

**MCM 381**  
**Principles of Public Relations & Advertising**  
**Three Credits**  
**Fall 2009**

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### **Course Information**

Location: CB 125  
Meeting times: Tuesdays and Thursdays from 9:30 AM to 10:50 AM

### **Course Description**

This course will examine the principles of public relations, advertising, sales promotions, direct marketing and on-line communication with emphasis on the way organizations promote their products and images to their publics. The traits of leadership, crisis management and ethics will be explored.

This class will employ a combination of lecture, class discussion, group work, video screenings, and group presentations. Students will be asked to do some work outside of class. In this course we will blend theory and the public relations practice. We will discuss topics such as the public relations practice in different areas like non-profit sector, corporate and government.

Prerequisite: Sophomore standing. Credit 3.

### **Course Objectives**

The principal goal for this class is:

*To learn to analyze and critically evaluate ideas, arguments, and point of views related to the public relations practice.*

The objectives are:

- Gaining an understanding of how public relations differ from advertising, journalism, and marketing.
- Understanding the public relations process.
- Understanding the ethical and legal environment of public relations.
- Understanding the public opinion and how it affects public relations.
- Becoming familiar with some media formats used in the public relations practice.

To accomplish the objectives listed above, it is important that students *learn to apply course material to improve thinking and problem solving*. For example, case studies, situations related to public relations, and media content will be analyzed.

## Required Textbook

Cameron, G.T., Wilcox, D.L., Reber, B.H., & Shin, J. (2008). *Public Relations Today: Managing Competition and Conflict*. Boston, MA: Pearson Allyn & Bacon.

Student understanding of the material will be assessed by three exams using multiple choice format, quizzes, assignments, group work, and group presentations. There will be no extra credit assignments unless the instructor says otherwise. *Students will find assignment descriptions and evaluation criteria on Blackboard.*

Grades	Points
Exam 1	100
Exam 2	100
Exam 3	100
Assignments	up to 100
Quizzes and Pop-quizzes	up to 100
Final Project	100 (See Group Work policy)
Class participation and attendance	50 (See attendance policy)

## Grading Scale

Grades are assigned on the following scale: 90-100% = A; 80-89.99% = B; 70-79.99% = C; 60-69.99% = D; 0-59.99% = F

Students should go to Blackboard to view their assignments, quizzes, final project and exam grades. The attendance and participation grade will be posted on Blackboard at the end of the semester. Should students have any questions about this grade, they may contact Dr. Reyes at any point during the semester.

- Students may not read other material/e-mails/newspaper/magazines and/or work on material for other classes during class time. E-mailing, chatting, and browsing the Web is not allowed in class. Points will be marked off of their grade if they fail to follow instructions.
- *Beepers, cell phones, bluetooth headsets, iPods and laptop computers may not be used during class time. If any electronic device interrupts class, a letter grade will be marked off of students' attendance and participation grade.*
- Make-up exam will only be offered under emergency circumstances. The make-up exam will be on essay format. Students should bring a documented excuse to be approved by the instructor. A doctor's appointment during class time is not an acceptable excuse if your absence is not required for the entire day.
- **When students are absent, they are responsible for the material discussed in class.** Students must catch up on the material before returning to class so they can find out about assignments and deadlines. Go to Blackboard to find out the material that was discussed in class.
- Projects – If students have to miss class, they must turn in their projects early. A letter grade will be marked off for each day a project or assignment is late, unless the student brings a documented excuse.
- **Assignments**
  - Assignments sent by e-mail **will not** be accepted under any circumstance.
  - Work handed in late will be marked down one letter grade per day, *unless the instructor says otherwise*. If students know they have to miss a class, they can turn in their assignment before the deadline.
  - All assignments must be typed. *Handwritten assignments will not be accepted and they will not be credited.*

- Reading assignments are scheduled for the week specified. These dates are the earliest students can expect to be responsible for the material. However, changes may be made in the reading schedule as the need arises. Students are expected to read the material before class, as they will be expected to work on some exercises during class.
- Students might be contacted by email. Therefore, they need an SHSU e-mail account. Dr. Reyes will reply to e-mails from students at her earliest convenience. *E-mails received on weekends or after 6:00 PM on weekdays will be answered on the next business day.* In addition, when e-mailing her, please make sure that you type your name, as she will not answer e-mails that do not identify the sender.

## Attendance Policy

Students are expected to arrive to class on time, to have completed the readings, and to actively participate. They are expected to do individual and group work during class time. If they are not able to finish their work in class, they have to work on it after class. After three (3) absences throughout the semester, 5 points (per absence) will be marked off of their attendance grade. They must provide valid documentation explaining why they missed class to be approved by the instructor. *Tardiness or leaving early will count as an absence.* When students are absent, they are responsible for work assigned for the next class. *Hence, make arrangements for someone to obtain a handout/assignment for you.* Also, go to Blackboard to catch up on the material before coming back to class.

## Final Project

Students are expected to be in class working with their group on the final project. If they miss class, **one letter grade will be deducted** off of their group project grade per absence unless they bring an official excuse to be approved by the instructor. If they miss the first day of group work, they will have to work individually. In addition, if students are working individually and miss a class, one letter grade will be taken off of their project grade (per absence). Groups must meet deadlines. In case students have problems while working in groups, they must speak with Dr. Reyes.

## Religious Observance

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. "Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code.

## Academic Dishonesty Policy

5.3 Academic Honesty. The University expects all students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. *Any student found guilty of dishonesty in any phase of academic work will get a zero.*

5.31 The University and its official representatives, acting in accordance with Subsection 5.32, may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating and plagiarism. For more information on this topic, please go to <http://www.shsu.edu/administrative/faculty/sectionb.html#dishonesty>

Plagiarism: Plagiarized work will not be accepted. Plagiarism occurs when one person claims credit for another person's work.

Double Dipping: Double dipping is a form of academic dishonesty that is a misuse of your own work and occurs when one paper or assignment is presented to fulfill requirements in different courses.

### **Q-Drop policy**

A Q-Drop is a drop made after the last date for tuition refunds (12<sup>th</sup> class day for fall/spring; 4<sup>th</sup> class day for the summer) but before the date for which a drop would result in the grade of 'F' as published in the Academic Calendar. Students will be allowed no more than five Q-Drops during their academic career at Sam Houston State University. Classes that are dropped prior to the Q-Drop date will not count toward the limit. Students who have used their limit of five Q-Drops will need to petition their respective dean to drop a class. If the dean refuses to grant permission to drop a class, students will be required to remain in the class. Any drops accumulated prior to the fall 2004 semester will not be included in the five Q-Drop limit, nor will Q-Drops from other universities.

### **Americans with Disabilities Act**

Students with disabilities covered by the Americans with disabilities Act should go to the Counseling Center and Services for Students with Disabilities (SSD) in a timely manner to obtain the documentation required. Students are responsible for initiating the process of documenting the need for an accommodation under the ADA act.

### **Proper classroom demeanor or conduct**

According to the Student Handbook, "Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Please turn off or mute your cellular phone and/or pager before class begins. Students are prohibited from eating in class, using tobacco products, making offensive remarks, reading newspapers, sleeping, talking among themselves at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in, minimally, a directive to leave class, or being reported to the Dean of Students for disciplinary action in accordance with university policy."

The students' right to speak on the topics of their choice will be upheld in the class. Choice of topic, values and beliefs will not be judged. Audience members are expected to respect the views of their classmates.

### **Visitors in the Classroom**

Unannounced visitors to class must present a current, official SHSU identification card to be permitted into the classroom. They must not present a disruption to the class by their attendance. If the visitor is not a registered student, it is at the instructor's discretion whether or not the visitor will be allowed to remain in the classroom.

### **Instructor Evaluations**

Towards the end of the semester students will be asked to complete a course/instructor evaluation form.

**Tentative Schedule** - *This schedule may change during the semester as the need arises.*

August 25	Introduction
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August 27	Read pp. 2-17 (Chapter 1) Public Relations, Marketing, Advertising, and Integrated Marketing
September 1	Public Relations, Marketing, Advertising, and Integrated Marketing
September 3	Public Relations, Marketing, Advertising, and Integrated Marketing
September 8	Group Work- Case activity What would you do? P. 32
September 10	Read Chapter 2
September 15	Group work
September 17	Read Chapter 3
September 22	Read pp. 17-31 & Chapter 4
September 24	<b>Exam 1 – Chapters 1, 2, 3, 4</b>
October 1	Chapter 5 Read pp. 115-129
October 6	Research
October 8	Chapter 5 Read pp. 129-155
October 13	Objectives and Planning
October 15	Chapter 5 Read pp. 155-167
October 20	Evaluation
October 22	Group work
October 27	Read Chapter 10
October 29	Read Chapter 9
November 3	<b>Exam 2 – Chapters 5,10, 9</b>
November 5	Read Chapter 8
November 10	Chapter 6 Public Opinion and Persuasion
November 12	Chapter 6 Public Opinion and Persuasion
November 17	Chapter 7 Ethics and the Law
November 19	Chapter 7 Ethics and the Law
November 24	Thanksgiving
November 26	Chapter 11 Global PR
December 1	Chapter 13 Nonprofit, Education, and Government
December 3	Final project
December 8	Final project
December 10	<b>Last class day -Final project</b>
December 15	<b>Exam 3 – Chapters 8, 6, 7, 11, 13</b>