AUSTIN PEAY STATE UNIVERSITY   **P. O. Box 4446**
COMM 5050 Public Relations   **Clarksville, TN 37044**
Fall 2009 Semester   **Phone: (931) 221-7244**
COURSE SYLLABUS   **Fax: (931) 221-7265**
Dr. Pam Gray, Assistant Professor   **Email: grayp@apsu.edu**

Course Description

A counseling, advising, and management perspective serves as the basis for exploring the profession of public relations. Students review case studies, develop strategies, prepare tactics, and evaluate internal and external communication for a variety of publics and organizations.

Course Objectives

Students will:
- become acquainted with the past and present nature of the public relations industry.
- explore a variety functions for professional communicators as well as the role of communication in modern management.
- evaluate the public relations management and counseling functions.
- focus on the responsibilities of PR management involving issues and crises as well as employee, community, investor, consumer, and media relations.
- develop strategies, prepare tactics, and evaluate internal and external communication for an organization.
- study and analyze various PR cases and problems from management and counseling perspectives.
- confront the issue of professionalism in public relations and conflicts existing between various sets of ethical standards and world views.

Course Requirements

All assignments in this course must be completed using only Microsoft Word (any version in either Windows or Macintosh formats). Microsoft Word is the only word processing program in which documents for assignments are acceptable. Microsoft Works and Corel Word Perfect word processing software are NOT acceptable for use in this course! Only assignments received as email attachments using Microsoft Word documents will be evaluated and graded for credit in this course.

Course Textbooks

Lordan, E. (2003). Essentials of public relations management. Chicago: Burnham. ISBN # 0-8304-1594-7

Hendrix, J. A. (2007). Public Relations Cases. 7th ed. Belmont, CA: Wadsworth/Thomson Learning. ISBN# 0-495-05028-8

Course Evaluation

- Student evaluation varies by assignment, but may involve self, peer, and instructor assessment. All assignments include consideration of the required content information, use of the English language, and use of the appropriate writing style manual [for example, Associated Press Style Book or APA Publication Manual (6th ed.)].
- Students will take all examinations online. No proctors are required. Students simply click on the examination link, complete "objective" examinations (true-false, multiple choice, and matching tests).

Grading Scale

Grade	Definition	Point Ranges	Percentage
A	Excellent	900 to 1000	90 to 100%
B	Very Good	899 to 800	80 to 89%
C	Good	799 to 700	70 to 79%
D	Poor	699 to 600	60 to 69%
F	Failing	0-599	0 to 59%

Felix G. Woodward Library

The Felix G. Woodward Library is available featuring online databases for use by students enrolled in this course. Click here to visit the library now.

Students with Disabilities

Qualified students with disabilities will be provided reasonable and appropriate academic accommodations if determined eligible by the appropriate APSU Disability Services staff. Prior to granting disability accommodations in this course, Dr. Gray must receive written verification of a student's eligibility for specific accommodations from the APSU Disability Services staff. It is the student's responsibility to initiate contact with Disability Services staff and to follow the established procedures for having the accommodation notice sent to Dr. Gray. To contact APSU Disability Services, click here to view online information.

Student Help Desk

Students encountering technical problems within the D2L online classroom for this course or experiencing other difficulties with APSU email accounts or contacting the instructor should contact the APSU Information Technology Help Desk by email at helpdesk@APSU.edu, by telephone calling (931) 221.4357, or online on the world wide web by clicking here.

Assignments & Examinations

Exam or Assignment	Description	Points	%
Exams (4)	"Objective" tests covering readings and lectures containing true-false, multiple choice, and matching items for a total of 100 points. No one will be allowed to take a test after the assigned day except in extreme, verifiable situations. If, for any reason, you cannot attend class on the scheduled test day, you must make arrangements to take the test before the scheduled date at the instructor's discretion.	4 @ 100	40%
Case Studies	Students will be assigned a case study to review and post on the discussion board (30 pts). Each student must also comment on 2 other cases posted by his or her peers (10 pts each).	200 (4 @ 50 pts.)	20%
PR Trends	Students will review articles from the PR Trends posted in the course content. The reviews will consist of a summary and a commentary on how the articles relate to the course reading and lecture materials. There will be 2 sets consisting of 2 articles for a total of 4 articles. Each article will be worth 15 points (2 per set for a total of 30 points). Each student must also comment on at least 2 other articles posted by their peers review per set (10 points each comment for total of 20 points per set).	100 (2 sets @ 50 pts)	10%
PR Agency Review	Each student will do 2 website reviews of PR Firms. One firm will be assigned and second will be selected by the student. The review will consist of a written report of that firm's activities and organizational structure. The "reviews" will be posted on the discussion board.	50 (2 @ 25 pts.)	5%
PR Job Review	Each student will find a current posting for a PR job and complete a resume, a cover letter & an explanation of why or why not they are qualified for that position.	50	5%
Final Examination	Comprehensive test taken from information from previous examinations in this course.	200	20%

Instructor Expectations

Student participation in discussion groups, class and during lectures and projects is expected and an evaluated part of this course. Students who create a disruptive or hostile atmosphere for themselves or other students in the class may be asked to leave or even be removed from the course by the instructor per APSU Policy 3013.

Course Ground Rules

- Participation via the discussion board is required.
- No foul or abusive language will be tolerated.
- No bias or prejudice of any type is appropriate in the D2L class environment. This includes racial, ethnic, language, sexual, age, or other types of discrimination.
- Students are expected to use discussion groups and chat rooms.
- Students are expected to keep abreast of course announcements, and this includes checking D2L & campus email, discussion groups, chat rooms, assignments, and examinations on a daily basis. Not knowing that an assignment or examination was posted due to lack of daily checking is not an excuse for tardy work.

Communication Guidelines

- Send email only to the address requested by your instructor.
- Always include a subject line.
- Remember without facial expressions some comments may be taken the wrong way. Be careful in wording your emails.
- Use of emoticons should not be included in email messages.
- Use standard fonts.
- Do not send large attachments without permission.
- Special formatting such as centering, audio messages, tables, html, etc. should be avoided unless necessary to complete an assignment or other communication.
- Respect the privacy of other class members, and do not share any of their information with others outside of this class.

Discussion Group Protocol

- Review the discussion threads thoroughly before entering the discussion. Be a lurker then a discussant.
- Try to maintain threads by using the "Reply" button rather starting a new topic.
- Do not make insulting or inflammatory statements to other members of the discussion group. Be respectful of other's ideas.
- Be patient and read the comments of other group members thoroughly before entering your remarks.
- Be cooperative with group leaders in completing assigned tasks.
- Be positive and constructive in group discussions.
- Respond in a thoughtful and timely manner.