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HMR 110T.01: Introduction to Public Relations

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**THE UNIVERSITY OF MONTANA MISSOULA
COLLEGE OF TECHNOLOGY
BUSINESS TECHNOLOGY DEPARTMENT**

COURSE SYLLABUS

COURSE NUMBER AND TITLE: HMR 110T INTRODUCTION TO PUBLIC RELATIONS

DATE REVISED: Fall 2006

SEMESTER CREDITS: 3

CONTACT HOURS PER SEMESTER:

Lecture hours per week: 1

Lab hours per week: 2

PREREQUISITES: None

FACULTY: Sue Olson

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Phone: 243-7807

Office: AD11B

Office Hours: By appointment

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.

REQUIRED TEXTBOOK: The Realities of Public Relations, 9th edition. Author: Newsom, Turk, & Kruckeberg, ISBN: 0-495-26908-5.

STUDENT PERFORMANCE OUTCOMES:

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

1. Differentiate between public relations, publicity, and advertising.
2. Define and differentiate between the public image of an organization and the image of its product(s) and service(s).
3. Determine objectives and prepare a budget for a public relations campaign.
4. Develop and present a public relations plan for a particular organization.
5. Evaluate the ethical and legal issues of public relations and spin.
6. Demonstrate a clear understanding of major marketing concepts in writing and orally using proper business communications techniques.

7. Identify and analyze specific areas of the PR practice such as corporations; governments; association; unions; nonprofit agencies; and educational, religious, and cultural institutions as well as some international aspects of public relations.
8. Research and analyze crisis situations and make PR recommendations for dealing with crisis communications.
9. 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:

Grade Scale

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

Class Structure

This class is set up in units, during a regular semester (15 weeks) we will complete one unit 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 topics worth 10 points
4. Weekly quiz worth 10 points.

Quizzes

Chapter quizzes – 10 questions each, 1 point per question – taken during the designated class time. 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 generated randomly. The lowest quiz score will be dropped and not used to calculate the final grade.

Discussion Board

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 students 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 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/>. Also, no cell phones are allowed in the classroom during quizzes or tests. During regular class time, ALL CELL PHONES MUST BE TURNED OFF.

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, schedule a meeting or e-mail me with your questions. I will answer these as soon as possible. The goal of this course is to make this course a positive learning experience.