

## CMN 255 Public Relations\*

Spring 2007

Monday/Wednesday/Friday 10:50-11:50 a.m.

Schmitt Academic Center (SAC) Room 294

Course ID 000853/Section 301/Term 0770

**Professor:** Professor Brian Falb  
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Phone (for emergencies only): (773) xxx-xxxx

**Office Hours:** Monday/Wednesday 12:00 noon- 12:30 p.m.  
By appointment

**Required Text:** *Public Relations Strategies and Tactics* (Eighth Edition) by Dennis L. Wilcox, Glen T. Cameron, Philip H. Ault, Warren K. Agee, Allyn and Bacon, Boston.

Additional readings as assigned.

**Course Description:** This is the introductory public relations course in the Public Communication Track. The primary objective is to help students understand the function and role of public relations in organizations and society and how public relations efforts influence public opinion. The course begins by examining the contemporary and historical roles of public relations professionals and considering the factors that spurred the development of public relations practices. Students analyze the strategic, research-based process of public relations planning; examine communication techniques used by organizations to establish and maintain positive relationships with their publics; consider ethical and legal restrictions on public relations practices; and explore the function and practice of public relations in various institutional settings. Students apply what they have learned by developing and presenting a public relations campaign plan.

**Academic Integrity:** Students are expected to be honorable and to behave in a manner appropriate for a community of scholars. The DePaul Academic Handbook applies to all work associated with this class. Any form of academic dishonesty, including plagiarism – the inappropriate of someone else’s ideas or language as your own - will not be tolerated. All efforts will be taken to uncover and to prosecute those who plagiarize. If you are in doubt, please come speak with me!

**Students with Disabilities:** Students requiring classroom accommodation for disabilities must provide written documentation from the appropriate university official regarding the specific disability during the first week of class. The professor will work with the student to arrange necessary accommodations. It is the responsibility of the student to make the professor aware of any disabilities as soon as possible so all accommodations can be made.

*\*This syllabus does not constitute a contract between the student and the university or the student and the professor. Course content and schedules are subject to change as the professor deems appropriate and necessary. The professor reserves any and all rights to make additions, deletions, or substitutions for any part of the syllabus and/or the course itself.*

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**Polices:** Attendance is required and expected. Attendance will be taken at every class meeting; students will not be able to make up any quizzes or in-class assignments except in extraordinary circumstances (as defined by the professor) and in cases of documented medical/emergency situations. For student presentations at the end of the term, attendance is mandatory and any unexcused absences (at the sole discretion of the professor) during those meetings will *significantly* impact a student's overall grade.

Students should notify the professor of expected absences *prior to class via e-mail*. Any notifications made after the class meeting will be excused only at the professor's discretion. Students are required to adhere to any changes in the class schedule, even if the change was made during a student absence from class. Students are expected to arrive on time; arriving late is disruptive and demonstrates disrespect for fellow students and the professor. *Chronic tardiness will result in grade reductions*. Students who leave class early will be counted absent and students who continually leave in the middle of class will be counted absent as well.

**Participation:** Participation is a significant part of the final grade. Students should come to class fully prepared to participate in class discussions. They are expected to respond to questions regarding the assigned readings and contribute their perspectives on topics of discussion. Students should not engage in distracting, unprofessional and/or rude behavior - for example, eating or excessive chatter - during class time. Cell phones and other electronic devices beepers should be turned off at the door! Final grades will reflect each student's attitude and classroom performance.

**Copyrighted Class Materials:** Class notes, lectures, presentations, assignments, etc. are the copyrighted materials of the professor. The copying and sale of any such materials will subject the involved parties to the provisions of the Federal Copyright Act.

**Assignments and Grading Policies:** The final grade will be calculated as follows:

Class participation, attendance, pop quizzes, and overall in-class performance: 20%

Midterm Exam (May 7): 20%

Final Exam (June 8): 30%

Final Group Project: 30%

**Exams:** The format for the exams is objective, short answer, brief essay and/or case response. The *comprehensive* final exam is designed to test the student's cumulative knowledge and understanding of the material covered in the text, readings, class discussions and assignments.

**Team Project:** The team project provides the opportunity for students to develop research and strategic planning skills, to gain teamwork experience and to improve their professional presentation capabilities. In groups of 4-5, students will research and develop a strategic public relations campaign plan. Each team will present its campaign plan toward the end of the term. Students are expected to communicate with the professor about any and all problems or issues that arise during the project. Students will evaluate each team member on their contributions to the team at the end of the term. The evaluations will not raise the grade of any team member but may lower the grade of a student who, with the general consensus of the rest of the team, did not fully contribute to the project.

**If you have any questions or concerns throughout the quarter, please let me know!**

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### Grading Scale:

A	94-100	A-	90-93	B+	87-89
B	84-86	B-	80-83	C+	77-79
C	74-76	C-	70-73	D+	67-69
D	64-66	D-	60-63	F	Below 60

### Part I: Role and Process

March 28	Welcome and Introductions
March 30	What is Public Relations? READ: Chapter One
April 2	History and evolution of Public Relations READ: Chapter Two
April 4	Individuals, Departments and Firms in Public Relations READ: Chapters Four and Nine
April 6	No class- Good Friday
April 9	PR Research <b>Case Planning Assignment reviewed/teams assigned</b> Public Relations Research READ: Chapter Five
April 11	Public Relations Program/Campaign Planning READ: Chapter Six
April 16	Communication in Public Relations READ: Chapter Seven
April 18	Evaluating Public Relations Results READ: Chapter Eight
April 20	Team planning day/meet with instructor
April 23	Guest lecture: Cathy Taylor from Cathy Taylor Public Relations
April 25	PR tactics Chapters Fourteen and Fifteen
April 27	PR Applications Chapter Sixteen
April 30	Team planning day/meet with professor
May 2	In-class activity: publicity and PR planning

May 4                    **EXAM REVIEW**

May 7                    **MIDTERM EXAM**

**Part II: Strategy and Application**

May 9                    Team planning day/meet with professor

May 11                   Conflict Management/Crisis Management  
READ: Chapter Ten

May 14                   The Audience and How to Reach It  
READ: Chapters Eleven and Twelve

May 16                   Public Relations Techniques  
READ: Chapters Twenty, Twenty-One and Twenty-Two

May 18                   Ethics in Public Relations  
READ: Chapter Three

May 21                   Team planning day/meet with professor

May 23                   Public Relations and the Law  
READ: TBD

May 25                   Government Relations and International Public Relations  
READ: Chapters Eighteen and Nineteen

May 28                   NO CLASS- Memorial Day

May 30                   Special Topic: Public Diplomacy and Anti-Americanism  
READ: TBD

June 1                    Public Relations in Practice: Applications  
READ: Chapters Seventeen

June 4                    Team meetings with professor

June 6                    Exam review

June 8                    **COMPREHENSIVE FINAL EXAM:  
Public Relations Role, Process, Strategy and Application**

June 11                   PRESENTATIONS

June 13                   PRESENTATIONS

June 15                   PRESENTATIONS