Principles of Public Relations
JOUR 201-YJC-Winter 2019
School of Journalism & Mass Communications
University of South Carolina

Instructor: Holly Overton, Ph.D.
Office: SJMC, 800 Sumter Street, Room 330
E-mail: overton@sc.edu (preferred method of contact)
Phone: 803-777-5238
Virtual Office Hours: By appointment

COURSE DESCRIPTION
This course is designed to provide an overview of the discipline of public relations, including information about its history, theoretical foundations, the PR planning process, possible career paths, and key terms, concepts, and issues you will need to understand to work in public relations or related industries. Public relations is a dynamic field, and we will discuss the ways in which the field has grown over the years and might continue to change in the future. Students in JOUR 201 will be expected to learn the basic foundations of the profession in order to move on to advanced professional practice courses in the field of public relations.

STUDENT LEARNING OUTCOMES
After successful completion of the course, students will be able to:

• 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.
• Analyze case studies and other examples of “real world” public relations related to the principles, theories, and concepts discussed in class.
• 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.

REQUIRED TEXT

Additional readings may be posted on Blackboard.

COURSE FORMAT
This is a fully online course. We do not have any face-to-face class meetings, and you will complete your work asynchronously, which simply means that you may be working on it at
different times than your classmates. You can log into the course and complete your work during a time that is convenient for you as long as you are meeting class deadlines. It is important to understand, though, that there are **assigned deadlines** for each module, and work must be submitted on time and will not be accepted late. To succeed in an online class, you must be extremely motivated and well organized. You will need to purchase the required textbook listed above by the first day of the course. Other course materials are available via Blackboard. Regular Internet access is essential for successful completion of the course.

Because this is an introductory course and is conducted entirely online, it does not lend itself to the type of student-teacher interaction found in other public relations courses that have in-classroom sessions and smaller enrollments. As a result, the class format will be largely based on readings, lecture slides, with voice-over and video, exams, and online discussions. Lectures will include key information covered in the assigned reading material, as well as other important material not addressed elsewhere. Participation in our electronic discussion board is expected and will be evaluated. You will be asked to post and to comment on examples that others post. This type of interaction should be engaging and allow for the type of discussions that might take place if we were meeting in person in the classroom. The course schedule (below) shows an outline of these activities for the semester. All course deadlines are listed in Eastern Standard Time (EST). Blackboard will record all deadlines in this time zone. If you are in a different time zone, plan accordingly.

**WEEKLY SCHEDULE**

All course deadlines are listed in Eastern Standard Time (EST). Blackboard will record all deadlines in this time zone. If you are in a different time zone, please plan accordingly. **Each week will begin on a MONDAY and will end on a SUNDAY**, with the exception of Week 1, which starts on a Wednesday (consistent with the course opening date). In order to complete all of the weekly assignments, you will spend about 35 hours per week on the course material for a total of approximately 105 hours of course-related activities using Blackboard, discussion boards, quizzes, and reading and reflecting on the texts. A list of weekly responsibilities/deadlines follows:

- Mondays-Thursdays: Complete weekly reading assignments. Watch module lectures online.
- Thursdays: Blackboard initial post due by 11:59 p.m.
- Sundays: Blackboard responses and module quizzes due by 11:59 p.m.

**TECHNOLOGY REQUIREMENTS**

The PowerPoint lecture presentations, links to articles, assignments, exams, and discussion boards are located on the Blackboard site for the course. Camtasia will be used for the online lecture presentations. To participate in learning activities and complete assignments, you will need:

- Access to a working computer that has a current operating system with updates installed, plus speakers or headphones to hear lecture presentations (transcripts provided);
- Reliable Internet access and a USC email account;
- A current Internet browser that is compatible with Blackboard (Google Chrome is the recommended browser for Blackboard);
- Microsoft Word as your word processing program; and
- Reliable data storage for your work, such as a USB drive or Office365 OneDrive cloud storage.

If your computer does not have Microsoft Word, Office 365 ProPlus package is available to students free of charge and allows students to install Word, Excel, PowerPoint,
Outlook, OneNote, Publisher, and Access on up to 5 PCs or Macs and Office apps on other mobile devices including tablets. Office 365 also includes unlimited cloud storage on OneDrive. To download Office 365 ProPlus, log into your student (University) email through a web browser, choose Settings (top right corner), and select software. If you have further questions or need help with the software, please contact the UTS Service Desk (http://www.sc.edu/about/offices_and_divisions/university_technology_services/).

Minimal technical skills are needed in this online course. All work in this course must be completed and submitted online through Blackboard. Therefore, students must have consistent and reliable access to a computer and the Internet. The minimal technical skills students should have include the ability to:

- Organize and save electronic files;
- Use USC email and attached files;
- Check email and Blackboard daily;
- Download and upload documents;
- Locate information with a browser; and
- Use Blackboard.

TECHNICAL SUPPORT
Blackboard Help (http://ondemand.blackboard.com/students.htm) If you have problems with your computer, please contact the University Technology Services (UTS) Help Desk at (803) 777-1800 or visit the online service portal (https://scprod.service-now.com/sp). The UTS Help Desk is open Monday-Friday from 8:00 a.m.-6:00 p.m. (Eastern Standard Time). If you are located in the Columbia, SC area, the Thomas Cooper Library at USC has computers for you to use in case you encounter computer issues/problems. If you are not located in the Columbia, SC area, most regional campuses and public libraries have computers for public use.

AMERICANS WITH DISABILITIES ACT (ADA) COMPLIANCE
This course will meet University standards for ADA compliance. PowerPoint lectures include transcripts in the “notes” section of corresponding slide. All posted documents will be processed for accessibility.

COURSE ASSESSMENT
All grades will be posted on Blackboard. Your earned grade in this course will be determined by the evaluation of the assignments listed below, which include module quizzes/activities and various discussion board assignments. Grades will be determined by the total number of points earned for each assignment. The final average will then be converted into a letter grade (see below). A total of 200 points can be earned:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Module Quizzes</td>
<td>145</td>
</tr>
<tr>
<td>Discussion Board Assignments</td>
<td>55</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
</tr>
</tbody>
</table>
Please see below for the course grading scale by percentage (of the 200 possible points):

A = 100-90.0 (200-180 points)
B+ = 89.9-87.0 (179-174 points)
B = 86.9-80.0 (173-160 points)
C+ = 79.9-77.0 (159-154 points)
C = 76.9-70.0 (153-140 points)
D+ = 69.9-67.0 (139-134 points)
D = 66.9-60.0 (133-120 points)
F = 59.9-0 (119-0 points)

ASSIGNMENTS
Brief descriptions for core assignments are below; details will be discussed within course modules and/or posted on Blackboard.

Module Quizzes/Activities (145 points: 5 @ 25 points; 2 @ 10 points):
There will be module quizzes/activities in this course every week, covering material from the text, other readings, as well as from the course modules and Blackboard discussions. You are responsible for knowing what is covered in the readings, in course modules, and on Blackboard. The course schedule shows the dates the quizzes/activities are due (Sundays by 11:59 p.m.) and the chapters that will be included in each quiz. More details about quizzes/activities will be provided on Blackboard. Please note: Once you start a quiz, you will have 45 minutes to finish it. I recommend that you take the exams in a lab so you don’t run into problems with your connection or computer. Make sure you have an Ethernet connection to the Internet; do not use Wi-Fi as it may cause problems that could interfere with your ability to complete the exam.

Discussion Board Assignments (55 points: 3 @ 15 points; 1 @ 10 points)
There will be discussion board assignments on Blackboard for each week. I will initiate the discussion thread and will provide instructions on how you should respond. You will have plenty of time to respond, and I expect you to do so in a timely and respectable manner. If you have trouble with Blackboard at any point in the semester, please contact the UTS Help and Support Center at 803-777-1800.

Because the main discussions in this course will take place online, it is important that you take the time to respond carefully and thoughtfully to the discussion questions and then to read your classmates’ posts and also respond to them. Careful attention and reflection will help you to engage with the readings and discussions in a deeper manner and develop your thoughts about them. When composing posts and replies, you may want to consider the following:

- Provide an alternative perspective
- Share stories about your own experiences or examples in the news
- Ask questions to further the discussion
- Post additional resources (websites, books, articles)
- Discuss why you agree or disagree with something (remember to stay courteous as you do so!)
- Provide evidence of critical thinking and thoughtfulness in your responses or interactions.
Avoid summarizing.
A grading rubric for discussion board posts and replies will be posted on Blackboard. **Initial posts are due Thursdays by 11:59 p.m. Replies are due Sundays by 11:59 p.m.**

**ATTENDANCE & ENGAGEMENT**

This course is designed to prepare you for the professional world, and part of being a professional is being prepared and being engaged in your work; the same is expected in this course. You are expected to participate in all aspects of the course, including completing readings before watching course modules, and participating in all discussions via Blackboard. There is a strong positive correlation between class participation and final grades. It is easy for me to tell who is watching the videos and who is not, who is participating in discussions and who is not, etc. Given the nature of online learning, there is no such thing as an excused absence; you are expected to do all the work, though you are allowed some flexibility in when and where you complete the work. When watching course modules, I highly recommend taking hand-written notes. Research has shown that you retain more when you hand write class notes (and I have found this to be true). Additionally, you can refer to these notes when you participate in online discussions and when you take module quizzes.

**BLACKBOARD & EMAIL COMMUNICATION**

We will use Blackboard frequently in this course. Each student is responsible for all material posted on Blackboard. You are required to use your USC email account throughout this course. I will be communicating with you regularly regarding grades and assignments. If you need to get in touch with me, the best method is via email. Generally, I will reply to emails within 24 hours during the business week (or 48 hours on weekends). We will also use the “Course Café” feature via the Blackboard discussion board for questions that may benefit the group. For example, if you have a question about course content or due dates, please post it in the Blackboard Café forum. If you have questions specific to your grade or other more personal matters, please email me directly.

Announcements will be posted to this course whenever necessary. If there is any other information I think is important, I will send it to your email address you have in Blackboard. If you primarily use another email account, you should make sure that the Blackboard account is linked to that address. It is your responsibility to ensure that your email accounts work properly in order to receive mail.

Please be sure that the email you check regularly is set in Blackboard:

- Click on the My USC tab along the top of the page in Blackboard
- In the Tools module, click on "Personal Information"
- Click on "Edit Personal Information"
- Scroll down to the listing for Email
- In the box will be listed what Blackboard has as your email address. If you wish to change it, delete the email address in the box and type in the email address you want to use.
- Click on the Submit button at the top or bottom of the page.

All e-mail correspondence must be courteous and professional. **Please include “JOUR 201” in the subject line of your email.** Practice for future jobs now by communicating professionally in this course. This means including a proper greeting (e.g., use Professor or Dr. Overton – not “Hey” or my first name) and include your first and last name and some sort of closing to your email. Complete sentences, proper grammar and spelling should be used, as well.
GRADING POLICIES FOR EXAMS
No late or make-up work is accepted. All module assignments and quizzes must be submitted online through Blackboard by the deadline as posted on the course calendar. All required coursework is posted via Blackboard and is available from the beginning of the semester, thereby allowing students to submit coursework from any location. Please plan accordingly, and complete these assignments in advance of their deadlines to ensure any unanticipated circumstances do not result in a missed assignment. User Error does not qualify a student for any kind of makeup or retake opportunity. Completing and submitting the assignments or exam responses by the due date is the sole responsibility of the student. If you receive an incomplete score because of failure to submit the assignment or test by the due date, then your score for that event will be recorded as “zero.”

If you are concerned with a grade or anything else about this course, please send me an email. I am happy to “meet” with you virtually or to arrange an appointment if necessary.

FAMILY EDUCATION RIGHTS AND PRIVACY ACT (FERPA)
Under FERPA, I am not permitted to disclose your academic progress to anyone not allowed to receive such information. Thus, I cannot discuss your academic progress, grades, etc., over the phone or via email. Unless you have signed the permission form and it is filed in the student services office (First Floor, J-building), I can’t discuss your grades with your parents. All such discussions must be in person.

ACADEMIC INTEGRITY & RESPONSIBILITY
Every student has a role in maintaining the academic reputation of the University. Students are to refrain from engaging in plagiarism, cheating, falsifying their work, and/or assisting other students in violating the Honor Code. Students are expected to uphold the University of South Carolina Honor Code (http://www.sc.edu/policies/ppm/staf625.pdf), which states: “It is the responsibility of every student at the University of South Carolina to adhere steadfastly to truthfulness and to avoid dishonesty in connection with any academic program. A student who violates, or assists another in violating the Honor Code, will be subject to university sanctions.”

Two important components of the Honor Code are:

- Faculty members are required to report potential violations of the Honor Code to the Office of Academic Integrity.
- When a student is uncertain as to whether conduct would violate the Honor Code, it is the responsibility of the student to seek clarification from the appropriate faculty member.

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. I report ALL questionable issues to the Office of Academic Integrity. For more information about the Honor Code and for university resources that combat cheating, plagiarism, falsification, and complicity, please visit the Student Conduct and Academic Integrity website (https://www.sa.sc.edu/academicintegrity). Your enrollment in this class signifies your willingness to accept these responsibilities and uphold the Honor Code of the University of South Carolina. Any deviation from this expectation can result in a failing grade in the course and a referral to the Office of Academic Integrity.

STUDENTS WITH DISABILITIES
Reasonable 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 (http://www.sa.sc.edu/sds/): 777-6142, TDD 777-6744, email:
sasds@mailbox.sc.edu, or visit LeConte College, Room 112A). All accommodations must be approved through the Office of Student Disability Services. Please understand that I am not qualified or permitted to provide any disability-related accommodations without authorization.

DIVERSITY STATEMENT
This course fosters understanding of issues and perspectives in the context of domestic concerns about gender, race, ethnicity and gender identity, and mass communications across diverse cultures in a global society. The course also 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.”

STUDENT SUCCESS CENTER
If you are having trouble with this course or its material, you should contact me to discuss the issues. As a student of this course you also can get help from the Student Success Center (http://www.sa.sc.edu/ssc), which provides a variety of services to assist University of South Carolina Undergraduate students on their path to success. At any time you may call the Student Success Hotline at 777-1000 to learn more, or go on-line to schedule an appointment with a staff member. The SSC is located on the mezzanine level of the Thomas Cooper Library, with satellite locations in Columbia Hall, Bates House, and Patterson Hall. These services are free and available to all students enrolled in this course. Please do not wait to take advantage of these resources designed for your success.

ADDITIONAL STUDENT/ACADEMIC SUPPORT RESOURCES
Library Services (http:/library.sc.edu/)

Writing Center (http:/www.cas.sc.edu/write/)

Student Technology Resources (http:/www.sc.edu/technology/techstudents.html)

FINAL THOUGHTS
This course is meant to be challenging and fun. While this course takes a very broad view of public relations, it allows you to learn about an interesting and rewarding profession that applies to almost any field. Please take assignments seriously and challenge yourself to submit your best work on each assignment. My goal is to help you succeed, so please do not hesitate to make an appointment to meet with me. Thank you in advance for a productive and rewarding semester in JOUR 201!
COURSE SCHEDULE

The following course schedule for the semester is subject to change. You will be notified of any modifications.

Reminder: All initial discussion board posts are due Thursdays by 11:59 p.m. All other module assignments (e.g., discussion board replies; quizzes; etc.) are due Sundays by 11:59 p.m.

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>READINGS</th>
<th>ASSIGNMENTS</th>
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<tbody>
<tr>
<td><strong>WEEK 1 (JANUARY 2-6)</strong></td>
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<tr>
<td>Module 1a Getting Started/Introductions</td>
<td>Review syllabus; student introduction post (10 points); Syllabus Quiz (10 points)</td>
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<tr>
<td>Module 1b What is Public Relations?</td>
<td>Chapter 1</td>
<td>Do readings; watch module video; Quiz 1 (Ch. 1; 10 points)</td>
</tr>
<tr>
<td>Module 2a The History of Public Relations</td>
<td>Chapter 2</td>
<td>Do readings; watch modules; discussion board post/reply (15 points); Quiz 2 (Chs. 2, 4, &amp; 5; 25 points)</td>
</tr>
<tr>
<td>Module 2b Public Relations Law &amp; Ethics</td>
<td>Chapter 4</td>
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<td>Module 2c Research in Public Relations</td>
<td>Chapter 5</td>
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<tr>
<td><strong>WEEK 2 (JANUARY 7-13)</strong></td>
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<tr>
<td>Module 3a Strategic Planning for Public Relations</td>
<td>Chapter 6</td>
<td>Do readings; watch modules; Quiz 3 (Chs. 6, 7, &amp; 8; 25 points)</td>
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<tr>
<td>Module 3b Action &amp; Communication</td>
<td>Chapter 7</td>
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<td>Module 3c Evaluating Public Relations Effectiveness</td>
<td>Chapter 8</td>
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<tr>
<td>Module 4a Social Media &amp; Traditional Media</td>
<td>Chapter 9</td>
<td>Do readings; watch modules; discussion board post/reply (15 points); Quiz 4 (Chs. 9 &amp; 1; 25 points)</td>
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<td>Module 4b Employee Communication</td>
<td>Chapter 10</td>
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<td><strong>WEEK 3 (JANUARY 14-20)</strong></td>
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<tr>
<td>Module 5a Community Relations</td>
<td>Chapter 11</td>
<td>Do readings; watch modules; Quiz 5 (Chs. 11 &amp; 12; 25 points)</td>
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<tr>
<td>Module 5b Consumer Relations &amp; Marketing</td>
<td>Chapter 12</td>
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<tr>
<td>Module 6a Public Affairs: Relations with Government</td>
<td>Chapter 14</td>
<td>Do readings; watch modules; discussion board post/reply (15 points); Quiz 6 (Chs. 14, 15, &amp; 16; 25 points)</td>
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<tr>
<td>Module 6b Nonprofit Public Relations</td>
<td>Chapter 15</td>
<td></td>
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<tr>
<td>Module 6c Corporate Public Relations</td>
<td>Chapter 16</td>
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