Fall 9-1-2005

HMR 110T.50: Introduction to Public Relations

Jodie Rasmussen

The University of Montana

Let us know how access to this document benefits you.

Follow this and additional works at: https://scholarworks.umt.edu/syllabi

Recommended Citation

https://scholarworks.umt.edu/syllabi/9986

This Syllabus is brought to you for free and open access by the Course Syllabi at ScholarWorks at University of Montana. It has been accepted for inclusion in Syllabi by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.
HMR 110T INTRODUCTION TO PUBLIC RELATIONS

SEMESTER CREDITS: 3

MEETING TIMES: Online - Log on to the Blackboard system at umonline.umt.edu

FACULTY:
Jodie Rasmussen, Adjunct Faculty
Business Technology
Jodie.Rasmussen@umontana.edu
728-2130 home – before 8 pm please
Office: Appointment or phone/e-mail

Not available at UM Bookstore, please order online or at a local bookstore.

COURSE DESCRIPTION:
Introduction to the origin, scope, and nature of public relations activities. Investigation of policies, strategies, and procedures available to an organization in establishing and controlling its communications. Course will explore the impact of public relations and media through case studies and writing exercises.

STUDENT PERFORMANCE OUTCOMES:
Upon completion of this course, the student will be able to:

- Differentiate between public relations, publicity, and advertising.
- Define and differentiate between the public image of an organization and the image of its product(s) and service(s).
- Determine objectives and prepare a budget for a public relations campaign.
- Develop and present a public relations plan for a particular organization.
- Evaluate the ethical and legal issues of public relations and spin.
- Demonstrate a clear understanding of major marketing concepts in writing and orally using proper business communications techniques.
- Identify and analyze specific areas of the PR practice such as corporations; governments; associations; unions; nonprofit agencies; and educational, religious, and cultural institutions as well as some international aspects of public relations.
- Research and analyze crisis situations and make PR recommendations for dealing with crisis communications.
- Demonstrate the ability to use on-line resources to research and prepare written and oral assignments.

STUDENT PERFORMANCE ASSESSMENT METHODS AND GRADING PROCEDURES:
All assignments, quizzes, and projects completed during the semester will be assigned point values. Total points earned will be divided by points possible, and a letter grade will be assigned based on the following percentage scale:

<table>
<thead>
<tr>
<th>Grade scale</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100</td>
<td>A</td>
</tr>
<tr>
<td>80-89</td>
<td>B</td>
</tr>
<tr>
<td>70-79</td>
<td>C</td>
</tr>
<tr>
<td>60-69</td>
<td>D</td>
</tr>
</tbody>
</table>
Class Structure
This online class is set up in units, during a regular semester (15 weeks) we will do one unit per week, during short 5 week summer semester we will do an average of 3 units per week. The class is set up so every unit is usually based on a chapter and contains the following:

1. 2 Projects worth 50 points each
2. Final Project worth 100 points
3. Weekly discussion board topic worth 10 points
4. Weekly quiz worth 10 points

Online quizzes
Chapter quizzes- 10 questions each, 1 point per question
Students are given up to 20 minutes from the time the quiz is downloaded to complete the quiz. Quizzes are open book and multiple choice or T/F questions that are randomly generated from a test bank so individual students quizzes will be different. The lowest quiz score will be dropped and not used to calculate the final grade.

Discussion Board
Online discussion board topics-10 points each. Students are expected to post their response and respond to other postings on a continual basis. The full 10 points per topic will not be given unless the student posts their response and contributes to classmates discussions earlier in the week and in a meaningful manner. Late postings will not be accepted. The lowest discussion board score will be dropped and not used to calculate the final grade.

Final Project 100 Points
The completed project will be summarized in a paper 6-8 pages single spaced. Details and written guidance for the paper will be distributed mid semester.

PARTICIPATION
Students contribute to the learning environment and become active learners by participating on a regular basis to the online discussion boards, asking questions and communicating with classmates. Each student has distinctive and valuable life experiences to share. Students will be expected to respect such contributions. Communication skills are critical for public relations.

ACADEMIC INTEGRITY
Students are required to adhere to standards of academic integrity. Students should review The University of Montana Student Conduct Code regarding their rights and responsibilities. The Conduct Code is located at http://www.umt.edu/studentaffairs/.

READ THIS SYLLABUS CAREFULLY. It is designed to help students understand the goals, expectations, and evaluation methods employed in this course and to avoid misunderstandings which could adversely affect grades. I encourage you to contact me with any concerns or questions. It is possible that another source may not have accurate or complete information pertaining to a question you may have. You may call me or e-mail me with your questions. I will answer these as soon as possible. You may also make an appointment with me should this be required. I will do everything possible to make this course a positive learning experience.