis in your blog posts and other assignments, not copy, paste and attribute. Rewrite source material in your own words.

Submitting previously published work and/or work submitted for other classes (whether or not it was graded) is strictly prohibited by university policy. All work submitted for this class is to be original work created by you for this class only.

**Course Objectives**
After taking JOUR 4460, each student will be able to:
- Think critically, creatively and independently.
- Write a measurable objective and evaluate its effectiveness in a strategic communications plan.
- Develop and utilize strategic planning skills in an ethical, client-focused manner.
- Conduct research and evaluate information by methods appropriate to the PR profession.
- Write correctly and clearly in forms and styles appropriate for the communications profession, targeted audiences, media and purposes.
- Critically evaluate his/her own work for accuracy and fairness, clarity, appropriate style, and grammatical correctness.
- Manage time effectively in order to complete complex projects individually and in groups.
- Present a professional portfolio including work from classes, internships and paid/volunteer work.

**Evaluation**

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Writing Assignments (11 total)</td>
<td>220</td>
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<tr>
<td>Exams (2 total)</td>
<td>200</td>
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<td>Blogs (13 total)</td>
<td>130</td>
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<tr>
<td>Portfolio</td>
<td>50</td>
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<tr>
<td>Publicity Campaign (group project)</td>
<td>300</td>
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<tr>
<td>Class participation, pop quizzes, in-class exercises, social media interaction</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total Points possible</strong></td>
<td><strong>1,000</strong></td>
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**Grading System**—Based on a percentage of 1,000 possible points
- 92% and above = A (920 points and higher)
- 82% -- 81.9% = B (820--919 points)
- 72% -- 79.9% = C (720--819 points)
- 62% -- 71.9% = D (620--719 points)
- Less than 62% = F (fewer than 620 points)
<table>
<thead>
<tr>
<th>wk</th>
<th>Date</th>
<th>Topic</th>
<th>Read before this class:</th>
<th>Assignment Due</th>
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<tbody>
<tr>
<td>1</td>
<td>9/4</td>
<td>In-class writing exercise, introduction to the class, syllabus review, introduction to strategic writing.</td>
<td><em>Marsh</em>, Section 1, paying particular attention to pages 3—5. Skip pages 16—20 for now) but read pages 109—111. <em>APR Study Guide</em> pages 16—19</td>
<td>Student Info Sheet, Blog 1 due Friday 9/7 at 11:59 pm. Blogs are due every Friday at 11:59 pm.</td>
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<tr>
<td>2</td>
<td>9/11</td>
<td>Communications Planning</td>
<td><em>APR Study Guide</em>, pages 37—50 and look over case studies &amp; PR plan examples in the back. Read the handouts uploaded to BB.</td>
<td>LinkedIn Profile, post link to BB discussion group before start of class.</td>
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<tr>
<td>3</td>
<td>9/18</td>
<td>New Media—SEO, Social Media dashboards, Social Media Releases</td>
<td><em>Marsh</em> pages 16—20, 105—108, 115—118, and 174-176. Read the SEO handouts uploaded to BB.</td>
<td>Communication plan for your client due before class.</td>
</tr>
<tr>
<td>4</td>
<td>9/25</td>
<td>Advocacy Public Relations</td>
<td>Handout uploaded to BB.</td>
<td>Social Media Release due before class First Tweetchat due 9/28 11:59 p.m.</td>
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<td>5</td>
<td>10/2</td>
<td>Exam (all material covered to date, readings and in class) Media relations and pitching the media.</td>
<td><em>Marsh</em> pages 43—86. Telephone pitch assignment explained.</td>
<td>Op-Ed piece due before class.</td>
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<tr>
<td>6</td>
<td>10/9</td>
<td>Promotional Publications: Editorial Calendar, Newsletters and Brochures</td>
<td><em>Marsh</em> pages 87—94, 187—198, and handout uploaded to BB.</td>
<td>First contact on Telephone pitch verified Second Tweetchat due 10/12 11:59 p.m.</td>
</tr>
<tr>
<td>7</td>
<td>10/16</td>
<td>Video and Podcast scripting</td>
<td><em>Marsh</em> pages 112—114, 154—164, and handout.</td>
<td>Newsletter Editorial Calendar and minimum 4 page newsletter</td>
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<tr>
<td>8</td>
<td>10/23</td>
<td>Introduction of client for final project</td>
<td>Readings TBA</td>
<td>Brochure and podcast script. Phone pitch should be completed.</td>
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<tr>
<td>9</td>
<td>10/30</td>
<td>Measurement &amp; Evaluation Groups meet with me during 2nd half of class.</td>
<td>Handouts uploaded to BB.</td>
<td>Draft Communications Plan due. Third Tweetchat due 11/2 11:59 p.m.</td>
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<tr>
<td>11</td>
<td>11/13</td>
<td>Exam 2—concepts covered since first exam, GSP &amp; AP Style + planning concepts.</td>
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<td>12</td>
<td>11/20</td>
<td>Project and Portfolio Q&amp;A</td>
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<td>13</td>
<td>11/27</td>
<td>Final Project Due in class—upload electronic version by Midnight Monday</td>
<td></td>
<td>Final Project uploaded by midnight Monday &amp; hard copy submitted in class. Final Tweetchat due 11/30 11:59 p.m.</td>
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<tr>
<td>14</td>
<td>12/4</td>
<td>Final presentations (20-30 minutes per group) in class</td>
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<td>Turn in portfolio to office by 5:00 p.m. Wednesday 12/5</td>
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<td>15</td>
<td>Thurs 12/13</td>
<td>Final Exam Time 10:30—12:30 a.m.</td>
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<td>Briefly present portfolio to class.</td>
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Journalism Requirements and Guidelines

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.

By registering for this course, you are stating that you have taken the required pre-reqs according to your calendar 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 pre-requisites, please see an advisor.

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.

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 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 Mayborn 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.

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