

**Principles of Public Relations (JOUR 201)  
Winter 2020**

**Class Meets:** online, asynchronously

**Instructor:** Anli Xiao, Ph.D.

**Office Location:** online, via zoom

**Office Hours:** by appointment

**Email:** [axiao@mailbox.sc.edu](mailto:axiao@mailbox.sc.edu) (preferred)

**INTRODUCTION & COURSE OVERVIEW**

Welcome to Public Relations Principles! This course is designed to provide an overview of the field of public relations, including information about its history, theoretical foundations, the PR planning process, possible career paths, and key terms, concepts and issues you'll need to understand to work in public relations or related industries. Public relations is a dynamic field, and I look forward to discussing with you the ways in which the field has grown over the years and might continue to change in the future.

**LEARNING OUTCOMES**

By the end of this course, students should be able to do the following:

- Define public relations, and explain how it differs from similar fields such as advertising and marketing.
- Discuss public relations as a profession, including some possible career options.
- Identify key historical figures and describe important milestones in the development of public relations as a profession.
- Describe key public relations theories and be able to apply them to current public relations issues.
- Demonstrate an understanding of the public relations process, including various strategies and tactics, and when and why one might use them.
- Demonstrate an understanding that public relations is a management function, dependent upon valid and reliable research, ethical behavior, clear writing, the ability to work with multiple, diverse groups of people, and more.

**PREREQUISITES**

This is an introductory course; there are no prerequisites.

**TEXTBOOK AND MATERIALS**

**Required:**

- Kelleher, T. (2017). *Public Relations*. New York, NY: Oxford University Press.
- Additional readings may be assigned and posted on Blackboard. Keeping up with local, national and international news is also highly encouraged; it will be essential for careers in this field.

**Recommended:**

- The ***Associated Press Stylebook*** will be helpful for writing assignments.

**COURSE ASSESSMENT**

Your grade in this course will be based on four exams and class participation in class discussions. See below for an outline of the components of the final grade.

Exam 1: 20% (100 points)

Exam 2: 20% (100 points)

Exam 3: 20% (100 points)  
Exam 4: 20% (100 points)  
Class Participation: 20% (100 points, 10 point each)

The following grading scale will be used in this course:

A = 100-89.5  
B+ = 89.4-86.5  
B = 86.4-79.5  
C+ = 79.4-76.5  
C = 76.4-69.5  
D+ = 69.4-66.5  
D = 66.4-59.5  
F = 59.4-0

### **ASSIGNMENTS**

*All assignments, exams and modules included in each week will be opened on respective Mondays.* You are welcome to finish the class content, assignments, and exams earlier, but you should at least, meet the deadlines.

Brief descriptions for core assignments are below; details will be discussed in class and/or posted on Blackboard.

#### ***Exams (80% of final grade):***

There will be four exams in this course, covering material from the textbook and other assigned readings as well as class notes, discussions and guest speakers. You are responsible for knowing what is covered in class and for knowing what is covered in the text, even if it is not discussed in class.

The exams will be taken online. The course schedule shows the dates the exams are due and notes the chapters that will be included in each exam. **All exams must be completed by 11:59 p.m. on their respective due dates** – no exceptions. Exams will consist multiple choice questions, yes/no question, true/false questions as well as short essays.

**Once you start an exam, you will have 60 minutes to finish it (unless you have a notice from SDRC).** I recommend that you take the exams in a place with stable Internet connection. Make sure you have an Ethernet connection to the Internet just in case wi-fi does not work.

#### ***Class Participation (20% of final grade):***

Class participation is essential to this class. In this class, special topics and questions will be posted on Blackboard weekly. You are expected to post your thoughts and answers and engage in classroom discussion via Blackboard discussion board. You should utilize the class content and relevant information you collected to inform your discussion.

Your discussion is due on 11:59 p.m. every weekday during the winter semester.

### **BLACKBOARD & EMAIL COMMUNICATION**

We will use Blackboard frequently in this course, and you are responsible for information posted there. When I send announcements via Blackboard, they will go to your UofSC email address (or whatever address you have registered with the university). Please check your email frequently and respond if/when a response is requested.

Although emails may be quick and/or brief, they are still a form of professional communication. Practice for future jobs now by communicating professionally in this course; this means including a proper greeting and include your full name and some sort of closing (Thanks, Sincerely, etc.). Complete sentences, proper grammar and spelling should be used as well (remember – we are in a School of Journalism and Mass Communications).

Emails will be answered as quickly as possible, but please do not expect an immediate response. Please allow 24 hours for a response. We are happy to answer your questions, but please check the syllabus and our course schedule here and on Blackboard first to see if it can be answered there first.

### **GRADING POLICIES**

Deadlines are essential. **You will receive a 10% deduction for each day your submission is late.** Students will only be allowed to make up a missed exam under the following conditions: must have a valid and documented excuse for the missed exam **AND notify me at least 48 hours in advance of the scheduled exam date.**

Some examples of a valid and documented excuse include: a current doctor's note that states you are to be excused for the duration of the exam, a notice for jury duty, or a university-sponsored athletic event. If I allow you to make up the exam, it may be a different version given at my convenience. Any exam not made up within a week of the original exam date will count as a zero. No make-up exams will be given BEFORE the scheduled exam date.

If you are concerned with a grade or anything else about this course, please send me an email or schedule a meeting with me on Zoom. I am happy to meet during office hours or to arrange an appointment if necessary.

### **SAFETY AND HEALTH**

Your safety and health are MORE IMPORTANT than your coursework during the pandemic time. If you are feeling unwell, please let the instructor and graduate assistant know so that we can accommodate for your health and safety. In the meantime, please report your situation to the Student Health Services at UofSC as well. You can find their contact information here: [https://sc.edu/about/offices\\_and\\_divisions/student\\_health\\_services/index.php](https://sc.edu/about/offices_and_divisions/student_health_services/index.php)

### **ACADEMIC HONESTY & INTEGRITY**

Students are expected to uphold the University of South Carolina Honor Code, which states: "It is the responsibility of every student at the University of South Carolina Columbia to adhere steadfastly to truthfulness and to avoid dishonesty, fraud, or deceit of any type in connection with any academic program. Any student who violates this Honor Code or who knowingly assists another to violate this Honor Code shall be subject to discipline." **Please remember that plagiarism is a form of academic dishonesty and includes, but is not limited to, paraphrasing or direct quotation of another's published or unpublished work without full and clear acknowledgement.**

### **DIVERSITY & INCLUSION**

This course fosters a climate that is free of harassment and all forms of discrimination, accommodates the needs of those with disabilities, and values the contributions of all forms of diversity. Consistent with the Carolinian Creed, "We will discourage bigotry, while striving to learn from differences in people, ideas and opinions."

### **STUDENTS WITH DISABILITIES**

Accommodations are available for students with a documented disability. If you have a disability and may need accommodations to fully participate in this course, contact the Office of Student Disability Services (803-777-6142, email: sasds@mailbox.sc.edu). Please understand that I am not qualified or permitted to provide any disability-related accommodations without authorization.

**OTHER RESOURCES**

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. If you or someone you know has been harassed or assaulted, you can find the appropriate resources below:

USC Title IX Coordinator: (803) 777-3854  
 Thomson Student Health Center: (803) 777-3175  
 Counseling & Human Development Center: <http://www.sa.sc.edu/shs/chdc/>  
 USC Police Dispatch: (803) 777-4215  
 USC Victim Services: (803) 777-6472

**COURSE SCHEDULE**

This schedule is a guide for the semester that is subject to change. If opportunities arise for special projects, guest lectures, or if we need more time to cover a particular topic, we will make changes. You will be notified in class and via Blackboard of any modifications.

Readings should be completed prior to class time.

Dates	Module	Reading/Assignments
12/28	Module 1: Class introduction & What is Public Relations	Read: the syllabus Kelleher (2018) Chapter 1 & 14  Due: Blackboard discussion due on 12/28 at 11:59pm
12/29	Module 2: Public Relations Models Through the Ages	Read: Kelleher (2018) Chapter 2  Due: Blackboard discussion due on 12/29 at 11:59pm.
12/30	Module 3: Convergence and Integrated Communication	Read: Kelleher (2018) Chapter 3 Chapter 4 pp. 84-88  Due: Blackboard discussion due on 12/30 at 11:59pm.
12/31	Module 4: Public Relations Theories	Read: Kelleher (2018)

	Exam 1 (module 1-4)	Chapter 4 pp. 84-88 Due: Exam 1 due on 12/31 at 11:59pm.
01/01	Module 5: Public Relations Research	Read: Kelleher (2018) Chapter 5  Due: Blackboard discussion due on 01/01 at 11:59pm.
01/04	Module 6: Public Relations Planning	Read: Kelleher (2018) Chapter 6  Due: Blackboard discussion due on 01/04 at 11:59pm.
01/05	Module 7: Public Relations Implementation	Read: Kelleher (2018) Chapter 7  Due: Blackboard discussion due on 01/05 at 11:59pm.
01/06	Module 8: Public Relations Evaluation Exam 2 (module 5-8)	Read: Kelleher (2018) Chapter 8  Due: Exam 2 due on 01/06 at 11:59pm.
01/07	Module 9: Public Relations Writing & Multimedia and Mobile	Read: Kelleher (2018) Chapter 9 – 10  NO assignment due today.
01/08	Module 10: Media relations Corporate PR & CSR	Read: Kelleher (2018) Chapter 4 pp. 88-89, pp. 93-94  Due: Blackboard discussion due on 01/08 at 11:59pm.
01/11	Module 11: Employee relations Nonprofit PR	Read: Kelleher (2018) Chapter 4 pp. 96-100  Due: Blackboard discussion due on 01/11 at 11:59pm.
01/12	Module 12: Investor relations	Read: Kelleher (2018)

	Exam 3 (module 9-12)	Chapter 4 pp. 102-107  Due: Exam 3 due on 01/12 at 11:59pm.
01/13	Module 13: Public Relations Ethics & Legal issues	Read: Kelleher (2018) Chapter 11  Due: Blackboard discussion due on 01/13 at 11:59pm.
01/04	Module 14 Crisis Communications & International Public Relations	Read: Kelleher (2018) Chapter 12-13  Due: Blackboard discussion due on 01/04 at 11:59pm.
01/15	Final Exam (exam 4; covers all modules)	Due: Final exam due on 01/17 at 11:59pm.