COURSE SYLLABUS
PRINCIPLES OF PUBLIC RELATIONS
PUR 3000-RVC

GENERAL INFORMATION

PROFESSOR INFORMATION

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>Dr. Weirui Wang</th>
<th>Phone:</th>
<th>(305) 919-4428</th>
</tr>
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<tbody>
<tr>
<td>Office:</td>
<td>AC2 # 328 (BBC)</td>
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<td>(305) 919-5215</td>
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<tr>
<td>Office Hours:</td>
<td>By appointment</td>
<td>Email:</td>
<td><a href="mailto:weirwang@fiu.edu">weirwang@fiu.edu</a></td>
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<tr>
<td>Website:</td>
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<td>(preferred)</td>
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COURSE DESCRIPTION AND PURPOSE

Principles of Public Relations is an introductory course regarding the theory, history, practice and future of public relations. The course provides you a comprehensive view of the field by introducing you:

1. Definitions and overview of public relations
   - As a managerial concept
   - As a behavioral science

2. History of the field, from ancient beginning to modern times
   - Important people, leaders in the field
   - Societal factors impacting growth

3. Public relations problem-solving and planning “process”
   - RACE, ROPE, other programming models
   - Role of research in public relations programs

4. Public relations communication theory
   - SEMDR, other communications models
   - Concept of two-way communication

5. The public of public relations
   - Overview of most crucial publics, including community, employees, consumers, government, news media
COURSE OBJECTIVES

Students will be able to:

- Explain public relations as an ethical practice, a planned process, a managerial concept and a behavioral science
- Outline the history of public relations
- Recognize key professionals in shaping public relations
- Apply public relations models and communication theories
- Identify key publics involved in public relations
- Explain key issues in handling different key publics
- Evaluate PR writing, integrated marketing communications, and crisis management tactics
- Assess diverse situations and apply the appropriate public relations strategies and tactics to address these situations

ACEJMC CURRICULUM OBJECTIVES TARGETED

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

TEACHING METHODOLOGY

This is a fully online course in which all of the instructional materials and activities are delivered through Blackboard, and/or other internet-based media. Some exams may require the use of an approved proctoring center. Should you have any questions, please contact the professor.

IMPORTANT INFORMATION

POLICIES
Please review FIU's Policies webpage. The policies webpage contains essential information regarding guidelines relevant to all courses at FIU, as well as additional information about acceptable netiquette for online courses.

Below are special policies in this particular class:

- **Electronic communication:** This class will rely on electronic communication. Assignments, exams and course materials will be posted on Blackboard. Students are required to check for electronic messages and postings weekly. It is the student’s responsibility to have a working email connected with Blackboard and check for messages and postings on Blackboard.

- **Deadlines and exam dates:** Unless you have a documented excuse, there will be no make-ups or extensions for the exams and assignments. If you cannot participate in the assignments or exams on the due dates, you will have to ask permission to complete the assignment before the assigned time period. You will have to ask permission at least two weeks in advance to be granted for this option. For medical or personal emergencies when prior notification is impossible, you must submit the make-up work with appropriate documentations. Please also be advised that you are not allowed to make up any assignment if the deadline has passed more than two weeks. In other words, you won’t be permitted to make up assignments at the end of the semester. Please be responsible for your own learning.

- **Academic honesty:** Student must follow the Standards of Conduct described in the student handbook. (http://www.fiu.edu/~scrr/standards_of_conduct.htm). In course assignments and exams, the use of literature, notes, aids, or assistance from other sources should be clearly stated. Students are expected to use all resources, including books, journals, and computers only in legal and authorized ways. Cheating or plagiarism will result in an automatic F on the related assignment or exam, and possible further disciplinary measures.

- **Student with disabilities:** If you have any special circumstances, please make me aware of them so that you may be better accommodated. For questions and information about support services, please call the FIU Office of Disability Services at 305-348-3532 (University Park Campus: GC 190) or 305-919-5345 (Biscayne Bay Campus: WUC 139).

- **Diversity:** The School of Journalism and Mass Communication (SJMC) fosters an environment of inclusivity and respect for diversity and multiculturalism. The SJMC educates students to embrace diversity and understand the root causes of discrimination, as well as social, ethnic, sexual, disability and gender-based exclusion.
TECHNICAL REQUIREMENTS/SKILLS

One of the greatest barriers to taking an online course is a lack of basic computer literacy. By computer literacy we mean being able to manage and organize computer files efficiently, and learning to use your computer’s operating system and software quickly and easily. Keep in mind that this is not a computer literacy course; but students enrolled in online courses are expected to have moderate proficiency using a computer. Please go to the What’s Required page to find out more information on this subject.

Please visit our Technical Requirements webpage for additional information.

ACCESSIBILITY AND ACCOMMODATION

Please visit our ADA Compliance webpage for information about accessibility involving the tools used in this course.

Please visit Blackboard’s Commitment to Accessibility webpage for more information.

For additional assistance please contact FIU’s Disability Resource Center.

COURSE PREREQUISITES

There are no prerequisites for this course.

TEXTBOOK

The Practice of Public Relations (12th edition)
Author: Fraser P. Seitel
Publisher (Year): Prentice Hall (2013)
ISBN: 978-0133083576

You may purchase your textbook online at the FIU Bookstore.

EXPECTATIONS OF THIS COURSE

This is an online course, which means all of the course work will be conducted online. Expectations for performance in an online course are the same for a traditional course. In fact,
online courses require a degree of self-motivation, self-discipline, and technology skills which can make these courses more demanding for some students.

**Students are expected to:**
- Review the how to get started information located in the course content
- Introduce yourself to the class during the first week by posting a self-introduction in the appropriate discussion forum
- Take the practice quiz to ensure that your computer is compatible with Blackboard
- Interact online with instructor/s and peers
- Review and follow the course calendar
- Log in to the course once per week
- Respond to discussion and assignments within **7 days**
- Submit assignments by the corresponding deadline

**The instructor will:**
- Log in to the course **2 times** per week
- Respond to discussion boards, postings and queries within **7-10 days**
- Respond to emails within **7 days**
- Grade assignments within **7-10 days** of the assignment deadline

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**COURSE COMMUNICATION**

Communication in this course will take place via Email.

The Email feature is an external communication tool that allows users to send emails to users enrolled within the course. Emails are sent to the students’ FIU email on record. The Email tool is located on the Course Menu, on the left side of the course webpage.

Visit our Writing Resources webpage for more information on professional writing and technical communication skills.

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**QUIZZES**

In order to mitigate any issues with your computer and online assessments, it is very important that you take the “Practice Quiz” from each computer you will be using to take your graded quizzes and exams. It is your responsibility to make sure your computer meets the minimum hardware requirements.
Assessments in this course are not compatible with mobile devices and should not be taken through a mobile phone or tablet. If you need further assistance please contact FIU Online Support Services.

Quiz Expectations:

- Five large quizzes throughout the semester.
- **100 points**: 20 points X 5
- Each quiz has 40 multiple-choice questions (0.5 point per question)
- Please find 60 minutes within the quiz taking period to take the quiz. You can only open the quiz once and take the quiz once.
- There are NO MAKE-UPS for each quiz. If for any reason you find technical difficulties with the quiz, please contact Blackboard support immediately. If support cannot help you, they will send me a note and only with this note I will be able to open it up for you for re-take. Make sure you take the quiz between the working hours of Blackboard support in case you have a problem (9 am-5 pm Monday to Friday).

ASSIGNMENTS

Assignment Expectations:

- Graded assignments - 50 points: 10 points X 5
- Five graded assignments will be posted to help you understand and apply important concepts taught in this class with a specific deadline.
- Tentative schedule of these graded assignments is specified in the course calendar below.

DISCUSSION FORUM

Discussion Forum Expectations:

- **50 points**: 10 points X 5
- Some short-answer questions and case studies will be posted in discussion forums to facilitate your engagement in the class and mastery of the class materials.
- Tentative schedule of the discussion forum participation is specified in the course calendar below.
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<td>140-145.9</td>
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Your grade will not be rounded up. You get a B+ if you get 179.9 points in total.

COURSE CALENDAR

Important note to students:

Please make sure you check the module objectives and to-do-list on Blackboard every week. Exam and assignment schedule will be articulated in more details in the objectives and to-do list section of each module/week as the semester progresses.

Tentative Schedule

Module 1 1/11-1/17
Introduction, syllabus reading & Chapter 1 Defining public relations

Course Level Objectives

Explain public relations as a managerial concept and a behavioral science

Module Level Objectives

• Define the practice of public relations and underscore its importance as a valuable and powerful societal force in the 21st century.
• Explore the various publics of public relations, as well as the field's most prominent functions.
• Underscore the ethical nature of the field and reject the notion that public relations practitioners are employed in the practice of "spin."
• Examine the technical and attitudinal requisites that constitute an effective public relations professional

To-Do List
1) Read the syllabus
2) Read Seitel, Chapter 1
3) Introduce yourself to the rest of the class in the “Introduce Yourself Forum”

Module 2 1/18-1/24
Chapter 2 The history and growth of public relations & Chapter 3 Communication

Course Level Objectives

• Outline the history of public relations
- Recognize key professionals in shaping public relations
- Apply public relations models and communication theories

**Module Level Objectives**

- Track the development of the practice of public relations from ancient times to the present
- Underscore the contribution to the field of two pioneers, in particular, Ivy Lee and Edward Bernays
- Chart the growth of public relations and its emergence as a major societal force in the 21st century
- Examine the field's most famous critical case, the murders of individuals who consumed Tylenol and the choices Johnson & Johnson made in handling the crisis
- Discuss the goals and theories of modern communication as they relate to the practice of public relations
- Explore the importance and proper use of words and semantics to deliver ideas and persuade others toward one's point of view
- Discuss the various elements that effect communication, including the media, the bias of receivers, and the individuals or entities delivering messages
- Examine the necessity of feedback in evaluating communication and formulating continued communication

**To-Do List**

1) Read Seitel, Chapters 2 & 3
2) Assignment 1 – PR history timeline
3) Discussion forum: ‘The Tylenol Murders” case study discussion

**Module 3 1/25-1/31**  
**Chapter 4 Public opinion & Quiz 1**

**Course Level Objectives**

- Apply public relations models and communication theories

**Module Level Objectives**

- Discuss the phenomenon of public opinion, contemporary examples of it, the areas that impact it, and how it is formed.
- Explore the issue of attitudes, how they are influenced, motivated, and changed.
- Discuss the area of persuasion, its various theories, and how individuals are persuaded.
- Examine reputation, particularly corporate image, and how companies might enhance their reputation.

**To-Do List**
1) Read Seitel, Chapter 4
2) Take Quiz 1, which covers Chapters 1-4.

Module 4 2/1-2/7
Chapter 5 Management & Chapter 6 Ethics

Course Level Objectives

- Explain public relations as an ethical practice, and a managerial concept.

Module Level Objectives

- Discuss public relations as a "management" function that serves the organization best when it reports to the CEO.
- Explore in detail the elements that constitute a public relations plan.
- Discuss public relations objectives, campaigns, and budgets.
- Compare and contrast the internal public relations department and the external public relations agency.
- Discuss the one aspect that should differentiate public relations from the law and other business pursuits - ethics.
- Explore ethics - or the lack thereof - in today's business, government, media and public relations cultures.
- Discuss the concept of corporate social responsibility.
- Underscore the bedrock importance of public relations professionals "doing the right thing."

To-Do List

1) Read Seitel, Chapters 5 & 6
2) Assignment 2 – Management function of public relations: Coca-Cola’s #makeithappy campaign

Module 5 2/8-2/14
Chapter 7 The law & Chapter 8 Research

Course Level Objectives

- Explain public relations as an ethical practice, a planned process, a managerial concept and a behavioral science.

Module Level Objectives

- Discuss the relationship between public relations professionals and lawyers and the importance to public relations practitioners of understanding the law.
• Explore, in particular, the First Amendment, from which free speech emerges.
• Discuss the various areas of the law relevant to public relations professionals, including defamation, disclosure, insider trading, copyright and Internet law.
• Underscore the new importance in the 21st century of litigation public relations.
• Discuss the importance of research as the essential first step in every public relations assignment.
• Explore research principles, types, and methods.
• Discuss the various research tools and evaluative techniques available to public relations professionals.
• Underscore the importance of web monitoring and tools available for Internet research.

**To-Do List**

1) Read Seitel, Chapters 7 & 8
2) Discussion Forum: Law & Research discussion

**Module 6 2/15-2/21**

**Quiz 2**

**To-Do List**

Take quiz 2, which covers Chapters 5-8.

**Module 7 2/22-2/28**

**Chapter 9 Media**

**Course Level Objectives**

• Identify key publics involved in public relations.
• Explain key issues in handling different key publics.

**Module Level Objectives**

• Discuss the bedrock importance of media relations as the most fundamental skill in public relations work.
• Explore media communication in all its forms - print, electronic, Internet.
• Discuss the value of publicity as more powerful and credible than advertising.
• Examine the proper way of dealing with journalists vis-a-vis organizational publicity.

**To-Do List**

1) Read Seitel, Chapter 9
2) Assignment 3 – Publicity short answer and show-n-tell
3) Discussion forum: Media interview discussion
Module 8 2/29-3/6
Chapter 10 Social media & Chapter 11 Employee relations

Course Level Objectives

- Identify key publics involved in public relations.
- Explain key issues in handling different key publics.

Module Level Objectives

- Discuss the phenomenon of social media and its lasting impact on the practice of public relations.
- Explore the general parameters of public relations and the Internet.
- Discuss the four primary social media vehicles of Facebook, Twitter, LinkedIn, and YouTube and how public relations professionals use them.
- Examine the pros and cons of dealing with bloggers and the new journalists who populate the Internet.
- Discuss an often-overlooked but core critical constituency for organizational management, the internal public.
- Explore the philosophy of dealing with employees in an era of layoffs and meager job growth.
- Discuss the various tactics - print, online, and broadcast - of communicating with the internal public.
- Examine the ways that social media have complicated and made more challenging the function of communicating with employees.

To-Do List

Read Seitel, Chapters 10 & 11

Module 9 3/7-3/13

Quiz 3

To-Do List

Take quiz 3, which covers Chapters 9-11.

Module 10 3/14-3/20
Spring Break

Module 11 3/21-3/27
Chapter 12 Government relations & Chapter 13 Community relations

Course Level Objectives

- Identify key publics involved in public relations.
- Explain key issues in handling different key publics.

Module Level Objectives

- Discuss the prevalence of government at all levels of daily life and the impact that public relations plays in communicating the platforms and programs of legislators.
- Review the unusual distinction that the practice of "public relations" has played in government history.
- Discuss the use of public relations by the president and in government departments, agencies, and at the state and local levels.
- Examine the role, responsibilities, and tactics of those who “lobby” the government to influence legislation.
- Discuss the importance of dealing with "communities," both geographic and ethnic.
- Review the tradition of corporate social responsibility that has uniquely characterized U.S. citizens.
- Discuss the multicultural publics that populate society, including Hispanics, African Americans, Asians, and groups beyond nationalities, such as seniors and the LGBT community.
- Examine the role of public relations in orchestrating the activities of nonprofit organizations.

To-Do List

1) Read Seitel, Chapters 12 & 13
2) Assignment 4 – Community relations short answer and show-n-tell

Module 12 3/28-4/3
Chapter 14 International consumer relations & Quiz 4

Course Level Objectives

- Identify key publics involved in public relations.
- Explain key issues in handling different key publics.

Module Level Objectives

- Examine the importance public of "consumers," both in the United States and around the world
- Explain the nuances of consumer relations; dealing persuasively with customers and prospects to build an agreeable consumer experience
• Discuss the growth of the "consumer movement" in America and around the world
• Explore the building of worldwide brands through positive public relations activities, conducted on consistent basis throughout geographic markets

**To-Do List**

1) Read Seitel, Chapter 14
2) Take Quiz 4, which covers Chapters 12-14

**Module 13 4/4-4/10**
**Chapter 15 Public relations writing**

**Course Level Objectives**

• Evaluate PR writing, integrated marketing communications, and crisis management tactics
• Assess diverse situations and apply the appropriate public relations strategies and tactics to address these situations

**Module Level Objectives**

• Discuss the reasons that the public relations professional must be the best writer in the organization.
• Explore the fundamentals of writing, from drafting to style to ensuing worthwhile content.
• Discuss, in detail, the rationale for and elements of the news release, the most practical and ubiquitous of public relations writing vehicles.
• Examine the requisites of writing for the Internet and social media.

**To-Do List**

1) Read Seitel, Chapter 15
2) Assignment 5 – Public relations writing short answer and case study

**Module 14 4/11-4/17**
**Chapter 16 Integrated marketing communications**

**Course Level Objectives**

• Evaluate PR writing, integrated marketing communications, and crisis management tactics
• Assess diverse situations and apply the appropriate public relations strategies and tactics to address these situations

Module Level Objectives

• Discuss the synthesis of advertising, marketing, and public relations to yield an integrated marketing approach in promoting products, services and brands.
• Explore the distinctions among advertising, marketing and public relations.
• Discuss, in detail, the two marketing differentiators of public relations – publicity and third-party endorsement.
• Examine the various tactics and techniques that distinguish integrated marketing, from the traditional – public relations advertising, etc., - to the 21st-century innovations – social media marketing, brand integration, buzz marketing, etc.

To-Do List

1) Read Seitel, Chapter 16
2) Discussion forum: Integrated marketing communications show-n-tell and critique

Module 15 4/18-4/24
Chapter 17 Crisis management

Course Level Objectives

• Evaluate PR writing, integrated marketing communications, and crisis management tactics
• Assess diverse situations and apply the appropriate public relations strategies and tactics to address these situations

Module Level Objectives

• Discuss the importance in counseling on the actions and managing the communication of an organization in crisis.
• Explore the role of public relations in managing issues and risks and communicating in a crisis.
• Discuss, in detail, the aspects of crisis planning, message mapping, and implementing crisis communication.
• Examine how media relations differs in time of crisis than in normal everyday operations.

To-Do List

1) Read Seitel, Chapter 17
2) Discussion forum: Crisis management case study discussion

Module 16 4/25-5/1
Quiz 5

To-Do List

Take quiz 5, which covers Chapters 15-17.