

MCM 381
Principles of Public Relations & Advertising
Three Credits
Fall 2007

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Office: Dan Rather Building, Room 116

Office hours: Tuesdays and Thursdays from 2:00 PM to 3:00 PM and by appointment

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Course Information

Location: Communications Building 125

Meeting times: Tuesdays and Thursdays from 9:30 AM to 11:50 AM

Course Description

This course will examine the principles of public relations, advertising, sales promotions, direct marketing and on-line communication with emphasis on the way organizations promote their products and images to their publics. The traits of leadership, crisis management and ethics will be explored. Prerequisite: Sophomore standing. Credit 3.

Course Objectives

After completing this course, students should be able to:

1. Gain an understanding of how public relations differ from advertising, journalism, and marketing.
2. Understand the public relations process.
3. Understand ethical and legal environment of public relations.
4. Understand the public opinion and how it affects public relations.
5. Become familiar with some media formats used in the public relations practice.
6. Have developed critical thinking skills by applying course material to the analysis of case studies and/or situations related to public relations practice in different settings.
7. Analyze and critically evaluate situations related to public relations practice.

To achieve these goals, the class will employ a combination of lectures, class discussions, group work and visual presentations.

Required Textbook

Cultip, S.M., Center, A.H., & Broom, G.M. (2006). *Effective Public Relations*. Ninth Edition. New Jersey: Pearson Prentice Hall.

Student understanding of the material will be assessed by three exams using multiple choice format, quizzes, assignments, and group presentations. There will be no extra credit assignments. You will find assignment descriptions and evaluation criteria on Blackboard.

Grades	Points
Exam 1	100
Exam 2	100
Exam 3	100
Assignments	100
Quizzes and Pop-quizzes	up to 100 points
Final Project	100 (See Group Work policy)
Class participation	100 (See Attendance Policy)

Grading Scale

Grades are assigned on the following scale: 90-100% = A; 80-89.99% = B; 70-79.99% = C; 60-69.99% = D; 0-59.99% = F

- ***Make-up exams will only be offered under emergency circumstances.*** The make-up exam will be on essay format. Students should bring a documented excuse to be approved by the instructor. A doctor's appointment during class time is not an acceptable excuse if the student's absence is not required for the entire day. You can expect a quiz to cover the reading material assigned. Because quizzes are over material which has not been discussed in class, ***no make-up quizzes*** are given. For a university sanctioned absence, you may take a quiz early.
- ***Beepers, cell phones, bluetooth headsets and iPods may not be brought into class.*** If you bring any of these devices, keep it in your bag at all times. Points **WILL BE** marked off your participation grade if you keep any of these devices on the desk or if you are holding it during class time. *If an electronic device interrupts class in any way, there will be a pop quiz.*
- You **MAY NOT** read other material/newspaper/magazines and/or work on material for other classes during this class. Points **WILL BE** marked off from students' participation grade if they fail to follow instructions.
- Using laptop computers in class **IS NOT** allowed under any circumstance.
- Work handed in late will be marked down one letter grade per day. However, if you know you have to miss a class, you can turn in assignments before the deadlines. Assignments sent by e-mail **WILL NOT** be accepted under any circumstance.
- Assignments must be typed.
- Reading assignments are scheduled for the week specified. These dates are the earliest you can expect to be responsible for the material. However, changes may be made in the reading schedule as the need arises. You are expected to read the material before class, as you will be expected to work on some exercises during class.
- I might contact students via e-mail. Therefore, you all need an e-mail account. I will reply to e-mails from students at my earliest convenience. *E-mails received on weekends or after 6:00 PM on weekdays will be answered on the next business day.* In addition, when

e-mailing me, make sure you type your name, as I will not answer e-mails that do not identify the sender.

Attendance Policy

You are expected to arrive to class *on time*, to have completed the readings and to contribute during class discussion. After three (3) absences throughout the semester, 5 points (per absence) will be marked off your participation grade unless you bring documented excuses from the Dean of Students' Office. *Being late for class will be considered as being absent. Leaving early will also be considered as being absent. After absences you are responsible for the work assigned for the next class.*

Final Project

You will do group work during the semester. You are expected to be in class working with your group. If you miss class, ***one letter grade will be marked off*** your group project's grade per absence unless you bring an official excuse to be approved by the instructor. If you miss the first day of group work, you will have to work by yourself. In addition, if you are working by yourself and miss a class, one letter grade will be marked off your project (per absence). When working on projects, students will evaluate each other. These evaluations will let the instructor know who is doing group work.

Religious Observance

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. "Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code.

Academic Dishonesty Policy

5.3 Academic Honesty. The University expects all students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will get no credit. In addition, an incident report form will be filled out at the Dean of Students office.

5.31 The University and its official representatives, acting in accordance with Subsection 5.32, may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating and plagiarism. For more information on this topic, please go to <http://www.shsu.edu/administrative/faculty/sectionb.html#dishonesty>

Plagiarism: Plagiarized papers will not be accepted. Plagiarism occurs when one person claims credit for another person's work. Students will use the American Psychological Association style to write individual and group papers.

Double Dipping: Double dipping is a form of academic dishonesty that is a misuse of your own work and occurs when one paper or assignment is presented to fulfill requirements in different courses.

Q-Drop policy

A Q-Drop is a drop made after the last date for tuition refunds (12th class day for fall/spring; 4th class day for the summer) but before the date for which a drop would result in the grade of 'F' as published in the Academic Calendar. Students will be allowed no more than five Q-Drops during their academic career at Sam Houston State University. Classes that are dropped prior to the Q-Drop date will not count toward the limit. Students who have used their limit of five Q-Drops will need to petition their respective dean to drop a class. If the dean refuses to grant permission to drop a class, students will be required to remain in the class. Any drops accumulated prior to the fall 2004 semester will not be included in the five Q-Drop limit, nor will Q-Drops from other universities.

Americans with Disabilities Act

Students with disabilities covered by the Americans with disabilities Act should go to the Counseling Center and Services for Students with Disabilities (SSD) in a timely manner to obtain the documentation required. Students are responsible for initiating the process of documenting the need for an accommodation under the ADA act.

Visitors in the Classroom

Unannounced visitors to class must present a current, official SHSU identification card to be permitted into the classroom. They must not present a disruption to the class by their attendance. If the visitor is not a registered student, it is at the instructor's discretion whether or not the visitor will be allowed to remain in the classroom.

Instructor Evaluations

Towards the end of the semester you will be asked to complete a course/instructor evaluation form.

Tentative Schedule - *This schedule may change during the semester as the need arises.*

August 21 **Introduction**

August 23 Chapter 1 Public Relations definition
Advertising Principles and Practice PP. 5-11; 17-20
Textbook pp.12 - 14 (Advertising)

August 28 Public Relations, Advertising, Integrated Marketing Communication
Advertising Principles and Practice PP. 477-483 Why You Buy

August 30 Chapter 4
Historical Origins

September 4 Chapter 2
Practitioners of Public Relations

September 6 Chapter 3
Organizational Settings

September 11 & 13 Chapter 5
Ethics and Professionalism
Truth Merchants

Research

September 18 Chapter 7
Theoretical Underpinnings

Public Relations Process ROPE

September 20 Chapter 11
Defining Public Relations Problems

September 25 Research

September 27 Research

October 2 APA style

October 4 **Exam 1**

Objectives and Program Planning

October 9 & 11 Chapter 12
Planning and Programming

October 16 & 18 Tactics *No reading assigned*

October 23 Chapter 8
Communication and Public Opinion

October 25 Chapter 13
Taking Action and Communicating

October 30 Taking Action and Communicating

Evaluation

November 1 & 6	Chapter 14 Evaluating the Program
November 8	Exam 2
November 13	Chapter 15
November 15	Chapter 16
November 20	Chapter 17
November 22	Thanks Giving Holiday
November 27	Final Project (We will meet in LDB 203)
November 29	Final Project (We will meet in LDB 203)
December 4	Final Project (We will meet in LDB 203)
December 6	Final Project (We will meet in LDB 203)
December	To be announced Exam 3 (We will meet in DRB 205)