

# JMC 591: Advanced Public Relations (Spring 2004)

Dept. of Journalism and Mass Communication  
Murray State University

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**Office Hours:**

Monday	9:30 – 11:30 a.m. 12:30 – 1:30 p.m. 2:45 - 3:45 p.m.	
Tuesday	12 – 12:30 p.m.	
Wednesday	8 a.m. - 12 noon 12:30 – 1:30 p.m.	<i>By appointment as needed</i>
Thursday	12 – 12:30 p.m.	

**Class Meets:** Section 01 : 1:30 - 2:45 p.m. MW

**Catalog Description:** A capstone seminar course designed to provide students an opportunity to demonstrate their mastery of the skills, techniques, and knowledge acquired in previous major and minor courses. Working in teams, students will research, develop, and create a public relations campaign, as well as give a formal presentation of their work that includes production of all material supporting the campaign. This semester-long project should further enhance the students' public relations skills and knowledge, as well as develop their management and analytical skills.

**Course Purpose:** The purpose of the course is to provide students with the opportunity to refine their communication and public relations skills and to increase their knowledge of planning a campaign, developing strategies, and implementing the plans as they work through the process of designing a public relations campaign.

## **Course Objectives:**

1. To analyze PR situations and understand the eight-step process of PR planning;
2. To examine and apply appropriate research techniques necessary to effective PR campaigns;
3. To put theory into practice by planning a PR campaign to meet a problem/opportunity goal;
4. To gain experience in the practice of PR by designing and implementing a PR campaign;
5. To work as a team including delegating responsibilities, meeting deadlines, and coordinating activities;
6. To continue development of a sense of professionalism and ethically in the practice of PR by thorough, ethical preparation and meeting deadlines; and
7. To finalize development of a resume and personal ethical statement.

**Prerequisites:** ENG 101, JMC 168, JMC 194, JMC 391, JMC 412, and JMC 440. Students must have a working knowledge of reporting/writing, AP style, and computer use in layout.

**Course Outline:** To be distributed separately.

**Texts & References:**

Goldstein, Norm, editor. *The Associated Press Stylebook and Libel Manual*, latest edition. New York, NY: The Associated Press.

Guth, David W., and Marsh, Charles (2000). *Public Relations: A Values-Driven Approach*. Boston, MA: Allyn and Bacon.

Wilcox, Dennis L. (2001). *Public Relations: Writing and Media Techniques*. New York: Longman.

**Field, Clinical and/or Laboratory Experiences:** N/A

**Resources:** Handouts, public relations publications in L.J. Hortin Reading Room and Waterfield Library, videos, and guest speakers

**Grading Procedures:**

<u>Components:</u>		<u>Grading Scale:</u>
Homework	300 points	A = 92% - 100%
Final Project	600 points	B = 83% - 91%
Attendance	100 points	C = 74% - 82%
		D = 65% - 73%
		E = 64% and below
Total	1,000 points	

Homework (300 points): Periodically you will be given homework assignments relevant to the class content and to the final project. For instance, you may be required to create a PowerPoint presentation that goes along with the final project, or you might be asked to read and report on journal articles with content helpful in completing the project. These would count as homework assignments. Other relevant assignments will be given from time to time during the semester and will count as homework grades.

Final Project (600 points): The final project for this course is to develop a comprehensive public relations campaign and to present the results. Details will be provided.

Attendance (100 points): Attendance will be worth 100 points. This component of the final grade will be determined in the following manner: At the beginning of the semester, a student will be given 100 points for attendance. Each time the student misses class because of an *unexcused* absence 10 points will be deducted from the 100 points.

**Attendance Policy:** Journalism and public relations are deadline-driven fields. It is *critical* to your professional success that you learn to meet deadlines. As you would be expected to be punctual and present on a professional job, you are expected to attend all classes and to arrive on time. A legitimate reason for being absent should be brought to the instructor's attention by notifying the instructor of an absence ahead of time...just as you would notify a professional employer.

***For record keeping purposes, it is required that such notification of an absence be in writing***, i.e., an e-mail, handwritten note, etc. While it is acceptable to phone the instructor to let her know you will not be in class, you also need to follow up with something in writing concerning the absence to make sure it does not count against you.

Missed work -- Work missed due to an *excused* absence may be made up at the discretion of the instructor, with the exception of unannounced quizzes. These cannot be made up whether the absence is excused or not. ***Make-up work will not be accepted more than one class session after the absence, and points may be deducted on the late work.***

It is the student's responsibility to make arrangements with the instructor to make up any missed work resulting from an excused absence.

**NOTE:** The complete University-approved Attendance Policy can be found in the latest *Undergraduate Bulletin*. Refer to this policy for a discussion of *excused absences*.

### **Academic Honesty:**

Academic dishonesty will not be tolerated. Plagiarism and other forms of academic dishonesty on an assignment in this class could result in a failing grade for the course as well as additional disciplinary action by the university. For the official university policy, see "Academic Honesty" in the latest *Murray State University Undergraduate Bulletin*.

### **Further Explanation of Grading:**

Writing assignments will be given a letter grade that will then be converted to a number for the purpose of figuring grades. Below is a scale that you can use for converting a letter grade into a number:

An.....	"A+"	signifies you have earned 100% of possible credit.			
A = 96	B+ = 91	C+ = 82	D+ = 73	E = 64 and	
A- = 92	B = 87	C = 78	D = 69	below	
	B- = 83	C- = 74	D- = 65		

**Grading of writing:** Grades reflect your ability to gather accurate information, to organize this information and to communicate it to an audience in a clear and succinct way. Correct spelling, grammar, punctuation, and conformity to appropriate style are taken into consideration in assigning grades.

- A The material is exceptionally well written, organized and edited. It is thorough, clear, concise and interesting. The lead has a strong news emphasis as appropriate. The story may have one or two minor errors.
- B The story could be published after some editing. It contains a few minor errors but not faults in fact or logic. The lead is clear and emphasizes appropriate news element.
- C The story is superficial. It needs extensive editing and even rewriting in parts. The lead may be too wordy or fail to emphasize the best news element. The story is disorganized and contains several errors. The writer has accomplished a draft of the story that can be salvaged.
- D The story contains some of the necessary information. It is disorganized. The information may be virtually retyped from the workbook. Little effort has been made to compose a good story. The draft probably has numerous errors. Not fit to read.
- E The story is unfit for publication and unacceptable. A sloppy or incomplete effort was made at writing. The composition and typing are careless.

## Tentative Schedule for Jan. 12 – Jan. 28, 2004

Below is a schedule for the first three weeks of the semester that will serve to get us started on the class project. A more extensive schedule will be provided as we move into the semester and the project.

- Jan. 12            Course Overview
- Jan. 14            *Client Presentation and Work Team Formation*
- Jan. 19            ***Martin Luther King's Birthday -- No Class***
- Jan. 21            Agency Planning Sessions  
**DUE: Listserv verification**
- Jan. 26            The Client: *The Murray State News*  
Guest Speaker: Mr. Joe Hedges, Advisor  
**DUE: Memo on "Public Relations Agency" formation**
- Jan. 28            *Planning Your Research Strategy*  
                    -- Strategic Planning  
                    -- Research Questions  
                    -- Secondary Research  
                    -- Focus Group Research  
                    -- Survey Research