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COMX 250.50: Introduction to Public Relations

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

COURSE NUMBER AND TITLE: COMX250-SP16-Galipeau, online, INTRODUCTION TO PUBLIC RELATIONS

DATE REVISED: Spring 2016

SEMESTER CREDITS: 3

PREREQUISITES: None

FACULTY: Cheryl Galipeau

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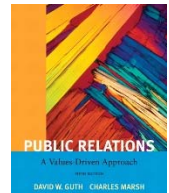
PHONE: 243-7874

OFFICE: AD11G

OFFICE HOURS: By appointment, email, or as posted on office door

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: Guth, David W., Marsh, Charles. (2012). Public Relations: A Values-Driven Approach, 5th Edition. Pearson Education, Inc., Boston, MA. ISBN:10:0-205-81180-9



Recommended Software: Microsoft Office 365, version 2013 (includes Word, Excel, Access, Powerpoint and more). Available through The University of Montana—Missoula. Contact the [University of Montana IT Services, Office 365](http://www.umt.edu/it/services/software/support_faq/365-pro-plus.php) or click the following website link - http://www.umt.edu/it/services/software/support_faq/365-pro-plus.php to obtain the Microsoft Office 365 version 2013 Suite.

STUDENT PERFORMANCE OUTCOMES:

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

1. Differentiate between public relations, advertising and marketing
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 understand budget preparation 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 tests 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 at the end of the semester:

Grade Scale

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

ONLINE STUDENT ABSENCE NOTATION: If you are absent (sick, family emergency, work related travel, etc...) it is your responsibility to obtain assignments as soon as possible if you cannot do so within the “available” week. Most major project due dates and tests will be pre-announced so please plan accordingly if you anticipate an absence. Makeup tests are offered only if faculty is notified of an absence before the test and student submits a valid documented excuse (example: a Doctor’s note for illness, travel for work) in a timely manner. Projects submitted “late” will be lowered one letter grade. Assignments will not be accepted beyond final announced assignment deadlines (for example, assignments related to a major test will not be accepted after the test). Assignments not submitted will be recorded as a zero.

CLASS STRUCTURE

This class is set up in units where you will complete one unit per week throughout a normal semester. The unit is usually based on a chapter which may include the following:

- Weekly quizzes worth 8-10 points per quiz
- Research and document production assignments worth between 5-40 points
- Periodic discussion board topics worth 5-10 points per topic
- Midterm exam worth approximately 30 points
- Final exam worth approximately 45 points

Quizzes – 10 points weekly.

Chapter quizzes – 10 questions each, 1 point per question – taken during the designated week. Students are given one entry and up to 60 minutes to complete the quiz. Most quizzes are open book. Multiple choice or T/F questions that are generated randomly will comprise the makeup of the quizzes. Quizzes must be taken during the time frame specified as they will be unavailable after the due date.

Research and Production – 5-40 points each. Students will be given instructions, assignment expectations, and point values for each project. Projects require a word processor, such as

Microsoft Word. A spreadsheet application such as Microsoft Excel is not required, but useful.

Discussion Board – 5-10 points each

Discussion board topics – 5-10 points each. Students are expected to post their response on time during the semester. The full 5 to 10 points per topic will not be given unless students post his/her response in a meaningful manner. Late postings will not be accepted and the posting will be unavailable after the due date.

Midterm – approximately 30 points

The test will consist of questions based on several identified chapters from the textbook as well as research on projects throughout the class.

Final Exam – 45 points

The final exam will be taken during finals week and students will be allowed two hours to complete the exam. The final is 45 points, multiple choice questions, and **is required** to complete the class. Similar to the midterm exam, the final will consist of questions based on several identified chapters from the textbook as well as research on projects throughout the class.

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. Late projects or assignments will have points deducted.

ACADEMIC INTEGRITY

All students must practice academic honesty. Academic conduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct code. The [Student Conduct Code is available online](#) for review at

<http://www.umt.edu/vpsa/documents/Student%20Conduct%20Code%20PDF-%20FINAL%208-27-13.pdf>. For more information, visit the Office of the Vice President for Student Affairs, Student Conduct Code website http://www.umt.edu/vpsa/policies/student_conduct.php.

DISABILITY ACCOMMODATION

Eligible students with disabilities will receive appropriate accommodations in this course when requested in a timely way. Please contact me after class or in my office. Please be prepared to provide a letter from your DSS Coordinator. For more information, visit the [Disability Services for Students website](#) at <http://www.umt.edu/dss/> or call 406.243.2243 (Voice/Text).

Each student will be allowed to use the labs at the Missoula College. However, no children or significant others will be allowed in the labs. The final exam is required in order to complete the course. Online students must locate a computer that can be accessed regularly for checking assignments posted on Moodle, email, production assignments and announcements. Online students can use Missoula College computers as necessary or if problems arise. The Microsoft Office 365, version 2013, is recommended for creating assigned projects throughout the course.

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.