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.

Program Learning Outcomes

1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, analyze, organize and synthesize discipline-appropriate research and communication information about it.
3. Understand the role of public relations and media in society.
4. Comprehend the legal and ethical principles relating to public relations.
5. Demonstrate the application of media technology, terminology and techniques.

Student Learning Outcomes

1. Understand how to define various audiences and segment audiences according to their needs, interests, preferences and demographics.
2. Show proficiency in writing and designing public relations copy for a variety of media, publics and context.
3. Demonstrate skills in writing copy on long and short deadlines and within space requirements.

4. Demonstrate skills in copy revision and proofreading.
5. Demonstrate knowledge of Associated Press style requirements.
6. Demonstrate competence in writing for each stage of the public relations process.
Credit Hour Justification Statement
MCOM 2330, "Public Relations Principles" (3 credits), typically meets 2 times a week for 75-minute segments for 15 weeks and also meets for a 2-hour final examination. Students have weekly chapter quizzes, several cumulative tests testing the application of chapter content, several response papers and final examination. These assignments average a minimum of 6 hours each week to prepare outside of classroom hours.

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. Students found cheating via Proctorio on a test will receive an automatic 0.
I adhere to 10 general policies in all of my courses:

1. **No late work accepted:** I do not accept late work or late exams, quizzes, assignments, etc.
2. **No extra credit:** I do not provide extra credit on an individual basis. Any extra credit provided will be at my discretion and will be extended to the entire class.
3. **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. 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.
4. **No D2L emails:** Contact me via SFA email, not D2L email. My email address is thompsonba@sfasu.edu
5. **No doctor’s notes please:** I do not accept, want or need doctor’s notes for missed classes or assignments—your medical information is yours and is private. If you have an extended absence for hospitalization, etc. please go through the proper channels at the rights and responsibilities office.
6. **There are some emails I will not respond to:** I will not respond to any emails asking the following questions or making the following requests: 1) emails asking for grade changes 2) emails asking for final grades to be rounded up 3) emails asking for extensions on assignments with no hospitalization or extreme circumstance 4) emails asking for extra credit—any extra credit given by me will be given to all students and advertised in class or on D2L, not on an individual basis via email. – Essentially, emails asking me to show favor grade-wise to one student in a course over other students will not be returned. This is the primary way I will be working to ensure that all students have the same opportunities in my courses.
7. **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 it to a 90. Unless you make an 89.5 or higher, I will not round.
8. **Grading Turnaround Time:** My turnaround time for grading assignments varies by the assignment type. For multiple-choice quizzes or exams the turnaround time is approximately 48 hours. For substantial written assignments it is 2 weeks.
9. **Email Turnaround Time:** I do not answer emails after 5pm or before 8am Monday-Friday. If you email after those hours expect a reply within 48 hours. I also do not respond to emails on the weekends. I encourage each of you to set healthy boundaries when it comes to your own work-life balance.
10. **A is for Awesome:** Every student should not expect an A in my course. A is for exceptional work. B is for good work. C is for average work. A work goes above and beyond the requirements and shows true mastery of the content. A work impresses.
Grading & Assignments

<table>
<thead>
<tr>
<th>Grade Breakdown</th>
<th></th>
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<tbody>
<tr>
<td>Chapter Assignments (13)</td>
<td>60%</td>
</tr>
<tr>
<td>Tests (2 @ 20%)</td>
<td>40%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

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.

Any emails received asking me to raise/bump/change your grade (unless an error on my part) will not be returned.

Basic Assignment Descriptions

Chapter Assignments
In each chapter of your REVEL textbook there will be a series of mini-assignments and a quiz. These mini assignments will consist of a mixture of short journal writing, longer writing assignments (a few paragraphs), video assignments, and mixed-media assignments (ex: you reading over an article and giving your opinion/recommendation). They will vary in point values from 185-250 depending on the chapter. (All chapter assignments will equate to 60% of your final grade)

All of these chapter assignments are built into and integrated into your REVEL textbook, and will be accessed WITHIN your online textbook (NOT via D2L).

Tests
You will have 2 tests during the course of the semester, a midterm and a final, taken via D2L, and each test is 1000 points (approximately 20% of your overall grade each)
# Tentative Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Content Covered</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>August 23- August 29</td>
<td>Course Intro + Chapters 1 &amp; 2</td>
<td>Chapters 1 &amp; 2 REVEL assignments due Sunday by 11:59pm</td>
</tr>
<tr>
<td>2</td>
<td>August 30- September 5</td>
<td>Chapters 4 &amp; 5</td>
<td>Chapters 4 &amp; 5 REVEL assignments due Sunday by 11:59pm</td>
</tr>
<tr>
<td>3</td>
<td>September 6- September 12</td>
<td>Chapters 6 &amp; 7</td>
<td>Chapters 6 &amp; 7 REVEL assignments due Sunday by 11:59pm</td>
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<tr>
<td>4</td>
<td>September 13- September 19</td>
<td>Chapter 8 + MIDTERM</td>
<td>Chapter 8 REVEL assignments AND <strong>MIDTERM</strong> due Sunday by 11:59pm</td>
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<tr>
<td>5</td>
<td>September 20- September 26</td>
<td>Chapters 9 &amp; 10</td>
<td>Chapters 9 &amp; 10 REVEL assignments due Sunday by 11:59pm</td>
</tr>
<tr>
<td>6</td>
<td>September 27-October 3</td>
<td>Chapters 11 &amp; 12</td>
<td>Chapters 11 &amp; 12 REVEL assignments due Sunday by 11:59pm</td>
</tr>
<tr>
<td>7</td>
<td>October 4- October 10</td>
<td>Chapter 14 + Final Exam</td>
<td>Chapter 14 REVEL assignments + <strong>FINAL EXAM</strong> due Sunday by 11:59pm</td>
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