

400P Syllabus and Course Outline

- Course Title: Public Relations Theory and Practice
- Communication Studies – ComStudies (advanced 400P)
- 3 Credit Hour Class – Advanced Level Communications Course
- ComSt 484 Recommended as a prerequisite

Lecturer

- Michael Henry, M.S.Ed.
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 - <http://h.web.umkc.edu/henrymp/>

Class Meetings

- Organizational Meeting Tues. Jan. 21 TBA @ 6:30PM
- Tuesdays 6:30pm (Online) Sessions Recorded
- Web Components [Blackboard.UMKC.edu]
- Final Project Presentations (Online) Tues. April 29 @ 6:30PM
- [Website: <http://h.web.umkc.edu/henrymp/>]
- Webcast Meeting Site:
<http://www.instantpresenter.com/PointProductions1>

Course Description

This four-module blended online course will provide active learning experiences, through online activities to examine the theory and practice of public relations. A face to face orientation session is held at the beginning of the semester, and weekly web conferences are scheduled throughout the semester. Final projects are presented in a web conference. Successful completion of the course will require discussion, reading, professional presentations and individual projects. Case studies are used to illustrate the development of a communication plan, and professional responses to various situations are discussed. This comprehensive course provides opportunities to explore advanced topics in Public Relations, as well as a foundation to take the Accreditation in Public Relations (APR) Examination.

Collaboration and teamwork will be stressed in each module to simulate current business practices for the creation of Public Relations documents and projects typically created by a Public Relations professional.

Through case problem analysis and strategic thinking, students will develop skill responding to:

- Review Public Relations Roles and Principles
- Communication Problem Identification
- SWOT Analysis
- Case Problem Methods
- Ethical Practice and Decision Making
- Strategic Thinking
- Audience Analysis
- Goal Development
- Objectives, Strategies and Tactics
- Communication Plan Presentation
- Critical Peer Review

Text:

APR Study Guide (2010) Accreditation in Public Relations. Universal Accreditation Board. Available Online.

Recommended Reading Suggestions:

- Advertising and Public Relations Law. Roy Moore. Erlbaum, 1998
- Effective Public Relations. Cutlip, Center and Broom. Prentice-Hall, 1999
- Public Relations: Strategies and Tactics. Dennis Wilcox. Longman, 2000
- This is PR: The Realities of Public Relations. Doug Newsom, Wadsworth, 2004

Module 1: Research

- *Situation Analysis and Recommended Research*
- *Introductions*
- *Communications Planning Process*
- *Applying Communication Models and Theories*
- *Describe a Communication Problem*
- *Recommend Research*

Module 2: Planning

- *Problem Statement and Goal*
- *2-1 Goal Statement*
- *Audiences and Objectives*
- *2-2 Audiences and Objectives*
- *2-3 Strategies and Messaging*
- *2-4 MIDTERM - Client Proposal Narrative*

Module 3: Implementation

- *Implementation and Evaluation*
- *3-1 Implementation*
- *3-2 Identify Plan Implementation*
- *3-3 Tactics, Budget and Timeline*

Module 4: Evaluation

- *4-1 Evaluation*
- *4-2 Draft Plan Review*
- *4-3 Final Project Presentations*

Academic integrity: It is presumed that all work submitted is the original work of the participant whose name appears on it and was prepared originally for this course. Plagiarism and other acts of academic dishonesty are subject to academic penalties ranging from no credit for the assignment to a failing grade for the course.

Grading Policy: All activities are graded based on points, not percentages. Point values are posted in My Grades. Full points awarded to complete activities turned in by the target date. The midterm paper is worth 50 points and the final project is worth 100 points. Writing skill will be assessed using a scoring rubric. When an activity is incomplete or turned in late, it will be accepted, however the point value of the activity will be reduced. Total points 320.

Grading Scale

Total Points Possible

320

A	90%	288
A-	86%	275.2
B+	84%	268.8
B	80%	256
B-	76%	243.2
C+	74%	236.8
C	70%	224
C-	66%	211.2
D+	64%	204.8
D	60%	192
D-	56%	179.2
F	55%	176

Statement on sexual harassment, intimidation, or discrimination -

the College and the University of Missouri-Kansas City have a zero tolerance policy for sexual harassment, intimidation, or discrimination of any kind. The faculty and the administration are committed to creating and maintaining an environment on campus that is free of all forms of harassment, intimidation, and discrimination.

Should you or a friend ever experience any action or speech that feels coercive or discriminatory, you should report this immediately to the department chair, the office of the Dean, and/or the Affirmative Action Office. The Affirmative Action Office will be responsible for investigating any complaint of discrimination or sexual harassment.

We are a community of learners dedicated to the pursuit of knowledge and the acquisitions of skills that will enable us to lead rich and full lives. We can pursue these ends only in a culture of mutual respect and civility. It is incumbent upon all of us to create a culture of respect everywhere on campus and at all times through our actions and speech.