

Public Relations-MG 108
CM 478 - Spring Semester 2004
Syllabus - January, 15

Overview:

The course is a general overview of the field of public relations and how it functions in organizations and in society.

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Required Text: *Public Relations Strategies and Tactics*, sixth edition, by Dennis L/ Wilcox, Phillip H. Ault, Warren K Agee and Glen T. Camerone, Addison-Wesley Education Publishers Inc., New York, 2000.

Course Objectives:

- Develop public relations perspectives and vocabulary
- Learn how public relations serves as a communication management function
- Develop fundamental public relations skills by assigning real-life, practical tasks.

Grading:

Group Project	50
PR Notebook	30
Assignments	20
Class Participation	20
Mid-Term Exam	30
Final Exam	50
TOTAL	200

Final Grades based on total points

180-200 = A

160-179 = B

140-159 = C

120-139 = D

Extras:

- This is an upper-division class. Upper-division competency is expected.
- No late assignments will be accepted
- The final exam will be a take-home exam designed to showcase the skills you have learned from the class. If you have attended class regularly and actively participated in your group project, the final exam will not be difficult. It will, however, be time consuming. Plan

accordingly.

Schedule:

<u>Date</u>	<u>Topic</u>	<u>Assignment</u>
January 15	Introduction to Course Class Objectives What is Public Relations	Group Term Project (DUE APRIL 15 – May 29) Read Ch 1 - 5
January 22	Discuss: The Evolution of Public Relations Ethics and Professionalism The Individual in Public Relations Public Relations Departments and Firms	Resume (DUE FEB 5) Read Ch 6 - 7 www.prmuseum.com
January 29	Discuss: The Process Research Planning	PR Notebook (DUE APRIL 1) Read Ch 8 - 9
February 5	Discuss: The Process Implementation (Communication) Evaluation	Project Plan (DUE MARCH 4) Read Ch 10 - 12
February 12	Discuss: Strategy Public Opinion and Persuasion The Audience and How to Reach It Public Relations and the Law Exam I (if decided)	Read Ch 20 - 21 www.morebusiness.com
February 19	No Class	Read Ch 22 - 23 Press Release (DUE MARCH 18)
February 26	Discuss: Tactics New Technologies, Spoken Tactics Visual Tactics	Newsletter (DUE MARCH 18)
March 4	Catch-up, Review Projects	Read Ch 13 - 19
March 11	Mid-Term	
March 18	<i>Guest Speakers</i>	
March 22-28	SPRING BREAK	

April 1	<i>Guest Speakers</i>
April 8	Group Project Work Session (A Flux Week...)
April 15	Group Project Presentations - Groups 1 - 2
April 22	Group Project Presentations - Groups 3 - 5
May 29	Group Project Presentations - Groups 6 – 7
May 6	Distribute Final Exam
May 13	Final Exam Due

Summary of Due Dates:

February 5	Resume
March 4	Project Plan
March 11	Exam
March 18	Press Release and Newsletter
April 1	PR Notebook
April 15 – May 29	Group Term Projects
May 13	Final Exam

