Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: https://catalog.uvu.edu/

Semester: Spring
Course Prefix: COMM
Course Title: Introduction to Public Relations

Year: 2025
Course and Section #: 2300-X01
Credits: 3

Course Description

This course aims to develop and refine your public relations skills and abilities so you can be marketable and successful upon graduation. The course will introduce to you valuable and exciting strategies, tools, and techniques used by PR professionals around the globe. Some methods that will be covered include writing for the media, designing corporate literature, and working with the public on behalf of a business or individual. The course will also give you the skills and abilities to analyze public relations and communication issues facing individuals and organizations.

Course Attributes

This course has the following attributes:

☐ General Education Requirements
☐ Global/Intercultural Graduation Requirements
☐ Writing Enriched Graduation Requirements
☒ Discipline Core Requirements in Program
☐ Elective Core Requirements in Program
☐ Open Elective

Other: *Click here to enter text.*

Instructor Information

Instructor Name: Farah Sanders

Student Learning Outcomes

1. Develop and refine public relations skills and abilities to be marketable and successful upon graduation;
2. Examine strategies, tools, and techniques used by PR professionals around the globe;
3. Complete writing for the media, designing corporate literature, and working with the public in behalf of a business or individual;
4. Analyze public relations and communication issues facing individuals and organizations.

Course Materials and Texts

You do not need to purchase this textbook; it is included in the course fee.

E-Textbook: Page, J. T., & Parnell, L. J. (2020). *Introduction to strategic public relations: digital, global, and socially responsible communication* (2nd ed.). Thousand Oaks, CA: SAGE Publications.

ISBN: 9781544392028

Course Requirements

Course Assignments, Assessments, and Grading Policy

Each student enrolled in COMM 2300 will complete the following assignments.

Course Requirements	Points	Learning Outcomes Achieved
Assignments		
News Release	50	1, 2, 3
Media List Part 1 & Part 2	50	1, 2
Internal Communication Assignment	30	1, 2, 3, 4
Quizzed and Exams		
Chapter Quizzes (7 @ 10 points each)	70	1, 2, 3, 4
Exam 1 (Ch. 1-7)	50	1, 2, 3, 4
Exam 2 - Final (Ch. 8-14)	50	1, 2, 3, 4
In Class Engagement Exercises and Workshops		
In-Class Activities	55	1, 2, 3, 4
TOTAL POINTS	355	

The following grading scale will be used in the course:

A = 94%-100%
A- = 90%-93.9%
B+ = 86%-89.9%
B = 83%-85.9%
B- = 80%-82.9%
C+ = 76%-79.9%
C = 74%-75.9%
C- = 70%-73.9%
D+ = 66%-69.9%
D = 63%-65.9%

D- = 60%-62.9%
F = > = 60%

You can determine your percentage (and grade) by totaling the points you have accumulated and dividing those points by the number of points possible, then multiplying that number by 100 for your final grade percentage.

Student Time Commitment / Workload:

- A 3-credit hour class means each student spends 3 hours in the classroom each week.
- Each student spends an additional 6 hours outside the classroom each week completing course-related work.
- Students taking this course will have significant readings and projects, which require them to spend 6 hours each week working outside the classroom.

Semester Project

This semester, we will "visit" the happiest place on earth with Walt Disney Parks (https://disneyworld.disney.go.com/destinations/all-parks/). Not only will we become experts in all things Disney, but we will also learn and apply PR tools and techniques to this magical and historical place.

Using Walt Disney Parks, you will complete three assignments: a news release, a media list, and an internal communication plan. You will also participate in other in-class activities and assignments.

Submission of Assignments

All assignments must be submitted electronically via Canvas. Unless otherwise indicated on Canvas, most assignments are due on Sundays. Assignments must be submitted on Canvas for grade. Assignments submitted after the due date/time will receive 0 points unless discussed with me before the due date.

Exams

Two exams (50 points each) will be given during the semester. The exams will cover material from the readings, lecture materials, class discussions, and assignments.

The second exam will be the final exam and will <u>not</u> be comprehensive. As instructed by the University, the final exam must be taken at the time indicated in the syllabus. Please make any necessary travel, work, etc. arrangements to complete the final on the date/time indicated in the syllabus.

Quizzes

Quizzes will be given online about every other week. Quizzes will not be repeated and cannot be made up. Approximately seven quizzes will be given. The 10-question multiple choice quizzes will be

corrected and turned in immediately after they are given. Questions will be taken from the readings due for that class period or materials presented in the previous class period.

Submitting Assignments

All assignments must be submitted electronically online via Canvas. Most assignments are due on Fridays unless otherwise indicated on Canvas. Assignments must be submitted on Canvas for grade. Assignments submitted after the due date/time will receive 0 points unless discussed with me before the due date

Technology Fee

This class has a technology fee. The fee is for the technology used to complete the media list part 1 and 2 assignments. Instructors may also use the technology for in-class activities.

Required or Recommended Reading Assignments
All required readings use chapters from the course that align with lectures and assignments.

General Description of the Subject Matter of Each Lecture or Discussion
Chapter 1: Strategic PR: A Constantly Evolving Discipline
- Defining Public Relations
- Roles and Functions for Public Relations Pros
- Career Pather for Public Relations Professionals
- Difference between PR, Advertising, Marketing and Journalism

Chapter 2: The History of Modern Public Relations
- History of Public Relations in the Modern Era
- Grunig and Hunt (1984) models of public relations
- Future of Public Relations

Chapter 3: Ethics and Laws in Public Relations
- Ethical Guidelines in Public Relations
- Professional and Personal Ethics
- Laws Affecting Public Relations

Chapter 4: Foundations of Public Relations: Research and Theory
- Primary Research Methods
- Secondary Research
- Applying Theories in Public Relations

Chapter 5: Strategic Communication Planning
- Foundations of Strategic Planning in Strategic Public Relations
- 8-Step Planning model

Chapter 6: PR Writing: Persuasive and Audience Focused
- Public Relations Writing Strategies and Styles
- Generating Content Public Relations Writing Essentials
- Creating a News Release

Chapter 7: Media Relations in a Digital World
- Measuring Media Coverage
- Media Relations Software – Meltwater

Chapter 8: Social Media and Emerging Technologies
- Trends in Social Media Use
- Value and Strategies of Social Media in Public Relations
- Using Social Media to Build Credibility

Chapter 9: Corporate Social Responsibility and Community Relations
- Defining Corporate Social Responsibility (CSR) and Sustainability Communication
- Successful CSR Builds Reputation
- Community Relations: Earning Trust

Chapter 10: Employee Relations, Corporate Culture, and Social Responsibility
- Employee Relations and HealthyOrganization
- Employee Engagement

Chapter 11: Corporate Communication and Reputation Management
- Building Trust in Corporate Communication
- Role of Corporate Communication
- Corporate Media Relations
- Branding and Reputation
- Special Events and Sponsorship
- Internal Communication
- Financial Communications, Media Relations, Investor Relations

Chapter 12: Issue Management and Crisis Communication
- Issues Management: Issue Life Cycle
- Crisis Communications
- Problem Verses a Crisis
- Product Crisis
- Litigation Crisis

Chapter 13: Sports, Tourism and Entertainment
- Opportunities and Challenges in Sports Pr
- Tourism PR: More than Sightseeing
- Entertainment Public Relations: Publicity and Much more

Chapter 14: Nonprofit, Health, Education, and Grassroots Organizations
- Nonprofit: Size, Impact, and Opportunity for Public Relations Practitioners
- Health Communication and Strategies
- Public Relations Support of Educational Institutions
- Public Relations in Grassroots Organization and Tactics

Required Course Syllabus Statements

Generative AI
We will be developing skills in COMM 2300 that are important to practice on your own. Using Generative AI tools to produce work you claim as your own goes against what we in the Department of Communication consider academic integrity. In COMM 2300, we specifically forbid the use of ChatGPT or any other generative artificial intelligence (AI) tools at all stages of the work process without your teacher's approval. Violations of this policy will be considered academic misconduct and awarded a zero. We draw your attention to the fact that different classes at Utah Valley University could implement different AI policies, and it is the student's responsibility to conform to expectations for each course.

Using Remote Testing Software

☒ This course does not use remote testing software.

☐ This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities
Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU Accessibility Services at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity
At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their rights and responsibilities. In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in UVU Policy 541: *Student Code of Conduct*.

Equity and Title IX

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation
UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.
To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a specially dedicated space for meditation, prayer, reflection, or other forms of religious expression.