

MCOM Advertising and Public Relations (3 SCH)

Fall 2019

UC 216

MW Noon-1:15pm

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Course Description

Advertising and Public Relations is an introductory course regarding the theory, history, practice and future of advertising and public relations. The course provides you a comprehensive view of the field by introducing you a variety of concepts, theories and practice related to advertising and public relations.

Course Organization

The course is divided into four sections. In each section, we will discuss various topics of relevance and their importance. The sections and the topics are outlined, in approximate order below.

- I. Definition and overview of public relations (Week 1-2)
 - a. Basics of PR and Advertising
 1. As a managerial concept
 2. As a behavioral science
 - b. History of PR
 1. Important people, leaders in the field
 2. Societal factors impacting growth
- II. Preparation/process (Weeks 3-4)
 - a. Public relations communication theory
 - b. PR process
- III. The public of public relations (Week 5-9)
 - a. Overview of most crucial publics, including community, employees, consumers, government, news media
- IV. Execution of PR (Week 10-12)
 - a. Advertising, campaign planning
 - b. PR writing
 - c. Crisis management
- V. Regulation of PR (Week 13)
 - a. Ethics
 - b. The law

Learning Objectives and Outcomes

1. To understand the role and functions of public relations in an industrialized society.
2. To know the historical evolution of public relations, career opportunities in the field, and professional/ethical/legal responsibilities.

3. To understand the basic process of public relations — research, planning, communication, Evaluation — and the use of communications strategies to achieve organizational goals.
4. To get familiar with public relation and advertising theories, concepts, and issues
5. To recognize different groups of public in public relations.
6. Evaluate PR writing, integrated marketing communications, and crisis management tactics
7. Assess diverse situations and apply the appropriate public relations strategies and tactics to address these situations

Course Procedures

The primary method of instruction is the class lecture and case studies. The course will take place on Monday and Wednesday. Monday will be mostly lectures, and Wednesday will be mostly case studies and discussions. My teaching philosophy is that I want students to have a good balance between input and output in the course. Thus, lectures would be the input for you, and case study would be the output. Thus, I expect you to take the lead on most Wednesdays and I will serve as the role of moderator and discussion leader. Be present and active is key to class discussion.

Course policies

Below are special policies in this particular class:

- 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 one week 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 one week. 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.

Course Requirements

Textbook

Seitel, F. P., & Rockefeller, D. (2016, 13th edition) *The practice of public relations*. Pearson

Recommended stylebook:

The Associated Press Stylebook 2015, by the Associated Press.

Recommended Periodicals:

Students, particularly public relations majors, should take advantage of special student discounts for the following publications:

- Prdaily.com
- Public Relations Tactics (available through PRSSA membership);

- PR Week (a weekly tabloid);
- Communication World (available through IABC membership);
- The Wall Street Journal and The New York Times.

COURSE REQUIREMENT	POINTS
Quizzes	200
Exams	250
Course assignments	100
Case studies	200
Final Project	PR plan 200%
	Presentation 50%
Total	1000

Exams

There will be two exams throughout the semester, one mid-term exam and one final exam. The exam will consist of multiple-choice questions, true-or-false or short-essay questions. The mid-term exam worth 100 points and the final exam worth 150 points.

Make up exams are only available for students who provide documented and acceptable excuses, such as university-sanctioned travel or medical emergencies. Make up exams **MUST** be scheduled **IN ADVANCE**. Failure to provide a documented excuse prior to the exam date will result in a zero grade on the exam.

Quizzes

There are five quizzes throughout the semester. It contains multiple-choice questions and true or false questions. The goal of the quizzes is to test in time whether you have read the readings and to what extent you understand them. Quizzes are non-accumulative.

Case studies presentation

Students will be assigned to small teams, will be given a public relations case to analyze and will be required to make a 20-minute presentation in class. Detailed guidelines are provided in a separate document.

- **Cases**
 - GE oil Release
 - Katrina Hurricane
 - United Airline dragging passengers

- ALS ice bucket challenge
- NFL Bending knees
- Me too Cooks Conyers and Frazzle Franken
- Pepsi can
- Black panther

Class participation and behavior

Students are expected to behave in a cordial and professional manner in class. Mutual respect is very important to our learning environment. Please be quiet and attentive when the instructor or your fellow classmates are speaking; be respectful to different opinions and experiences; and be open to sharing your own experiences and opinions.

Term Projects

The Term Project will be a culmination of all that has been covered in the course. The class will be broken up into groups, each acting as an agency carrying out a PR plan. We will corporate with Opportunity.inc to promote their proshop. The group is expected to research the company, create a strategy, conceptualize the PR campaign, determine what media to use and when, and present an integrated campaign to the class.

A written PR proposal will be handed in prior to **December 5**. As group presentations will start immediately at noon on **December 5**. Term PR plan not be accepted late. Groups will be given 20 minutes to present their ideas. Your grade will be based on strategy, critical thinking, creativity, quality of the leave behind deck and presentation. 20% of an individual's Term Project grade will be based from a peer group evaluation form where group members evaluate each person's contribution to the project. If there are concerns amongst the group about the contribution of a member, it is imperative that they surface them early in the process.

Grade Scale and Grading Policy

The grade scale is as follows, which will be applied to each assignment and the final grades in the course:

Letter Grade	Grade Point	Percentage
A	4.0	100 – 90
B	3.0	<90 – 80
C	2.0	<80 – 70
D	1.0	<70 – 60
F	0	<60

Policies

Missed Assignments

Students are provided a course calendar showing each exam and research proposal due dates at the beginning of the semester and are expected to adhere to these dates/times. Students will not

be able to make up any missed assignments/statistical worksheets, exams, or research proposal without a compelling reason.

Academic Integrity

Academic honesty is required of students enrolled in this course. Cheating on examinations, unauthorized collaboration, falsification of research data, plagiarism, and undocumented use of materials from any source constitute academic dishonesty and may be grounds for a grade of 'F' in the course and/or disciplinary actions. For additional information, see the university catalog.

Excused Absences

All excused absences must be supported by documentation providing evidence that the emergency occurred on the date of absence (e.g., doctor's note, letter from court of law, copy of traffic citation, etc.). In addition, class notes should be obtained from another student; the instructor does not provide copies of class notes to students.

Disability Accommodations

Texas A&M University - Texarkana, in compliance with the Americans with Disabilities Act of 1990 may request reasonable accommodations through the Texas A&M University-Texarkana Disability Services Offices by calling 903-223-3062. Thereafter, any student requesting such accommodation should meet with his/her Lab Instructor to discuss any accommodations or special needs. This should be done at the beginning of the semester because retroactive accommodations will not be given.

A&M-TEXARKANA EMAIL ADDRESS

Upon application to Texas A&M University-Texarkana an individual will be assigned an A&M-Texarkana email account. This email account will be used to deliver official university correspondence. Each individual is responsible for information sent and received via the university email account and is expected to check the official A&M-Texarkana email account on a frequent and consistent basis. Faculty and students are required to utilize the university email account when communicating about coursework.

Drop Policy

To drop this course after the census date, a student must complete a Drop/Withdrawal Request Form, obtained in the Registrar's Office, or found the University website (<http://tamut.edu/Student-Support/Registrar/Dropping.html>). The student must submit the signed and completed form to the instructor of each course indicated on the form to be dropped for his/her signature. The signature is not an "approval" to drop, but rather confirmation that the student has discussed the drop/withdrawal with the faculty member. The form must be submitted

to the Registrar's office for processing in person, by email (Registrar@tamut.edu), regular mail (7101 University Ave., Texarkana, TX 75503) or fax (903-223-3140). Drop/withdraw forms missing any of the required information will not be accepted by the Registrar's Office for processing. It is the student's responsibility to ensure that the form is completed properly before submission. If a student stops participating in class (attending and submitting assignments) but does not complete and submit the drop/withdrawal form, a final grade based on work completed as outlined in the syllabus will be assigned.

Student Technical Assistance

Solutions to common problems and FAQ's for your web-enhanced and web courses are found at this link: <http://www.tamut.edu/Training/Student%20Training/index.html>

- If you cannot find your resolution there, you can send in a support request detailing your specific problem here: <http://www.tamut.edu/techde/support.htm>
- Blackboard Helpdesk contacts (office hours are: Monday - Friday, 8:00a to 5:00p)
 Julia Allen (main contact) 903-223-3154 julia.allen@tamut.edu
 Nikki Thomson (alternate) 903-223-3083 nikki.thomson@tamut.edu
 Jayson Ferguson (alternate) 903-223-3105 jayson.ferguson@tamut.edu

Tentative Schedule

Week	Date	Content
1 Introduction to the course and PR 8/26-8/30	Monday	Introduction <ul style="list-style-type: none"> • The course • What is public relations? • Careers in public relations Readings <ul style="list-style-type: none"> • Chapter 1
	Wednesday	Introduction <ul style="list-style-type: none"> • what is PR continued
2 The History of PR 9/2-9/6	Monday	No Class- Labor Day
	Wednesday	<ul style="list-style-type: none"> • The growth of a profession • Today's practice: departments and firms Readings <ul style="list-style-type: none"> • Chapter 2
3 9/9-9/13 Communication	Monday	<ul style="list-style-type: none"> • Communication and measurement • Public opinions and persuasion Readings: <ul style="list-style-type: none"> • Chapter 3
	Wednesday	Case study 1 – Tylenol murder

4 Public relation process 9/16-9/20	Monday	<ul style="list-style-type: none"> • RACE • Research Reading: <ul style="list-style-type: none"> • Chapter 4
	Wednesday	Case study 2 Women and tobacco RACE activity Quiz 1
5 Media Relations 9/23-9/27	Monday	<ul style="list-style-type: none"> • The mass media & Media relations • The Internet and Social media Reading: <ul style="list-style-type: none"> • Chapter 9 – 10
	Wednesday	Case study 3 - ALS Association: ALS Ice Bucket Challenge
6 Employee Relation 9/30-10/4	Monday	<ul style="list-style-type: none"> • Organizational communication • Organizational structure Reading: <ul style="list-style-type: none"> • Chapter 11
	Wednesday	Case study 4 - NFL Bend the knees Quiz 2
7 10/7-10/11 Exam 1	Monday	Exam Review
	Wednesday	Exam 1
8 10/14-10/18 Government relations	Monday	<ul style="list-style-type: none"> • Government and politics • Nonprofit, health and education Reading: <ul style="list-style-type: none"> • Chapter 12 – 13
	Wednesday	Cases study 5 - Me too Cooks Conyers and Frazzle Franken
9 10/21-10/25 Consumer relations	Monday	Reading: <ul style="list-style-type: none"> • Chapter 14
	Wednesday	Case study 6

		-United Airline Dragging a passenger off Quiz 3
10 10/28-11/1 Integrating Marketing Communication	Monday	<ul style="list-style-type: none"> Event and promotion Readings <ul style="list-style-type: none"> Chapter 16
	Wednesday	Case study 7 - Black panther
11 11/4-11/8 Public relation writing	Monday	Readings <ul style="list-style-type: none"> Chapter 15
	Wednesday	Case study 8 - Syringe in Pepsi Can
12 11/11-11/15 Crisis Communication	Monday	<ul style="list-style-type: none"> Managing competition and conflict Readings <ul style="list-style-type: none"> Chapter 17 Quiz 4
	Wednesday	Case study 9 - Hurricane Katrina
13 The Law & PR ethics 11/18-11/22	Monday	<ul style="list-style-type: none"> PR ethics Law regulations Readings <ul style="list-style-type: none"> Chapter 6-5
	Wednesday	Case study 10 BP's Loose Lips Sink Credibility Ship Quiz 5
14 11/25-11/29 Exam review	Monday	Final Exam review
	Wednesday	NO Class – Thanksgiving Holidays
15 12/2-12/6 Exam and group Presentation	Monday	Final Exam
	Wednesday	Term project presentation