

Course	MNGT 3550 – Public Relations
Term	Spring 2, 2010
Instructor	Steve Gaffen, MBA, marketing emphasis 913/488-7650 - mobile sgaffen@aol.com or stevengaffen89@webster.edu
Course Description	Studies public relations policies and practices as an integral process of information gathering, assembling, evaluating and reporting. Includes an overview of public relations in developing favorable external public opinion towards an organization, corporation or individual. Includes video training for media interviews.
Prerequisites	None
Learning Outcomes	Upon completion of this course the student should: Have a good overview understanding of the concept of Public Relations and the significance role it plays in business and society. Increase student awareness of the Public Relations function within an organizational setting. Provide a setting where students will have a better appreciation for the successful application of Public Relations to fundamental communications in a business environment. Raise a level of awareness of current events and how they relate to business and the public. Understand the role Public Relations plays in the overall Marketing Plan. Be able to effectively integrate Public Relations objectives and plans with the advertising plan that supports the entire Promotion Plan. Understand the importance of integrating PR into the overall communication of the respective organization.

**Textbook and other
Materials**

Public Relations Practices

Author: Allen H. Center, Patrick Jackson
7th Edition 2008, Pearson Prentice Hall
ISBN 978-0-13-234136-3

You should be current of news and event covered in newspapers, TV and the internet

The book may be obtained through MBS Direct Books at 1-800-325-3252 or www.mbsdirect.net.

Please be aware when purchasing your textbooks that the International versions of the text may differ from the Domestic (North American) version required for your course

Grading

Grades will be calculated using the following guidelines.

Team Project 1	15%
Team Project 2	25%
Mid-term	20%
Final Exam	25%
Class Attendance & Participation	15%
Total	100%

Grading Scale:

93-100%	A	83-86.9%	B
90-92.9%	A-	80-82.9%	B-
87-89%	B+	70-79%	C

The time in class will be spent on lectures and exercises, with discussions of videos and short cases. Most exercises will be conducted during class in the form of group case analyses. In class exercises cannot be made up if you missed the class.

There will be extensive use of videos to analyze and use in the development of the different promotion plan considered.

Students will experience and be coached with regard to TV and radio interviews.

University Policies

University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by university published policies. The following policies are of particular interest:

Class attendance is required. You cannot earn participation points if you are not in class.

Academic Honesty

The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it. Plagiarism is not acceptable. When you use anyone else's words, thoughts or ideas, you must properly cite the source.

Drops and Withdrawals

Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.

Special Services

If you need accommodations for a disability, please let the instructor know at the beginning of the course so that they can be provided.

Disturbances

Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.

Contact Hours for this Course

It is essential that all classes meet for the full instructional time as scheduled.

Weekly Schedule

This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student. The schedule below presents an approximate expectation of course progress. The instructor reserves the right to change the overall course grade weighting. Any changes will be announced in class.

PLEASE NOTE: the syllabus uses the chapters of Center's book but they may not be in the same order!

Pre-assignment for Week 1

Week 1

Must be prepared prior to class to discuss chapters 1 & 2

Lecture on Chapters 1 and 2

Topics: The Purposes of PR plus How PR Deals with Problems and Opportunities

Introductions and discussion of expectations including attendance, participation and grading
Review Project I and Project II assignments.
form teams

Assignment for Week 2:

- o **Read and be prepared to discuss chapter 3**
- o **Prepare for a current event discussion to present to the class** (2 topics to choose from to be handed out in class)

Week 2

Topic: Employee Relations

Lecture on chapter 3

Current events – you may be called on to present in class.

Video

Assignment for Week 3:

- o **Read and be prepared to discuss chapters 4 and 6 for Week 2**

Week 3

Topics: Community Relations plus Consumer Relations

Lecture on chapters 4 and 6

Developing a PR strategy, group work with presentation

Video training

Assignment for Week 4

- o **Read and be prepared to discuss chapter 7 for week 4**

- o Prepare for mid-term exam... bring questions about anything we have covered

Week 4	<p>Topic: Media Relations</p> <p>Mid-Term Exam</p> <p>Lecture on chapter 7 In class exercise: developing visual material for PR & VNR, Assignment for Week 5:</p> <ul style="list-style-type: none"> o Read and be prepared to discuss chapters 9 for Week 5 o Prepare Project I: put a PR strategy together based on case studies provided
Week 5	<p>Topic: Crisis Management</p> <p>Lecture on chapters 9 Project I Due: Be ready to defend your PR strategy Guest Lecturer, HR and PR in crisis management Assignment for Week 6:</p> <ul style="list-style-type: none"> o Outline a crisis communications strategy and send in prior to next lecture o Read and be prepared to discuss chapters 5 and 10 for Week 6
Week 6	<p>Topics: Investor Relations plus Standards, Ethics and Values</p> <p>Lecture on chapters 5 and 10 New Media Review all chapters and main topic discussed in class. Assignment for Week 7:</p> <ul style="list-style-type: none"> o Prepare for Final Exam (comprehensive covered in class and all chapters). Be prepared to ask questions
Week 7	<p><i>Topics:</i></p> <p><i>Final Exam</i> – primarily objective with multiple choice, true/false, short answers, and a case history.</p> <p><i>Discuss Project II (crisis management) presentations in class which are due the next class period</i> <i>Video training</i> Assignments for Week 8:</p> <ul style="list-style-type: none"> o <i>Be prepared to present Project II in class next period. Be prepared for media interviews.</i>
Week 8	<p>Topics:</p> <p>Turn in Project II</p> <p>Present Project II to class</p>
Additional Information	<p>The syllabus can vary slightly.</p>