

Journalism 312 - Introduction to Public Relations
Class # 3935 Winter 2009 – 3 units – MWF – 1410 – 1500
Building # 26 Room # 104

Professor: Dan Eller, MPH, CHES
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Required Textbook:

Guth, D. W. & Marsh, C. (2009). *Public relations: A values-driven approach, 4/E*. Allyn & Bacon. ISBN-10: 0205569455.

Course Overview:

Growth and development of Public Relations as a practice in business and industry, government, volunteer agencies and other public institutions. Communications and activities utilized to gain public interest and support. Prerequisite: Sophomore standing.

Course Requirements:

The overall course grade will be based on four exams, four group presentations, a term project, attendance, and class participation.

Grading Criteria:

Exam #1	50 points
Exam #2	50 points
Exam #3	50 points
Final Exam	50 points (non-comprehensive)
Attendance/participation	60 points
4 Group Project - Completed Templates	100 points
4 Group Project - Presentations	40 points
<u>Term Project</u>	<u>100 points</u>
Total Possible	500 points

Grading Breakdown:

450 – 500 = A
445 – 449 = A-
440 – 444 = B+
400 – 439 = B
395 – 399 = B-
390 – 394 = C+
350 – 389 = C
345 – 349 = C-
340 – 344 = D+
300 – 339 = D
295 – 299 = D-
294 + Below = F

Group Project (6 students): Public Relations Campaign (on or off campus)

Templates on Blackboard / Presentation (5 minutes) Dates:

1. Identify client – Jan. 21
2. Needs assessment – Feb. 9
3. Plan public relations campaign – Feb. 27
4. Implement & evaluate public relations campaign – Mar. 13

Term Project:

An in-depth study of a Public Relations topic under study in this course or approved by the instructor. The typed paper should fall in the range of 8-10 pages, or approximately 3000 words of text.

Course Outline:

Week 1	Jan. 5 Jan. 7 – 9	Orientation – Syllabus Chapters 1 & 2
Week 2	Jan. 12 – 14 Jan. 16	Chapters 3 & 4 Group / Client Meeting – Identify Client
Week 3	Jan. 21 Jan. 23	Group Presentations #1 Review for Exam #1 (Chapters 1 – 4) Exam #1
Week 4	Jan. 26 – 30	Chapters 5 & 6
Week 5	Feb. 2 – 4 Feb. 6	Chapter 7 & 8 Group / Client Meeting – Needs Assessment
Week 6	Feb. 9 Feb. 11 Feb. 13	Group Presentations #2 Review for Exam #2 (Chapters 5 – 8) Exam #2
Week 7	Feb. 18 Feb. 20	Chapters 9 & 10 Group / Client Meeting – PR Program Plan
Week 8	Feb. 23 – 25 Feb. 27	Chapters 11 & 12 Group Presentations #3 Review for Exam #3 (Chapters 9 – 12)
Week 9	Mar. 2	Exam #3
Week 9	Mar. 4 Mar. 6	Chapters 13 & 14 Group/Client Meeting – Implementation/Evaluation
Week 10	Mar. 9 – 11 Mar. 13	Chapter 15 & 16 Presentations #4 Review for Final Exam
Week 11	Mar 20 1310-1600	Final Exam (Chapters 13 – 16) Term Project Due