

Public Relations Theory and Practice

COMM 3321

Spring 2016

Class: Online

Instructor: Dr. Young Joon Lim

- *E-mail:* young.lim@utrgv.edu
- *Phone:* 956-665-3777 (office)
- *Duration:* January 19 to May 8, 2016.
- *Office Hours:* available (young.lim@utrgv.edu) and by phone (956-665-3777)

Course Textbook

- **Title:** *Public Relations/Strategic Communication* (2016)
- **Author:** Young Joon Lim (San Diego, CA: Cognella Academic Publishing)

Course Overview

COMM 3321 is designed to help the student understand the basic concepts, principles, practices and profession of public relations in reality. This course covers a broad range of academic topics, related to public relations and its similar fields of study such as advertising, marketing communication, and mass communication.

Course Objectives

At the end of this course, the student should be able to:


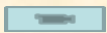
1. Recognize public relations concepts and practices in an industrialized society.
2. Explain the historical evolution of public relations, career opportunities in the field, and professional responsibilities.
3. Distinguish the relationship between public relations practitioners and their audiences.
4. Understand how traditional media and social media can be used for public relations

Ask the Professor

Since email is a predominant form of academic communication, the student is required to send professional, properly written emails. Please include “COMM 3321” in the subject line of any emails. The student must use UTRGV email for all correspondence. *Keep communication professional.* Emails that are not sent properly will be returned without response until the student rewrite/resend. The professor (young.lim@utrgv.edu) will respond to the student’s questions and requests within 24 to 48 hours except for weekends and holidays.

Course Expectations

1. Advice for Online Course Success

Students are expected to spend about 5 hours per week for this course. In order to enhance self-motivated study, The instructor is going to post weekly lecture notes, including reading and practical visual examples (Click  and  in lecture notes). One of the most efficient ways of studying this course is to scan the lecture notes first, then read the chapter of the textbook, and peruse the notes again. Students will eventually have a better understanding of the course materials.

2. Missed or Late exams or Assignments

By definition, missed exams create major time and scheduling conflicts and are **unfair** to those who are prepared. For this reason, students who fail to take an exam or submit the assignment will receive a score of zero unless they have a legitimate excuse. Be sure to pay close attention to deadlines that matter in the real world and this course. Do NOT seek any personal favors from your professor.

3. Academic Integrity & Honesty

You are expected to adhere to the highest standards of academic honesty and integrity in the preparation of all your work and activities for the class. Your work must be your own and must not have been used for any other class. Using other people’s ideas, phrases, or sentences without proper citation, and without quotation marks if it is a direct quote, is plagiarism. If you are not aware of what constitutes plagiarism, contact me. Ignorance of the rules will not be tolerated. Students found to be cheating or dishonest in any way, or to be found guilty of plagiarism may receive a 0 in the course, and the matter may be referred to the office of the Dean of Students.

4. Sexual Harassment, Discrimination, and Violence

In accordance with UT System regulations, your instructor is a “responsible employee” for reporting purposes under Title IX regulations and so must report any instance, occurring during a student’s time in college, of sexual assault, stalking, dating violence, domestic violence, or sexual harassment about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found at www.utrgv.edu/equity, including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect in an environment free from sexual misconduct and discrimination.

5. Classroom Etiquette

Remember not to write anything you would not want to see publicly printed. Anything you post online is not absolutely private. Be sure to re-read messages before sending or posting as all communications will be written for this course.

6. Students with Disabilities

If you have a documented disability (physical, psychological, learning, or other disability which affects your academic performance) and would like to receive academic accommodations, please inform your instructor and contact Student Accessibility Services to schedule an appointment to initiate services. It is recommended that you schedule an appointment with Student Accessibility Services before classes start. However, accommodations can be provided at any time. **Brownsville Campus:** Student Accessibility Services is located in Cortez Hall Room 129 and can be contacted by phone at (956) 882-7374 (Voice) or via email at accessibility@utrgv.edu. **Edinburg Campus:** Student Accessibility Services is located in 108 University Center and can be contacted by phone at (956) 665-7005 (Voice), (956) 665-3840 (Fax), or via email at accessibility@utrgv.edu.

7. Mandatory Course Evaluations period

Students are required to complete an ONLINE evaluation of this course, accessed through your UTRGV account (<http://my.utrgv.edu>); you will be contacted through email with further instructions. Online evaluations will be available April 13 – May 3, 2016. Students who complete their evaluations will have priority access to their grades.

8. Copyright

The lecture notes and all materials associated with this course are copyrighted in the name of Young Joon Lim, January 19, 2016. Students are NOT allowed to distribute any class materials.

Code of Honor

- ✓ Students are expected to conduct themselves courteously until the end of semester. This means, among other things, refraining from posting any derogatory comments or hateful remarks.
- ✓ The on-line exams are open book and open notes. All questions should be answered. Students are *NEVER* allowed to have any kind of communication referring to the exam questions during the semester. Anyone who leaks the exam questions to other students will be placed on **disciplinary probation** and result in a **grade of zero**.
- ✓ The prime philosophy of this class is **Fairness**. Unfortunately, some students are not reluctant to ask for favors such as personal extra credit. This class is adamantly based against favoritism.

Grading**1. The final grade will be based on:**

- | | |
|--------------------|-------------------|
| • Three Exams | 100 points each |
| • Class Discussion | 100 points |
| • Book Review | 100 points |
| TOTAL | 500 points |

- Students must take the first exam during the 5th week; the second exam during the 10th week; and the third exam during the 15th week. Each exam will consist of 30 multiple choice questions (3 points each) and one essay question (10 points).
- The book review paper must be submitted by May 10. Students must choose one book for his or her book review assignment among:
 - A. “How to Win Friends and Influence People”
by Dale Carnegie
 - B. “It's Not the Big That Eat the Small...It's the Fast That Eat the Slow: How to Use Speed as a Competitive Tool in Business”
by Jason Jennings and Laurence Haughton
 - C. “Reputation Rules: Strategies for Building Your Company's Most Valuable Asset”
by Daniel Diermeier
 - D. “Spin: How to Turn the Power of the Press to Your Advantage”
by Michael S. Sitrick
 - E. “For Immediate Release: Shape Minds, Build Brands, and Deliver Results with Game-Changing Public Relations”
by Ronn Torossian
- More information for the book review assignment is posted on Blackboard.
- Please refer to Course Blackboard that offers detailed guidelines and information for the class discussion assignment.

2. Final letter grade:

A = 450 to 500 B = 400 to 449 C = 350 to 399 D = 300 to 349 F = Below 300

COMM 3321 Schedule -- Spring 2016

Here is the schedule for our online class.

Week	Date	Class Topic	Notice
Week 1	Jan. 19	Ch. 1	
Week 2	Jan. 25	Ch. 2 & 4	
Week 3	Feb. 1	Ch. 6	
Week 4	Feb. 8	Ch. 5	
Week 5	Feb. 15	First Exam	Available from 6:00 am, Feb.15 until 11:00 pm, Feb. 17
Week 6	Feb. 22	Ch. 7	
Week 7	Feb. 29	Ch. 9 & 10	
Week 8	March 7	Chs. 11 &12	
Week 9	March 14	Spring Break	
Week 10	March 21	Second Exam	Available from 6:00 am, Mar. 21 until 11:00 pm, Mar. 23
Week 11	March 28	Ch. 13	
Week 12	April 4	Ch. 14 & 15	
Week 13	April 11	Ch. 17	
Week 14	April 18	Ch. 18	
Week 15	April 25	Third Exam	Available from 6:00 am, Apr. 25until 11:00 pm, Apr. 27
Week 16	May 2	Book Review	Due by 11:00 pm, May 2
Thank You			

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