BUS 379 – PUBLIC RELATIONS

SYLLABUS

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COURSE DELIVERY:
Print-Based Correspondence Course

CREDIT HOURS:
Three Semester Hours

PREREQUISITES:
None

COURSE TIME LIMITS:
Correspondence courses require a minimum of 6 weeks to complete and all course requirements must be satisfied within one-year of your initial registration date.

COURSE MATERIALS:
Textbooks can be purchased from the Adams State University Bookstore. To order textbooks or obtain information about book titles, you may go to exstudies.adams.edu and click on the "Bookstore" link. Select "DISTLEARN" from the department menu. (http://adams.edu/students/sub/bookstore/)

Use Section Number: 1319 to order books from Bookstore site. This should provide the correct textbook information and ordering options.

If you have questions, you can contact the Bookstore at 719-587-7981, email at asubookstore@adams.edu or by mail to Adams State University Bookstore, 208 Edgemont Blvd., Suite 3140, Alamosa, CO 81101.

Required Textbook:
BUS 379 – PUBLIC RELATIONS

CATALOG DESCRIPTION:

Public Relations (BUS 379) explores the basic concepts and strategies of today’s public relations practices. Topics covered include public relations roles, processes, strategies, tactics, and applications with a particular focus on new and emerging social media and internet practices, prepping materials for mass media, reaching diverse and multicultural audiences, and dealing with public relations crises.

STUDENT LEARNING OUTCOMES:

Upon completion of this course, the student will:

Chapter 1

- Be familiar with the global scope of the public relations industry.
- Have a good definition of public relations.
- Understand that public relations is a process, not an event.
- Know the difference between public relations, journalism, advertising and marketing.
- Understand the skills needed for a public relations career and what salary to expect.

Chapter 2

- Understand the evolution of public relations from ancient empires to today’s practice.
- Know how public relations tactics have contributed to American independence, the settlement of the West, and social causes such as voting rights for women.
- Appreciate the contributions of visionaries such as Ivy Lee and Edward Bernays, who laid the foundation of today’s practice.
- Have insight into the reasons for the massive influx of women into the field.
- Be knowledgeable about current developments and trends in the field.

Chapter 3

- Understand the role of the ethical advocate.
- Appreciate the role that professional groups play in setting standards.
- Be familiar with the progress being made toward professionalism.
- Know the characteristics of being a public relations professional.
- Be familiar with ethical practices when working with the media.

Chapter 4

- Understand the role and functions of a public relations department.
- Be more knowledgeable about the staff function of public relations.
- Understand the structure of a public relations firm and its various activities.
- Know the difference between working in a department and working in a firm.
Chapter 5

- Understand the importance of research in public relations planning.
- Be able to conduct online and database research.
- Understand how to organize a focus group.
- Know how to design a scientific survey.
- Be familiar with writing a survey questionnaire.
- Be able to determine the best method of reaching respondents.

Chapter 6

- Understand the value of the planning process.
- Identify the elements of a public relations plan.
- Know two approaches to planning.
- Understand a rationale for including each element of a plan.
- Identify the essentials of each element of a plan.

Chapter 7

- Understand the role of effective communication in the public relations process.
- Identify the characteristics of various media channels.
- Be familiar with the communications objectives of a campaign.
- Recognize the components of how audiences receive messages and process them.

Chapter 8

- Understand the purpose of evaluation.
- Know the key elements of objectives.
- Distinguish the measurement of different communication components.

Chapter 9

- Understand the implications of public opinion for public relations.
- Explain the crucial role of opinion leaders in public discourse.
- Describe theories explaining the role of mass media.
- Understand the pervasive role of persuasion in modern life.
- Enumerate key factors in persuasion.
- Identify major considerations in conducting ethical persuasive campaigns.

Chapter 10

- Understand the role of public relations in managing conflict.
- Describe the two basic principles of strategic conflict management.
- Identify the four phases of the conflict management life cycle.
- Understand the issues management process as a key public relations contribution.
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Chapter 11

- Understand the diversity of audiences in the U.S.
- Gain insights on how to communicate with diverse audiences.
- Be familiar with the cultural values of Hispanic, Black, and Asian audiences.
- Learn about public relations campaigns directed to specific audiences.
- Understand the characteristics of various age and lifestyle groups.

Chapter 12

- Describe what public relations professionals need to know about defamation, employee and privacy rights, copyright, and trademark laws.
- Understand the key issues surrounding freedom of speech and public relations.
- Identify which government agencies regulate the commercial speech used by public relations professionals.
- Explain how public relations professionals can work effectively with lawyers.

Chapter 13

- Understand why the internet is a communications revolution.
- Organize and design an effective website.
- Be familiar with the mechanics of doing a webcast.
- Use social media and networking as public relations tactics.
- Know the potential of mobile-enabled content to reach future audiences.

Chapter 14

- Write a standard or multimedia news release.
- Recognize the components of a good publicity photo.
- Prepare media kits, media advisories and fact sheets.
- Use proven techniques to “pitch” a story to a journalist.
- Understand the structure of an organization’s online newsroom.
- Be familiar with how to organize media interviews, news conferences, and media tours.

Chapter 15

- Write radio news releases and video news releases.
- Prepare public service announcements (PSAs) for broadcast.
- Understand the components of a radio media tour and satellite media tour.
- Know the procedure for booking a guest on a talk show.
- Understand the strategy of product placement on television shows.
Chapter 16

- Know the logistics of organizing a meeting.
- Plan a banquet, reception or cocktail party.
- Organize an open house, exhibit, or plant tour.
- Understand the multiple aspects of organizing a convention.
- Recognize the basic elements of a trade show.
- Creatively think about promotional events that will attract attention.

Chapter 17

- Describe the role of public relations in corporations.
- Explain how media relations contributes to the success of corporations.
- Understand the crucial roles of the customer, the investor, and the employee in the corporate communications program.
- Describe the main supportive functions of public relations for corporate marketing efforts.
- Explain the environmental relations process.
- Define corporate philanthropy and the part public relations plays in corporate giving.

Chapter 18

- Understand the role of public relations in the entertainment industry and the opportunities for employment.
- Describe the nature of celebrity culture and how publicists and media create celebrities.
- Use techniques to promote a play, concert, or other entertainment event.
- Outline the tactics used by public relations staff to promote a sports team.
- Describe the work of public relations personnel in the tourism industry.

Chapter 19

- Describe the basic purposes and functions of public relations in government.
- Explain what public relations professionals do at the federal, state and local levels.
- Define public affairs, government relations, and lobbying.
- Describe the roles public relations plays in election campaigns.

Chapter 20

- Appreciate the practice of public relations in other nations.
- Know the various cultural values that shape a nation’s communications patterns.
- Recognize the impact of the global economy and the role that public relations plays in the economy.
- Recognize ways that foreign governments and corporations attempt to influence U.S. legislation and policies.
- Appreciate the major role that NGOs now play in shaping public opinion.
- Understand the job opportunities available in global public relations.
Chapter 21

- Describe the variety of nonprofit organizations that rely on public relations to achieve their goals.
- Articulate the strategies and tactics employed by nonprofits to remain viable.
- Understand the central place of fundraising in nonprofit organizations.
- Describe the role of public relations in health communication and hospital efforts.
- Distinguish among college, university, and school applications of public relations to serve educational institutions.

**COURSE REQUIREMENTS:**

Before you begin coursework, please submit your intro (detailed in Part 1) so that we can get to know one another.

Allow up to one week after submitting your lesson to receive feedback and grades. You may submit coursework via e-mail (preferably) or snail mail. If submitting via e-mail, please note in the subject line your first and last name, the course number and which assignments are being submitted. If assignments are submitted by mail, postage paid self-addressed envelopes must be included along with all work in order for your work to be returned to you.

If questions arise throughout the course, please contact me at hashbach@live.com. Please save phone calls for emergencies only; I like to have a record of all correspondence.

After you have submitted your first assignment and received feedback, you can begin submitting multiple assignments together. Multiples will only be accepted within the same Part. EX: You can submit all of the case studies for Part 2 together.

**Formatting**

All typed work for this course should be done in Word using Arial 12 pt font, single-spaced. All responses need to be written in complete, cohesive sentences and in a business professional, third person tone (i.e. no “I” or “we” unless using direct quotes or unless asked to provide your personal opinion).

Assignments are to be saved according to the following format:

- Your last name Course Number Module 1
- EX: Smith BUS 379 Module 1

For each of your case analyses, you will need to provide a brief, one paragraph synopsis of the case, and then address all questions that follow each case study in your textbook using information learned from the lesson’s readings. HINT: Check out the chapter’s key terms and work those (along with their application to the issue) into your analysis as these are the key points you’re expected to learn from the lesson. You should also consult outside resources as necessary. Cite all references, following either APA or MLA format.
I do not tolerate plagiarism. Period. Make sure you properly cite all sources and put all points in your own words. Case study analyses should not exceed 5 pages (typed Analyses that are plagiarized will receive a failing grade, single-spaced, 12 pt. Arial font). All written work is subject to plagiarism detection software review. Identified instances of cheating or plagiarism will follow the Academic Integrity statement in the Syllabus.

**COMPUTER / INTERNET REQUIREMENTS**

Components of this course may require internet or other computer use. If you do not have access to a computer and/or word processing software, please contact the instructor prior to starting the course.

**GRADE DISTRIBUTION AND SCALE:**

In alignment with ASU academic policies, no D may apply to a major or minor field.

**Grade Distribution:**

<table>
<thead>
<tr>
<th>Case Studies w/ Deliverables (10 @10pts)</th>
<th>= 100 pts.</th>
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<tr>
<td><strong>Total points possible</strong></td>
<td>= 100 pts.</td>
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**Grade Scale:**

- A = 90 – 100
- B = 80 – 89
- C = 70 – 79
- D = 60 – 69
- F = <60

**ADA STATEMENT:**

Adams State University complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Adams State University is committed to achieving equal educational opportunities, providing students with documented disabilities access to university programs. In order for a course to be equally accessible to all students, different accommodations or adjustments may need to be implemented. The Office of Disability Services (ODS) is located in Richardson Hall, Suite 3-100, by mail at 208 Edgemont Blvd., Suite 3-100, Alamosa, CO 81101, by email at odsd@adams.edu, or by calling 719-587-7746. They are your primary resource on campus to discuss the qualifying disability, help you develop an accessibility plan, and achieve success in your courses. Please communicate with them as early as possible; this can be in person, via email, or by phone. The Disability Services Coordinator shall either provide you letters to give to your professors for accommodations or email these letters out to you and your professors.
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ACADEMIC INTEGRITY:

The Adams State University Student Handbook prohibits all forms of academic dishonesty. These include cheating, plagiarism, forgery, furnishing false information, and alteration or misuse of documents, records, or identification. If you engage in course-related academic dishonesty, you will receive a failing grade for the assignment in question or for the class based on the seriousness of the infraction. Please see the Student Handbook under the section Academic Integrity. I do not take this policy lightly. If you submit work that is lifted completely from the book, an online source (which is not properly cited) or another person’s work, you will fail this course. All written work is subject to plagiarism detection software review.