



## Master Course Syllabus

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

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**Semester:** Spring

**Course Prefix:** COMM

**Course Title:** PR and Strat Comm Writing

**Year:** 2025

**Course and Section #:** 3530-003

**Credits:** 3

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### ***Course Description***

Develops skills in persuasive writing for institutional or individual clients. Provides hands-on experience in applying public relations and strategic communication writing tools for corporate, non-profit, government, and/or integrated communication organizations. Covers writing for the media, designing and writing corporate literature, and working with the public on behalf of a business, organization, and/or individual as it relates to public relations and strategic communication.

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### ***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.*

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### ***Instructor Information***

**Instructor Name:** Juliann Fritz

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### ***Student Learning Outcomes***

1. Explain the components of writing as they relate to public relations and strategic communication.
  2. Utilize professional writing styles, including Associated Press, in a mix of formats as it pertains to public relations practices and strategic communication efforts.
  3. Construct competently written documents based on standard public relations and strategic communication practices.
  4. Develop a written portfolio of work in preparation for employment in public relations and strategic communication professions.
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### ***Course Materials and Texts***

Strategic Writing: Multimedia Writing for PR, Advertising and More, Marsh/Guth/Short, 5<sup>th</sup> Edition

## ***Course Requirements***

### **Course Assignments, Assessments, and Grading Policy**

- Written Assignments: 10 major writing assignments of different PR documents (145 pts)
- Discussions: 7 online prompts exploring a topic to prepare for class and assignments (46 pts)
- Quizzes: 6 short assessments of multiple choice or short answer administered throughout the semester in class and online gauging understanding of material (75 pts)
- Midterm Exam: Covers class and reading materials. Closed book, closed notes and administered online (50 pts)
- Final Portfolio: Includes all major written assignments of different PR documents with opportunity to enhance based on feedback (50 pts)
- In Class Activities: Low stake practice writing prompts exploring lesson topic (30 pts)
- Attendance: Face-to-face modality (100 pts/total)

Final grades are based on the corresponding letter grading scale:

A = 94-100 A - = 90-93.9; B+ = 86-89.9; B = 83-85.9; B - = 80-82.9; C+ = 76-79.9; C = 73-75.9; C - = 70-72.9; D+ = 66-69.9; D = 63-65.9; D - = 60-62.9; F = 0-59.9

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### **Required or Recommended Reading Assignments**

All required readings use chapters from the course text with additional handouts posted in Canvas. They align with the weeks' lectures below.

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### **General Description of the Subject Matter of Each Lecture or Discussion**

Week 1: Course Orientation & Overview of Strategic Writing

Ch. 1A-C (Intro Strat Writing, Good Writing, Research/Planning/Writing); Handout/AP Style guide, and David Ogilvy's 10 Tips on Writing

Week 2: Communication Theory and AP Style

Handout/Comm theory in real life by W. Thompson/N. Browning

Week 3: Key Messages + Grammar Review

Handout/How to create compelling key messages by K. Harrison

Week 4: The Law and Executive Bios

Ch. 1L (The Law & Writing); Handout/Elements of a great executive bio by W2M

Week 5: Spokesperson Quotes and Technical Writing

Handouts/How to help your spokesperson's quotes by L. Jones; How to use grammar for writing instructions by R. Nordquist

Week 6: Market Research for PR and News Releases

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Ch. 2G-J (News Release Guidelines, Announcement Release, Feature Release, Promotional Release)

Week 7: News Releases (Con't)

Handout/How to write headlines by Wylie

Week 8: Backgrounders and Fact Sheets

Ch. 2O (Backgrounders) and 2P (Fact Sheets)

Week 9: Digital Newsroom, Advisories, Media Kits

Ch. 2K and 2N (Media Advisories and Digital Newsrooms and Media Kits)

Week 10: Media Pitch

Ch. 2L (Pitches)

Week 11: Feature Article and Newsletters

Ch. 2R (Newsletters and Magazine Stories)

Week 12: Scripts (part 1) and Social Media/AI/Microblogging

Ch. 1F, 3I, 3J, 2B, 2C (Writing for ears, Radio/TV Promos, PSAs, Social Media, Microblogging and Status Updates)

Week 13: Cover Letter and Resume

Ch. 5F-G (Job-Request Correspondence, Resumes); Handouts Resumes and Cover Ltrs by UVU Career Center

Week 14: Video Scripts (part 2)

Ch. 2M (VNRs); Handout/Video Shorthand abbreviations

Week 15: Prep for Final Portfolio

No readings assigned

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## ***Required Course Syllabus Statements***

### **Generative AI**

AI programs are not a replacement for your human creativity, originality, and critical thinking. Writing, thinking, and researching are crafts that you must develop over time to develop your own individual voice. Plus, employers want to hire people who can write well! The use of generative AI tools (e.g. ChatGPT, Google Gemini, Co-pilot, Jasper, Claude, Otter, etc.) is not permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to transcribe classroom lessons or discussion, to compose discussion board prompts/responses assigned to you or content that you put into a Teams/Canvas chat.
- Writing entire sentences, paragraphs or papers to complete class assignments. This includes drafts.

At the same time, you should learn how to use AI and in what instances AI can be helpful. The use of generative AI tools (e.g. ChatGPT, Google Gemini, Co-pilot, etc.) is permitted for the following activities:

- When an assignment says you can use it.
- Checking grammar and style.
- To enhance your understanding of the topic should you have questions.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content).

Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty. Learn how to cite in [APA\\_style](#).

Any student work submitted using AI tools should clearly indicate what, how, and where in your paper you used it (in-text citations and reference page). If it is found that more than 15% of the student work you submitted for an assignment was generated by AI, it may impact your grade, including a zero for the assignment. If any part of this is confusing or uncertain, please reach out to the instructor for a conversation before submitting work.

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### **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.

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## ***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](mailto: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](mailto: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](#).

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## **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](mailto:TitleIX@uvu.edu) – 800 W University Pkwy, Orem, 84058, Suite BA 203.

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## **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](mailto: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.