

Principles of Public Relations

Oklahoma City University
Fall 2014
MCPR 2313-01; three credit hours
10-10:50 a.m. MWF
Walker Center, Room 160

Professor

Kenna Griffin

Office: Walker Center, Room 117

Office phone: 208-5043

Facebook: www.facebook.com/ProfKRG

Email: kgriffin@okcu.edu

Office hours: Posted

Twitter: @profkrg

Website: www.profkrg.com

I have an open-door policy and am happy to discuss public relations with you at any opportunity. You do not have to schedule an appointment to discuss course-related matters with me. If you want to guarantee an uninterrupted one-on-one that will take longer than 15 minutes, I encourage you to schedule an appointment to ensure that we can provide one another our undivided attention.

Required Texts & Course Materials

Carnegie, D. (1998). *How to Win Friends and Influence People*. New York, NY: Pocket Books.

Seitel, Fraser P. (2013). *The Practice of Public Relations, 12th Edition*. New Jersey: Prentice Hall.

Materials posted in the course Facebook group, which I will invite you to join.

NOTE: Others will be added during the semester.

Recommended Texts

Good public relations practitioners (and citizens) are well-informed news consumers.

You should read *The Oklahoman* (newsok.com) and *The Campus* every day (www.mediaocu.com). I recommend that you get into the habit of reading at least one daily metropolitan newspaper and a weekly news magazine. I also recommend that you watch at least one televised newscast each day.

In addition, I recommend that you visit and participate in discussions on my media blog, www.profkrg.com. The site acts as a resource for students and an open forum for discussion of trends in our profession. You can follow the blog on Twitter @profkrg. You also may follow my blog and other industry news on Facebook at www.facebook.com/ProfKRG.

Responsible citizens are avid news consumers. Information is the key to a democratic society. Develop the habit of daily news consumption now if you haven't already.

Course Description

This course will cover a variety of areas within the public relations field including writing, media relations, crisis management, publics, public opinion, social media, public

relations campaign development, and employee, investor, consumer, and community relations. I will use case studies from the book and news to help you understand what public relations is and how organizations use it. At the end of the course, you'll understand key terminology and be able to strategically think and critically analyze an organization's public relations efforts.

Grading

I will attempt to grade all class assignments and return them to you within a week of submission. You are encouraged to visit my office to discuss any questions or concerns you have about your grades on individual assignments or in the course as a whole. You are strongly discouraged from openly discussing your grades during class sessions. Your grade for the course will consist of grades in five categories:

- Final exam – 30 %
- Midterm exam – 25 % (*55 % at midterm*)
- Press conference – 20 %
- Assignments/quizzes – 15 %
- Attendance/participation – 10 %

NOTE: Be certain to sign the attendance sheet during every class session. It is the method I will use for tracking your attendance. If you will miss class for a university-sanctioned happening, I must have a notice beforehand from the appropriate university official. Failure to provide such documentation will result in your absence being counted against you. You are encouraged to submit due assignments before your absence. If you are unable to do so, you must arrange it with me and submit any due assignment on your return class session.

Exams

You will take two exams—a midterm and a final—in this course. The exams each will consist of 10 essay questions, each worth 10 points, for a total of 100 points per exam. Partial credit will be given where applicable.

The exams will consist of materials covered in text readings, lecture materials and handouts. You should finalize all text readings before the exams. I will address components of the exams as they are discussed in class. I also will provide a review for each exam. Please understand that I am not interested in your ability to memorize content, therefore the exams will consist mostly of applying the knowledge you've learned in the course to "real world" scenarios.

The midterm exam is from **10 to 10 a.m. Oct. 15**. It is worth 25 percent of your final grade, but is worth 55 percent at midterm.

The final exam is **10 a.m. to noon Dec. 15**. It is worth 30 percent of your final grade.

You should plan to take the exams at the scheduled time. Make-up exams will be given only in extreme emergencies (aka: death or near death). I am unlikely to approve a make-up exam. If I do, the make-up exam will be more academically rigorous than the original.

Press Conference

As a major project in this course, you will work in teams to conduct a 10-minute press conference based on a fictitious crisis scenario that I will provide later in the course.

The press conference will be **10 to 10:50 a.m. Nov. 21.**

The goal of the assignment is to show through practical application how difficult it is to think strategically and quickly, and to deliver intelligent and accurate answers, all the while reinforcing your organization's key messages.

This assignment will include writing an opening statement and preparing for and answering media questions. The press conference will be in the Broadcast Studio and should be considered a professional application of your knowledge. You are expected to dress and act appropriately.

Following the press conferences, you will complete peer evaluations and we will review and discuss each team's performance.

Reading Discussions

You will read several "mainstream" (non-textbook) books during the course. The first book is *How to Win Friends and Influence People* by Dale Carnegie. The other books will be assigned as we move close to completion of the first book.

These books can be purchased through online, in eBook format or at local bookstores. Because they are not considered textbooks and can be purchased in many formats, I did not order them through the university bookstore. There should, however, be one copy of each book in the university library.

You will bring a simple summary (or more than one, if assigned) of the assigned readings to each class session. The summary should be typed, stapled (if necessary) and include the following:

- One or two paragraphs summarizing the content,
- A paragraph on what surprised you or caught your attention in the readings,
- A reflective paragraph that ties the readings back to the course and your future role as a public relations practitioner, and
- Any further questions you would like to discuss with the class.

I will collect these summaries at the beginning of each class session. Each summary is worth 100 points. Summaries are "all or nothing" credit. If you are present on time and your summary is correct, you will receive full credit. If you are late or if your summary is poorly written (not clear, concise or containing good grammar), incomplete or inaccurate, you will receive no credit.

Readings and discussion papers from *How to Win Friends* are scheduled below in the course schedule. I will provide you with an updated reading/discussion paper schedule for the other books at about midterm.

Please also feel free to discuss these readings, quotes that stand out to you, etc. in the course Facebook group.

Case Studies

You will complete at least 13 case study assignments during the course of the semester. The case studies allow you to critical analyze current issues in the public relations profession, which I will provide, and discuss them with myself and your classmates.

Please also feel free to discuss these readings, quotes that stand out to you, etc. in the course Facebook group.

The following are the dates scheduled for case studies to be due. I reserve the right to alter this schedule at any time during the semester.

- **CS 1** – Aug. 29
- **CS 2** – Sept. 5
- **CS 3** – Sept. 12
- **CS 4** – Sept. 19
- **CS 5** – Sept. 26
- **CS 6** – Oct. 3
- **CS 7** – Oct. 10
- **CS 8** – Oct. 24
- **CS 9** – Oct. 31
- **CS 10** – Nov. 7
- **CS 11** – Nov. 14
- **CS 12** – Dec. 5
- **CS 13** – Dec. 12

Your case study format should be:

- **Introduction**
- **Issue/Case Summary** – a brief summary of what is happening in the case
- **Problem Statement** – a statement of the overwhelming PR problem the organization is facing
- **Personal Critique** – your critique of what the organization should have done (from a public relations perspective) to eliminate/negate the issue and what they should do now (from a public relations perspective)
- **Professional references**

Case study papers must be:

- Typed
- Stapled
- Two to five pages long
- Double spaced with regular margins
- 10 to 12 point type (*Font doesn't matter, but make sure it is easy to read.*)
- Cited using APA citations of any non-original material. *NOTE: Citations can include the text and/or cases and/or class lecture, but you should have at least five sources for each paper.*

Case study grades are not arbitrary. There is a method to how I determine what grade you receive. Here it is:

A = given to a student who:

- correctly follows the case study format below
- uses public relations knowledge to provide strategic **PR recommendations** for dealing with problems,

- avoids personal rants,
- includes in-text citations,
- includes a works cited page, and
- meets the paper format criteria listed below.

B = given to a student who:

- correctly follows the case study format below
- uses public relations knowledge to provide strategic **PR recommendations** for dealing with problems,
- avoids personal rants,
- neglects in-text citations,
- neglects a works cited page, and
- meets the paper format criteria listed below.

C = given to a student who:

- incorrectly follows the case study format below
- uses public relations knowledge to provide strategic **PR recommendations** for dealing with problems,
- avoids personal rants,
- includes in-text citations,
- includes a works cited page, and
- meets the paper format criteria listed below.

D = given to a student who:

- incorrectly follows the case study format below
- uses public relations knowledge to provide strategic **PR recommendations** for dealing with problems,
- avoids personal rants,
- neglects in-text citations,
- neglects a works cited page, and
- meets the paper format criteria listed below.

F = given to a student who:

- incorrectly follows the case study format below
- makes recommendations unrelated to public relations to solve the problem,
- includes personal rants instead of strategic recommendations,
- neglects in-text citations,
- neglects a works cited page, and
- fails the paper format criteria listed below.

Assignments

You will complete a variety of assignments to apply specific components of public relations thinking and practice. I will provide a handout that explains each assignment. I encourage you to keep these handouts and follow them carefully.

Assignments will be done individually or in groups, as I deem appropriate.

Each assignment will be worth 100 points.

Assignments are due at the beginning of class unless I state otherwise. If you are late for class, your assignment will not be accepted.

You must print your assignments on your own time. You will not be excused from class or receive an excused tardy because of printing-related issues.

Missed assignments cannot be made up without my approval. I will not accept assignments sent to class with peers.

If you need an extension on an assignment because of an absence, you must schedule a time to privately discuss it with me. If you miss an assignment and are allowed to make it up, you must do so at the scheduled time or you will not receive credit.

Quizzes

You will be given a weekly news quiz every Friday. These quizzes will be given at the beginning of the class session and cannot be made up. If you miss for any reason, you will be given a zero for that day's quiz. If you are late, you will be required to submit your quiz with the last on-time student, whether it is complete or not.

The following are the dates scheduled for quizzes. I reserve the right to alter this schedule at any time during the semester.

- **Quiz 1** – Aug. 29
- **Quiz 2** – Sept. 5
- **Quiz 3** – Sept. 12
- **Quiz 4** – Sept. 19
- **Quiz 5** – Sept. 26
- **Quiz 6** – Oct. 3
- **Quiz 7** – Oct. 10
- **Quiz 8** – Oct. 24
- **Quiz 9** – Oct. 31
- **Quiz 10** – Nov. 7
- **Quiz 11** – Nov. 14
- **Quiz 12** – Dec. 5
- **Quiz 13** – Dec. 12

The quizzes are meant to ensure that you learn how to be an actively informed public relations practitioner. They will be based on general news happenings and industry information. National and local news stories (I recommend the Associated Press and/or *USAToday's* apps), *The Campus* newspaper, MediaOCU.com, and my blog and social media accounts are all good places to look for quiz-related news items. The class Facebook group is a great place for us to share interesting news we read and discuss items that could be on new quizzes. I also will drop not-so-subtle hints during class about potential questions.

Quizzes will be 10 questions worth 10 points each. No partial credit will be given. The quizzes will include a variety of question styles—short answer, fill-in-the-blank and multiple choice.

You are not allowed to leave the classroom during a quiz without submitting it as completed. You are not allowed to talk during quizzes. No cell phones, laptops or any other electronic devices will be allowed in use or out during quizzes. You also are not allowed to use class notes, your book or supplemental reading materials during quizzes.

Deadlines

Deadlines are critical in the media business. Do not attempt to submit work after the deadline. It will not be accepted. There are few exceptions.

Missed Assignments

Missed assignments cannot be made up without my approval. I will not accept assignments sent to class with peers. If you miss class, it is your responsibility to obtain any assignments, handouts and notes that you miss. I will not contact you regarding your absence. I also will not save copies of course materials distributed during individual class periods. If you need an extension on an assignment because of an absence, you must schedule a time to privately discuss it with me. If you miss an assignment and are allowed to make it up, you must do so at the scheduled time or you will not receive credit.

Attendance

Public relations practitioners must be reliable. Missing deadlines can cost you your job.

Course attendance and participation are required and will be counted as 10 percent of your final grade. You are expected to arrive to class on time and leave when class is complete.

At this point in your academic career you should understand the concept of decisions and consequences. You are free to make your own decisions regarding your attendance. However, it's important that you are aware that lack of attendance in any class will result in you missing important material that will not be repeated. In addition, repeat absences will result in the lowering of your final grade.

If you cannot avoid missing class, you must notify me prior to the class session. Do not assume that I know you will not be present. Communicate with me regarding every necessary absence. Notification of an absence from anyone but yourself will not be considered adequate. Do not send word of your absence via another classmate. I will give excused absences on a case-by-case basis.

Remember: ***You make choices. You live with the consequences.***

Participation

You are required to participate in class. Participation could include commenting on readings, interactive lecture, and careful and active note taking.

It is essential for you to keep pace with the assigned readings to survive this course.

Asking questions always is encouraged. Discussion of things unrelated to class is discouraged. You are not allowed to be disruptive in any way that takes class value from your classmates.

You must always attend class prepared for participation. This includes having paper, writing utensils, books, etc. during every class session.

Engagement & Note-taking

You are allowed to use a laptop, iPad or smart phone to document and/or live tweet class notes during the course session. If you choose to live tweet the course session, please use the #mcpr2313 hashtag. Also, you should review and adhere to the classroom Twitter policies, which are linked to the course site. Tips for getting the most out of live tweeting classes/events also can be found there.

Technology

You are not allowed to have your cell phone ringer or alert notifications on during class. Students found texting or using cell phones or computers for anything other than note taking during class will be asked to discontinue the practice or leave. Repeated issues will result in lowering of your attendance/participation grade.

Printing

Writing assignments must be completed outside of class, unless otherwise directed. All assignments must be typed and stapled.

You will not be excused from class to print assignments. Do not come to class to discuss printing with me. It is up to you to determine if you should be late to class to print.

If you do not have access to a computer and/or printer, you are welcome to use the mass communications computer lab at the front of our department.

Malfunctions of the equipment in the computer lab will not constitute an excuse for a late assignment.

Course Schedule:

This schedule is tentative and subject to change. Readings should be completed before the class session where they're listed. I will move ahead in the lecture if we complete a subject early.

WEEK 1:

Monday, Aug. 25

- Course introduction
- Lecture: *Why study public relations?*

Wednesday, Aug. 27

- Read Seitel:
 - Chapter 1: *Defining Public Relations*
 - Chapter 18: *Launching a Career*
- Lecture: *What is PR?*

Friday, Aug. 29

- News Quiz 1
- Case Study 1

WEEK 2:

Monday, Sept. 1 – Labor Day. No Class.

Wednesday, Sept. 3

- Read Carnegie Intro and Part 1
- Reading Discussion 1 due
- Read Seitel, Chapter 2: *The History and Growth of Public Relations*
- Lecture: *History of PR*

Friday, Sept. 5

- News Quiz 2
- Case Study 2

WEEK 3:**Monday, Sept. 8**

- Read Carnegie, Part 2
- Reading Discussion 2 due
- Lecture: *Communication*
- Read Seitel:
 - Chapter 3: *Communication*
 - Chapter 10: *Public Relations and Social Media*

Wednesday, Sept. 10

- Lecture: *Communication*
- Read Seitel:
 - Chapter 3: *Communication*
 - Chapter 18: *Public Relations and Social Media*

Friday, Sept. 12

- News Quiz 3
- Case Study 3

WEEK 4:**Monday, Sept. 15**

- Read Carnegie, Part 3
- Reading Discussion 3 due
- Lecture: *Publics and public opinion*
- Read Seitel, Chapter 4: *Public Opinion*

Wednesday, Sept. 17

- Lecture: *Publics and public opinion*

Friday, Sept. 19

- News Quiz 4
- Case Study 4

WEEK 5:**Monday, Sept. 22**

- Read Carnegie, Part 4
- Reading Discussion 4 due
- Lecture: *Management*

- Read Seitel, Chapter 5: *Management*

Wednesday, Sept. 24

- Lecture: *Management*

Friday, Sept. 26

- News Quiz 5
- Case Study 5

WEEK 6:

Monday, Sept. 29

- Lecture: *Law/Ethics*

Wednesday, Oct. 1

- Lecture: *Law/Ethics*
- Read Seitel:
 - Chapter 6: *Ethics*
 - Chapter 7: *The Law*

Friday, Oct. 3

- News Quiz 6
- Case Study 6

WEEK 7:

Monday, Oct. 6

- Lecture: *Research*
- Read Seitel, Chapter 8: *Research*

Wednesday, Oct. 8

- Lecture: *Research*

Friday, Oct. 10

- News Quiz 7
- Case Study 7
- Midterm exam review

WEEK 8:

Monday, Oct. 13

- Lecture: *Media Relations*
- Read Seitel, Chapter 9: *Media Relations*

Wednesday, Oct. 15 – Midterm Exam

Friday, Oct. 17

- Review midterm exams

WEEK 9:

Monday, Oct. 20 – Fall Break. No Class.

Wednesday, Oct. 22

- Lecture: *Employee Relations*

- Read Seitel, Chapter 11: *Employee Relations*

Friday, Oct. 24

- News Quiz 8
- Case Study 8

WEEK 10:

Monday, Oct. 27

- Lecture: *Community Relations*
- Read Seitel, Chapter 13: *Community Relations*

Wednesday, Oct. 29

- Lecture: *Community Relations*

Friday, Oct. 31

- News Quiz 9
- Case Study 9

WEEK 11:

Monday, Nov. 3

- Lecture: *Government Relations*
- Read Seitel:
 - Chapter 12: *Government Relations*
 - Chapter 14: *International Relations*

Wednesday, Nov. 5

- Lecture: *Government Relations*

Friday, Nov. 7

- News Quiz 10
- Case Study 10

WEEK 12:

Monday, Nov. 10

- Lecture: *Consumer Relations*
- Read Seitel, Chapter 13: *Consumer Relations*

Wednesday, Nov. 12

- Lecture: *Consumer Relations*

Friday, Nov. 14

- News Quiz 11
- Case Study 11

WEEK 13:

Monday, Nov. 17

- Lecture: *Crisis Management*
- Read Seitel, Chapter 17: *Crisis Management*

Wednesday, Nov. 19

- Lecture: *Crisis Management*

Friday, Nov. 21 – Press Conferences

WEEK 14:

Monday, Nov. 24

- Press Conference review

Wednesday, Nov. 26 – Thanksgiving Break. No Class.

Friday, Nov. 28 – Thanksgiving Break. No Class.

WEEK 15:

Monday, Dec. 1

- Lecture: *PR Writing*
- Read Seitel:
 - Chapter 15: *Public Relations Writing*

Wednesday, Dec. 3

- Lecture: *PR Writing*

Friday, Dec. 5

- News Quiz 12
- Case Study 12

WEEK 16:

Monday, Dec. 8

- Lecture: *Integrated Marketing Communications*
- Read Seitel:
 - Chapter 16: *Integrated Marketing Communications*

Wednesday, Dec. 10

- Lecture: *Integrated Marketing Communications*
- Review for Final exam

Friday, Dec. 12

- News Quiz 13
- Case Study 13
- Review for Final exam

FINALS WEEK:

Monday, Dec. 15 from 10 a.m. to noon – Final Exam

Mass Communications Departmental Policies

LATE WORK:

- No late work will be accepted for full credit without prior arrangement with the instructor.

- Work is due at the beginning of the class session.

EXAMINATIONS:

- No makeup examinations will be given unless prior arrangements are made with the instructor.
- NO FINAL EXAMS WILL BE GIVEN EARLIER THAN ANNOUNCED BY THE INSTRUCTOR. NO EXCEPTIONS. Students who make travel plans without confirming the scheduled finals date for this class do so at their own risk. Students who travel prior to the scheduled final exam will be unable to take the examination and must accept a zero test score.

INCOMPLETE:

Incomplete grades are not a student option except under extreme circumstances. Students seeking an incomplete must submit a written request supported by documentation verifying the need for this extension. The student must be performing at a passing level and have a legitimate reason to receive an "I." Students cannot be assigned an "I" because they have excessive unexcused absences or because they are failing the course. If an incomplete is given, the instructor will submit information which specifies what work must be done to remove the "I" and the grade to be assigned if the work is not complete. The student is responsible for submitting the work by the deadline assigned by the instructor. Incompletes are given for a limited period of time, not exceeding one year.

TARDINESS/ATTENDANCE:

Students are expected to be in class on time. Entering the classroom late is unprofessional and disruptive. Repeated tardiness is unacceptable. Students should be punctual and prepared, since these are the qualities expected by the business community. Attendance will be taken at each class session. Students are expected to attend all class sessions.

GRADING SCALE:

93.0 - 100	=	A	
90.0 - 92.99	=	A-	
87.5 - 89.99	=	B+	
82.5 - 87.49	=	B	
80.0 - 82.49	=	B-	
77.5 - 79.99	=	C+	
72.5 - 77.49	=	C	
70.0 - 72.49	=	C-	
67.5 - 69.99	=	D+	
62.5 - 67.49	=	D	
60.0 - 62.49	=	D-	
Below 60.0	=	F	Not I or W

CHEATING/PLAGIARISM:

STANDARD OF RESPONSIBILITY

Oklahoma City University was founded upon strong values and high standards. Honesty in academics is a priority. Students should be advised that cheating and plagiarism are not tolerated. The Academic Honesty Policy can be found online at <http://starport.okcu.edu/ad/aa>

Cheating is defined as using, or supplying information that is not authorized by the instructor in taking an examination or completing any other assignment. Cheating also includes turning in another's work and representing it as being your own.

Plagiarism is defined as a unique form of cheating where persons turn in another's work and represent it as being their own. This would include: 1) purchasing term papers and turning them in as if they are original work; 2) using a paper that has previously been turned in; 3) copying passages verbatim from books, articles, etc.; 4) submitting material for grades in which the student has not done the work required; 5) collusion – the unauthorized collaboration with another person; 6) misrepresentation of actions and 7) falsifying information.

Every student is expected to observe the highest standards of conduct, both on and off the campus. The University cannot accept the responsibility for the education of any student who is not in sympathy with the purposes and the regulations of the University.

Mass Communications students should be aware that this department considers the above-described conduct to be dishonorable and dishonest. Students found cheating or plagiarizing will receive a grade of "0", which is an "F", on the involved examination, project or paper and, at the professor's discretion, may receive a failing grade for the entire course.

EXAMINATION EQUIPMENT:

Students are not permitted to use or access the following items during an examination:

- Dictionaries
- Electronic spellers, translators, dictionaries or calculators
- Computers
- Class notes, books

Once any examination has begun, if a student wishes to leave the room they must be prepared to turn in their examination paper and/or blue book. And, it will not be returned to them for additional work.

DISABILITY STATEMENT:

If you believe that you need accommodations for a documented physical, psychiatric, or learning disability, please contact the Disabilities Services Coordinator at (405) 208-5090 for an appointment to discuss your needs and the process for requesting accommodations. The Student Disabilities Services Coordinator is responsible

for coordinating disability-related accommodations and will issue students a documented Access Plan, as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact the Student Disabilities Services Coordinator as soon as possible. To speak with the coordinator about other concerns, such as medical emergencies or arrangements in case of a building evacuation, please make an appointment as soon as possible.

PREVENTING SEXUAL HARASSMENT:

Title IX of the Education Amendments of 1972 prohibits sex discrimination against any participant in an educational program or activity that receives federal funds, including federal loans and grants. Title IX also prohibits student-to-student sexual harassment. If you encounter unlawful sexual harassment or gender-based discrimination, please talk with your professor or with the Title IX Coordinator at 405-208-5075. Visit <http://www.okcu.edu/hr/titleIX/> for more information.

EVACUATION POLICY:

The evacuation plan for Walker Center is as follows: Everyone on the first floor proceeds out the north doors to the north parking lot. Everyone on the second floor must exit down the north stairway, out the north doors to the parking lot. The shelter locations for Walker Center are as follows: WC 143, WC 144, and the men's and women's restrooms on the first floor. These rooms are on the east side of the first floor.

POLICY STATEMENT

I have read the above stated policies for the academic year 2014-15 for the Mass Communications Department.

I understand the policies and agree to abide by them.

Name

B#

Date

Course Name and Number