



Syllabus

SCHOOL OF BUSINESS AND MANAGEMENT **MK 403: Public Relations**

5 Credits
Effective: Winter 2016/2017

Access to the Internet is required.
All written assignments must be in Microsoft-Word-compatible formats.
See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.

FACULTY

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

COURSE DESCRIPTION

This course provides an introduction to the role of public relations, responsibilities and duties of the PR professional, as well as functions of the PR department. Topics include crisis communication, issue management, and building and managing an organization's image. Students will develop a public relations campaign, write news releases, fact sheets, media advisories, feature articles, etc.

COURSE RESOURCES

Required and recommended resources to complete coursework and assignments are available from the [Course Document Lookup](#).

CITYU LEARNING GOALS

This course supports the following City University learning goals:

COURSE OUTCOMES

In this course, learners:

- Develop appropriate communication tools necessary in the field.
- Develop procedures for defending and justifying company and department decisions.
- Develop an effective crisis communication plan and craft crisis messages for key stakeholders such as the media, employees, and customers.
- Measure the impact of a public relations program and its effect on the target audience.
- Create a persuasive public relations campaign.

CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- Buzz
- Cause marketing
- Clarity
- Crisis communications
- Key publics
- Media list
- Media relations
- Press release
- Public image
- Self-interest
- Situation analysis

- Social messages
- Strategy
- Tactics

OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle’s decimal grading system, based on the following:

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Company Defense Project	20%
Crisis Management Plan	20%
Public Relations Campaign	35%
Instructor Determined Assignments (Also Including Participation)	25%
TOTAL	100%

SPECIFICS OF COURSE ASSIGNMENTS

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

Company Defense Project

Should your organization find itself facing a public relations problem that needs to be handled quickly and professionally, you should have a plan in place for defending your organization. Defending your organization involves two factors. First, you have to decide how much information to give out. In some cases, people opt to give full access, while others hold back and issue terse statements. The second issue is to get through the crisis with people on your side. Defending your organization does not mean you are making the problem go away or ignoring it. Rather, it is an indication that you are aware and are attempting to focus on strengths of the company as well as this particular weakness. Your goal is to come out with your reputation intact. Should you face an issue, such as tainted goods or poor labor practices, it is important to let the public and your employees know quickly what steps you are taking. For this project, you will select a company of your choice, along with an imaginary (or real) crisis, and develop a plan for handling the situation.

<i>Components</i>	<i>% of Grade</i>
Requirements	30%
Purpose/Thesis Statement	10%
Content	20%
Writing Mechanics	20%
References	10%
Organization	10%
TOTAL	100%

Crisis Management Plan

Watching an organization's failures play out on the news because they don't have a functioning crisis communications plan is both devastating and humiliating. Few things in corporate communications are needed more, yet get less attention than the crisis management plan. A crisis management plan should tell you what to do in a crisis and when. It should be a simple fill in the blank system that walks you through each hour of the crisis, telling you what you should say, who you should say it to, and when to say it. It will also direct you as to what communications tools you should use, whether it be a news conference, e-mail, text messaging, a posting to a website, an employee meeting, etc. You will be asked to develop a crisis management plan for a company of your choice.

Go to <http://aboutpublicrelations.net/ucbraud1.htm> for a helpful outline and explanation of crisis communications plan writing.

<i>Components</i>	<i>% of Grade</i>
Requirements	30%
Purpose/Thesis Statement	10%
Content	20%
Writing Mechanics	20%
References	10%
Organization	10%
TOTAL	100%

Public Relations Campaign

To be effective, a company's public relations efforts should be integrated with advertising efforts in the marketing mix and should be directed to achieving the same promotional goals. We do this by developing a public relations plan that works in tandem with your marketing plan. The public relations plans will include your public relations strategies that will give your company free publicity.

Go to www.davedolak.com/prplan.htm for a sample public relations plan.

<i>Components</i>	<i>% of Grade</i>
Requirements	30%
Purpose/Thesis Statement	10%
Content	20%
Writing Mechanics	20%
References	10%
Organization	10%
TOTAL	100%

Instructor Determined Assignments (Also Including Participation)

Online and Hybrid classes are required to use online discussion board (BlackBoard – Bb). Participation through discussion is an integral part of this course, although it is typically less formal than other assignments submitted throughout the course. Participation is active engagement in discussions with enhancing points, new ideas, constructive disagreement, real-world examples, personal insight, expanded resource material, and collaborative sharing. Instructors will determine the type of questions. The instructor will provide instructions for in-class participation and discussions. To provide structure for balanced participation and enhancement of discussions follow these guidelines for online discussions (the instructor will provide instructions for in-class participation and discussions):

- (1) Post your initial responses to the instructor’s discussion questions (normally two per week) and (300-350 words per response) no later than midnight, day three of class (ie. Saturday class – post initial responses to the discussion questions by midnight Monday).
- (2) Post at least two thoughtful and topic-relevant comments to responses made by classmates during the last four days of the school week (ie. Tuesday through Friday)
- (3) Respond to any questions that your instructor or peers have regarding your original discussion question posts by the end of the school week.

Note: Days above are an example – adjustment of days may be necessary depending on the start day of each specific class.

<i>Components</i>	<i>% of Grade</i>
Meets requirements of the activity in a timely manner	25%
Adds insightful or new ideas, comments, or questions relevant to the activity and/or to other students’ posts	25%
Appropriately references readings, material in course sessions and other postings	25%
Writes clearly, concisely, and grammatically	25%
TOTAL	100%

COURSE POLICIES

Late Assignments

LATE ASSIGNMENT

Participation

PARTICIPATION

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

UNIVERSITY POLICIES

You are responsible for understanding and adhering to all of City University of Seattle’s academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

Title IX Statement

City University of Seattle and its faculty are committed to supporting our students and seeking an environment that is free of bias, discrimination, and harassment. If you have encountered any form of sexual misconduct (e.g. sexual assault, sexual harassment, stalking, domestic or dating violence), we encourage you to report this to the University. If you speak with a faculty member about an incident of misconduct, that faculty member must notify CityU’s Title IX coordinator and share the basic fact of your

experience. The Title IX coordinator will then be available to assist you in understanding all of your options and in connecting you with all possible resources on and off campus.

To view CityU's sexual misconduct policy and for resources, please visit the [Campus Safety and Title IX Page](#) in the my.cityu.edu portal.

Scholastic Honesty

Scholastic honesty in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. You are responsible for understanding CityU's policy on scholastic honesty and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the [University Catalog](#) in the section titled *Scholastic Honesty* under *Student Rights & Responsibilities*.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if s/he is present at any time during the class session. For online classes, a student has attended if s/he has posted or submitted an assignment. A complete copy of this policy can be found in the [University Catalog](#) in the section titled *Attendance Policy for Mixed Mode, Online and Correspondence Courses*.

SUPPORT SERVICES

Disability Services Accommodations Statement

Students with a documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at disability@cityu.edu or 206.239.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with course instructors.

Library Services

CityU librarians are available to help you find the resources and information you need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

Smarthinking

As a CityU student, you have access to 10 free hours of online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week. Contact CityU's Student Support Center at help@cityu.edu to request your user name and password.