

Course	MNGT 3550 Public Relations						
Term	Fall 1, 2008						
Instructor	Stephen Lee Cell: 210-516-5007 Work: 310-653-6235 e-mails: Stephen.lee@losangeles.af.mil stephenmlee2005@yahoo.com						
Catalog 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.						
Prerequisites	Prerequisite: MNGT 3500						
Course Level Learning Outcomes	Upon completion of this course the student should: <ul style="list-style-type: none"> • Have a good overview understanding of the concept of Public Relations and the significance role it plays in business and society. • Increase the student's 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. 						
Materials	Preferred Text: <i>The Practice of Public Relations</i> Author: Fraser P. Seitel 10 th Edition 2005, Prentice Hall ISBN: 0-13-230451-1 You can call MBS Direct at 800-325-3252 and give your school name, site or program, and course number or access the Virtual Bookstore at http://bookstore.mbsdirect.net/WEBSTER.HTM .						
Grading	Grades will be determined in the following manner: <table style="margin-left: auto; margin-right: auto;"> <tr> <td>Mid Term Examination</td> <td>15%</td> </tr> <tr> <td>Final Examination</td> <td>20%</td> </tr> <tr> <td>Quiz #1</td> <td>5%</td> </tr> </table>	Mid Term Examination	15%	Final Examination	20%	Quiz #1	5%
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Activities	<p data-bbox="443 1003 1398 1146">There is a lot of writing in this class. Equal weighting will be applied to your paper. You WILL be graded based on content as well as structure, grammar, and APA formatting. Things you can do to ensure a well prepared paper are:</p> <ul data-bbox="586 1188 1398 1929" style="list-style-type: none"> • Use at least three references in your paper. Only one reference will be from an internet source. WIKIPEDIA sources will NOT be accepted. • Ask someone to proof-read your paper and your weekly answers to the questions • Ensure there are no fragments and your sentences are complete. Use proper punctuation. • YOU MUST double space your paper and your weekly answers or they will NOT be accepted. • Read your paper and the answers to the questions. Do they make sense? Is it easily understood? • Your paper will be NO MORE THAN five pages. Your weekly answers to questions should be no more than two pages per question. • If you wait until the last minute to research and write your paper or answer the weekly questions, the instructor will know it. Your work will be graded accordingly. • The case studies and current events paper are 40% of your grade. It deserves 40% of your time in this course • Attendance and participation go hand-in-hand. You will 																														

	<p>not be given participation points for the times you are absent. There are NO exceptions</p>
<p>Policy Statement University Policies</p>	<p>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 the university's published policies. The following policies are of particular interest:</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Disturbances Since every student is entitled to full participation in class without interruption, all students are expected to be in class and prepared to begin on time. All pagers, wireless phones, or other electronic devices must be turned off, or switched to vibrate, when you enter the classroom. Disruption of class, whether by latecomers, noisy devices, or 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.</p> <p>Student Assignments Retained From time to time, student assignments or projects will be retained by The Department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic Department, the student's name and all identifying information about that student will be redacted from the assignment or project.</p> <p>Contact Hours for this Course It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is</p>

	cancelled for any reason, it must be rescheduled.
Course Policies	<p>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.</p> <p>In line with the university’s policy on academic honesty, please be advised that instances of academic dishonesty will result in a zero for the assignment and will be reported to the Dean of the School of Business and Technology for further disciplinary action.</p>
	Pre-assignment for Week 1 Must be prepared prior to class to discuss chapters 1 & 2 and quiz
Week 1	<p>Lecture on Chapters 1 and 2</p> <p>Topics:</p> <ul style="list-style-type: none"> • Introductions and discussion of expectations including attendance, participation and grading • Quiz on Chapter 1 <p>Assignment for Week 2:</p> <ul style="list-style-type: none"> • Read and be prepared to discuss chapters 3-6 • Prepare a current event to present to the class (topic can be on management, public opinion, PR agency)
Week 2	<p>Topics:</p> <ul style="list-style-type: none"> • Lecture on chapters 3-5 <p>Assignment for Week 3</p> <ul style="list-style-type: none"> • Read and be prepared to discuss chapters 6-9 • Case Study – Researching a position for Alan Louis General
Week 3	<p>Topics:</p> <ul style="list-style-type: none"> • Lecture on chapters 6-9 • Case Study – Researching a position for Alan Louis General - be prepared to present • Quiz on chapters 3 -5 <p>Assignment for Week 4</p> <ul style="list-style-type: none"> • Read and be prepared to discuss chapters 10-13 • Prepare current event to present in class (topic and be on an “interview” – print or electronic, talk show, employee relations, diversity in workplace)
Week 4	<p>Topics:</p> <ul style="list-style-type: none"> • Mid Term Examination (1 – 8) • Lecture on chapters 10-13 • Writing a news release <p>Assignment for Week 5:</p>

	<ul style="list-style-type: none"> • Read and be prepared to discuss chapters 14-16 • Case Study – Tobacco Wars (Chapter 14) 	
Week 5	<p>Topics:</p> <ul style="list-style-type: none"> • Lecture on chapters 14-16 • Case Study – Tobacco Wars (Chapter 14) • Quiz on chapters 6-13 <p>Assignment for Week 6</p> <p>Prepare current event to present in class (topic can be on current topic that was discussed on electronic medium “talk show” such O’Reilly, Tavis Smiley, Fox News)</p>	
Week 6	<p>Topics:</p> <ul style="list-style-type: none"> ▪ Current events paper – prepare to present in class ▪ Lecture on chapters 17-18 ▪ Review all chapters and main topic discussed in class. <p>Assignment for Week 7:</p> <ul style="list-style-type: none"> ▪ Read and be prepared to discuss chapter 19 ▪ Case Study – Reviving the Bryant Brand (Chapter 17) 	
Week 7	<p>Topics:</p> <ul style="list-style-type: none"> ▪ Case Study – Reviving the Bryant Brand (Chapter 17) ▪ Lecture on chapter 19 <p>Assignments for Week 8:</p> <ul style="list-style-type: none"> ▪ None 	
Week 8	<p>Topics:</p> <ul style="list-style-type: none"> ▪ Guest Lecturer total Public Relations programs ▪ Prepare for Final Exam (comprehensive covering chapters 9 -19) 	
Week 9	<ul style="list-style-type: none"> ▪ Final Examination – primarily objective with multiple choice and true/false 	