Who’s Running This?

Professor: Bailey Thompson, Ph.D.
Email: thompsonba@sfasu.edu
Phone: (936)-468-1319
Office: Boynton 201
Office Hours: M/W: 12:00pm-1:00pm
T/Th: 12:30pm-2:00pm

Where Do We Meet?

Class Location: Boynton 209
Class Times: M/W 1:00pm-2:15pm

What Books Do We Need?

<table>
<thead>
<tr>
<th>Name</th>
<th>Public Relations Strategies and Tactics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authors</td>
<td>Wilcox, Cameron, &amp; Reber</td>
</tr>
<tr>
<td>Edition</td>
<td>11th</td>
</tr>
<tr>
<td>Publisher</td>
<td>Pearson</td>
</tr>
<tr>
<td>ISBN</td>
<td>9780205960644</td>
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</tbody>
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*Note about textbook: Yes, this book is required. Yes, you will use this textbook throughout the entire semester. No, you cannot pass the course without it.

What’s This Course About?

Study of the principles and practices in the field of public relations. Emphasis on development of creative strategy, media selection, public segmentation, and relationship management.
Prerequisite: Advanced standing.

What Are We Supposed to Learn?

- Students will be introduced to public relations. Areas include, but are not limited to PR history, relationship management, persuasion vs. propaganda, public opinion, ethics and law, the
PR agency vs. in-house departments, PR research, media relations, and cultural considerations in PR. We will also explore various traditional publics such as employees, the community, the government, consumers, and other stakeholders.

- Students will understand how communication, especially as a component of relationship management, affects public relations goals and outcomes.
- Students will learn the history and development of PR in the United States.
- Students will understand how public relations campaigns are planned, implemented, evaluated, etc.
- Students will understand PR’s role in society.
- Students will demonstrate knowledge of the role of technology in public relations.

What are some of SFA policies?

Withdrawal Policy

The last day to drop the course without a “WP or WF” varies by semester. Please consult the SFA Academic Calendar should you anticipate needing to drop the course.

Students with Disabilities

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations.

Grade Withheld Policy (Semester Grades A-54)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Professor’s Academic Freedom Policy

PR is often used to clean up messes. Such messes may involve sex, drugs, violence, corruption, and any number of things that we as a society frown upon. Some of the material dealt with in this class may be perceived as controversial or offensive to some students. College is all about learning new things and being exposed to different topics and viewpoints. I urge you all to both listen and speak your mind during class.
Academic Dishonesty

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Using other’s speeches or preexisting PowerPoint presentations is considered academic dishonesty and will be treated accordingly.

Basically- don’t cheat, I’ll catch you, and then I’ll have to report you- and that’s not fun for anyone.

Boynton Lab Schedule

The Boynton Lab will be available for weekly use. The lab schedule will be posted by the second week of the semester. Use the lab- that’s what it’s here for!

Lab Facility, Computers, and Printers

I know it’s tempting, but food and/or drinks are not allowed in the lab do to the nature of the equipment. Please help us with this policy by being responsible with yourself first. Printing that is unrelated to your registered class (which uses Boynton 202 or 209 labs) may revoke ALL printing privileges. Printing to the Color Printer requires approval and must be for specific class assignments. Lab assistants are available for general assistance. If you experience a problem with computer equipment, please note the problem in detail, computer used and report this information to the lab assistant.

PRSSA

The Public Relations Student Society of America (PRSSA) is a student organization whose membership is open to any SFA student. PRSSA regularly features guest speakers, as well as additional opportunities to learn more about the field of PR. This is a formative time in your lives, and any experiences outside the classroom that you have can help shape the course of the rest of your life. I cannot give extra credit for joining the organization, but STRONGLY ENCOURAGE you to do so, as it opens up many, many doors to your future careers.
What are Bailey’s Policies?

24/7 Rule

Your grades are just that- your grades. Not mine. If you have questions about a grade you earned on an assignment, I urge you to contact me about it (via email) to set up an appointment to come in and talk about it. I want you to know what you did wrong, and what you did right. However, please observe the 24/7 policy- take 24 hours after receiving a grade to cool off, try to understand your mistakes, and then shoot me an email. Make a plan- don’t just come in and say “I don’t like my grade, it should be higher, change it!” Be ready to explain to me what you did, provide justification for your answer, and for why you think the grade is not reflective of what you believe it should be. You will also have 7 days after a grade is posted to contact me to discuss or dispute it. After those 7 days, all grades will stand as is.

Phones in Class

I fully understand the habitual checking of cell phones- I too fall victim to it. Therefore, I simply ask that you not use your phone excessively during class. Class is not the time to have a long drawn out text conversation, or to check your Facebook and Insta twenty times. If I see excessive cell phone use I reserve the right to ask you to leave the class, and you will be counted absent.

This policy also applies to computer and laptop use.

Rolling in Late

I understand things happen- a bus runs late, you hit the snooze button one too many times, you forget to put gas in your car the night before, etc. Please just let me know via email if and why you’re running late. However, please arrive to class on time. If you habitually show up late to work, you will most likely get fired. The same applies in class- if you are consistently arriving late for class, I reserve the right to count you absent.

Sneaking out Early

I expect you to not only arrive on time, but to remain in class for its entirety. This class is scheduled from 11:00am until 11:50am. I expect you to remain in class for the full 50 minutes. (Yes, even on Fridays). If an emergency comes up, please let me know.

Late Work & Late Tests

Late work will not be accepted for any reason. If you miss a test, you will not be allowed to make it up for any reason. If you arrive late for a test please observe the following policy: All tests will be handed out on test day at the beginning of class. Once the first test is completed, I will not pass out any more tests to those arriving late.
Extra Credit

Do not expect extra credit in this course. There may be one or two times during the semester that I offer it, but that is up to my discretion. Extra credit will also not be given on an individual basis- if I offer it, it will be in class to all those present during that class.

What’s The Attendance Policy?

I will take attendance every class via a sign in sheet that will be passed around. It is up to you to make sure that you sign in every class- if you forget, you will be counted absent regardless.

You will receive 3 freebie absences during the semester. Use these three days at your discretion. You may use them for sick days, sleepy days, mental health days, traveling, whatever. However, these freebie days do not apply to test days.

Doctor’s notes will not be accepted in this course as an “excused” absence except in the case of extended hospitalization.

The only excused absences will be for university sponsored events (athletics, etc.) and observance of holy days. If one of the exceptions applies to you, you MUST let me know 7 days in advance and be ready to provide the appropriate documentation.

Please see section on attendance grade deductions for information on the consequences of missing class.

D2L

All powerpoints and course material will be posted on D2L. Check it, use it.

Contacting Bailey

Please contact me via SFA email, not D2L email. My email address is thompsonba@sfasu.edu.

How Will We Be Graded?

<table>
<thead>
<tr>
<th>Grade Breakdown</th>
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<tbody>
<tr>
<td>In Class Assignments/Participation/Attendance</td>
<td>15%</td>
</tr>
<tr>
<td>Tests (4 @ 15% each)</td>
<td>60%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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</tbody>
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I will not discuss grades via email or phone other than to set up an appointment to discuss them in person.
Final Grade Rounding Policy

I will round final grades with a .5 or higher. I will not raise final grades with a .4 or lower for any reason.

I will also not round “9” grades. Therefore if you make an 89 in the class, do not email me asking if I will bump in to a 90. Unless you make an 89.5 or higher, I will not round.

Tests and Assignments

Tests: Over the course of the semester you will have four tests and one final exam. All exams will take place during class. You will not need scantrons for tests, but will need a pen to write with. You will have the entire class to take each test. Please see the late test and missed test policy above on the consequences of missing a test or arriving late. All tests will fall on a Monday, so please take this into consideration when planning weekend trips home, etc. Tests will be broken down as follows:

Test #1: Monday, September 18th over Chapters 1-4
Test #2: Monday, October 9th over Chapters 5-8
Test #3: Monday, October 30th over Chapters 9-12
Test #4: Monday, November 13th over Chapters 13, 14, 16, & 17

Each test is worth 15% of your final grade.

Final Exam: The final exam for this course will be cumulative. Therefore, anything covered during the course of the semester can appear on your final exam. For the most part, however, if you were not tested on it in previous tests, it will likely not appear on your final exam. The one exception will be information from chapters 19 and 21. You will not be tested on those chapters until the final exam. For this reason- Tests 1-4 will NOT be returned to you. You can at any time come and go over your test in my office during office hours, but I cannot let you physically remove the test from my office.

Final Exam Review day: Since the final exam is cumulative, I have built into the course schedule a final exam review day on Wednesday, December 6th. Those who come to class on December 6th will see a final exam review outline that will show major concepts that you should review. Those who are not in class on the final exam review day will not be given access to this review sheet. I will also let you know the format of the exam on this day.

Your final exam will take place on Monday, December 11th, and will be worth 25% of your final grade.

In Class Assignments/Participation/Attendance

This is worth 15% of your final grade. Come to class and participate. After your 3 freebie absences, you will be deducted 10 points from this section of your grade. For example, if you have 4 absences, 3 will be excused and 1 will not be. You will then receive a 90 for your grade. 5 overall absences would result in an 80, and so forth.
Weekly Calendar

I reserve the right to make changes to the calendar at any time. Should I make changes, it is my responsibility as the professor to inform the students. Changes will be posted on D2L. The following calendar is an approximation of our schedule this semester.

<table>
<thead>
<tr>
<th>Section 1: Role</th>
<th>Week 1: Chapter 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>M 28-Aug</td>
<td>Syllabus</td>
</tr>
<tr>
<td>W 30-Aug</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section 2: Process</th>
<th>Week 4: Chapter 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>M 18-Sep</td>
<td>Test: Section 1 (Chapter 1-4)</td>
</tr>
<tr>
<td>W 20-Sep</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>Section 3: Strategy</th>
<th>Week 7: Chapter 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>M 9-Oct</td>
<td>Test: Section 2 (Chapter 5-8)</td>
</tr>
<tr>
<td>W 11-Oct</td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Section 4: Tactics</th>
<th>Week 10: Chapter 13</th>
</tr>
</thead>
<tbody>
<tr>
<td>M 30-Oct</td>
<td>Test: Section 3 (Chapter 9-12)</td>
</tr>
<tr>
<td>W 1-Nov</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Section 4: Tactics</th>
<th>Week 11: Chapter 14 &amp; 16</th>
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</thead>
<tbody>
<tr>
<td>M 6-Nov</td>
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</table>
**The Not Reading Policy**

If I notice that throughout the semester students are consistently not preparing for class by reading the required chapters, I reserve the right to begin daily reading quizzes. I REALLY do not want to assign and grade quizzes every class. So please take pity on me and yourselves by just doing the reading when you’re supposed to!