

Am I in the right place?

Our class meets M/W/F from 10:10- 11 a.m. in Old Main 238.

Course Details:

- This is a 3-hour credit course.
- The section number is 001.
- CRN # 12345.
- It's spring semester of 2021. Flip that calendar!

Your Professor and How to Find Her:

- Dr. Emilia Bak
- Office 233 Old Main (right across the hall).
- Phone: 910-521-6538.
- Email is better than phone:
emilia.bak@uncp.edu
- Office hours are best!
Mon. 1:15-3:15 p.m.,
Wed. 1:15-3:15 pm., Fri.
11:05 a.m.-12:05 p.m.
and by appointment.

Course Description

This course serves as an introduction to public relations as a part of mass communication, with an emphasis on the tools and methods practitioners use to achieve communication objectives. Topics will include communication theory, research, planning, implementation, and evaluation. Relationships with media, employees, government, investors, donors and diverse audiences will be discussed.

This semester, our class will have a global focus. What's that mean? Look for the globe to find out. How many can you spot?



What do I need for this course?

This course requires out-of-class writing assignments, research and reading.

Required:

*Freberg, K. (2020). *Discovering Public Relations*, Sage. (Most readings will come from this text.)

*A news source you check **daily**. Examples: The Skimm email newsletter, nytimes.com, cnn.com, etc. We'll discuss parameters of a reliable and quality source in class.



In PR, you have to know what's going on in the world.

Weekly surprise news quizzes will cover events here and around the world.

*Access to Canvas.

Suggested:

The Associated Press Stylebook: 2020-2022, 55th edition. (If you're a mass communication major, you'll need it.)

Alternative Format Statement

This publication is available in alternative formats upon request. Please contact the Accessibility Resource Center in the D. F. Lowry Building, 521-6695.

PRE 2200: Introduction to Public Relations



Attendance and Participation

It goes like this:

- You must come to class.
- You must be on time.
- You get three absences. We're not playing excused or unexcused, so use them wisely.
- After 3, you lose 1 "percentage" of a letter grade off your final grade per extra absence. Ex: With 4 absences, you go from a C to a C-. With 5, that C is a D+. Ouch.
- Three tardies=1 absence.
- If you are tardy and we are taking a pop quiz, you cannot enter the classroom until the quiz is over, and it's a 0 on the quiz.

Review the *Religious Holiday Policy Statement and the Absences for University-Sanctioned Events policy* at www.uncp.edu/universal-syllabus


Course Grading:

A 93-100%, A- 90-92%, B+ 87-89%, B 83-86%, B- 80-82%, C+ 77-79%, C 73-76%, C- 70-72%, D+ 67-69%, D 63-66%, D- 60-62%, F 59% and below

This course uses a points system for grades. Every course component is worth a pre-determined number of points adding up to 1,000. Your final grade is determined by the number of points you earn divided by the total points available.

A note on Canvas: I do not find it always accurately reflect grades, as I only store Canvas grades on Canvas.

Table 1: Points Breakdown

PR in the News Project	250	
Midterm Exam	200	
Final Exam	200	
Global PR project	130	
Mini Assignments	90	
News Release	60	
Pop Quizzes	50	
Participation	20	
Total	1,000	

Alternative Format Statement

This publication is available in alternative formats upon request. Please contact the Accessibility Resource Center in the D. F. Lowry Building, 521-6695.

Tell me more about the course components:

PR in the News Project:

This is a team project that builds on everything you've learned about the practice of PR all semester. You'll pick a topic from the news and complete a PR assessment of the situation. Your team will present on the last day of class.

Exams:

You'll have a midterm and final exam. They'll be short answer and cover readings, classroom happenings, and everything we've done and learned.

Global PR project:



A team project designed to get you to think globally when it comes to an organization's communication decisions. You'll research an assigned country's cultural practices and prepare culturally appropriate messages for a PR campaign.

Mini Assignments:

You've got homework, gasp. Most will be on Canvas. Assignments on Canvas will be announced in class. It's good practice to check Canvas each day.

News Release:

The foundation for writing in PR. You'll write a news release on an assigned topic.

Pop quizzes:

Surprise quizzes covering the readings and the news.

Participation:

Are you actively involved in class discussion? Taking notes, engaging with team members? Or, are you scrolling under your desk where I can definitely see?

What's actual class like?

Public Relations is a creative and dynamic field, so don't expect a class where you're glued to your seat taking notes. We will have lectures, but class includes discussions, activities, and projects. I expect you to do your reading, keep up with the news, be on time, and exhibit courteous and attentive behavior in the classroom to support the learning environment. Students should maintain a respectful attitude toward their peers and professor at all times. As communication students, being able to respectfully and calmly communicate about sensitive topics is a crucial skill.

Alternative Format Statement

This publication is available in alternative formats upon request. Please contact the Accessibility Resource Center in the D. F. Lowry Building, 521-6695.

PRE 2200: Introduction to Public Relations

I've seen this globe all over the syllabus. Can you tell me more?



Will there be extra credit opportunities?

You can earn extra credit for attending one event put on by Global Engagement this semester. Approved events will be added to the Canvas calendar as they are announced. You'll have a short assignment about the event.

What about late work?

Nope.

If you're going to be absent and an assignment is due, you still need to get it to me by class time (or whatever deadline I've established).

What if I miss a pop quiz?

Nope.

You can't make them up, but we will have more quizzes than there are quiz points. This means, missing (or bombing) a quiz or two won't hurt you too badly. And if you don't miss any, you get bonus points automatically.

More about our global focus

Public Relations isn't practiced in a vacuum. Organizations and their communication campaigns exist in a globalized world, a world you are a global citizen of. Instead of having one chapter on international public relations, this course will emphasize the global interconnection of everything an organization does and communicates. We are going to engage in *global learning*: "the process of diverse people addressing complex problems that transcend borders" (Landorf, Doscher, & Hardrick, 2018, p.32) whenever we are discussing organizations and their PR practices. Even if an organization is based here, right here, it's connected to the rest of the world in complex ways.

I loved the global emphasis. Where can I learn more?

Plan a visit to the Office of Global Engagement. There you can learn about Study Abroad opportunities, find out about fun programming on campus, and meet international students studying here at UNCP. Visit

<https://www.uncp.edu/departments/global-engagement> for more information.

Student Academic Honor Code

Cheating is LAME. Students have the responsibility to know and observe the UNCP Academic Honor Code, which forbids cheating, plagiarism, abuse of academic materials, fabrication or falsification of information, and complicity in academic dishonesty. If I find that you are in violation of the academic honor code, I will pursue the maximum penalty for the offense. If you go into PR and use someone else's work as your own, you will face legal consequences.

Alternative Format Statement

This publication is available in alternative formats upon request. Please contact the Accessibility Resource Center in the D. F. Lowry Building, 521-6695.

PRE 2200: Introduction to Public Relations

Course Schedule: The following is a proposed course schedule, and dates are subject to change. I reserve the right to amend the syllabus. Use the space in the blocks to record the week's reading assignments.

Table 2: Course Schedule

Week 1	Introduction to public relations Reading:
Week 2	History of PR Reading:
Week 3	Law and ethics Reading:
Week 4	Diversity Reading:
Week 5	Research Reading:
Week 6	Branding Global PR projects and presentations Reading:
Week 7	Writing Reading:
Week 8	Midterm News release due
Week 9	Spring Break!
Week 10	Strategic campaigns Measurement and evaluation Reading:
Week 11	Relationships with audiences Reading:
Week 12	Creative content Reading:
Week 13	Understanding management Reading:
Week 14	Careers and specializations Reading:
Week 15	The future of PR
Week 16	PR in the News project presentations

Final Exam: Your final exam is scheduled for TBA.

Alternative Format Statement

This publication is available in alternative formats upon request. Please contact the Accessibility Resource Center in the D. F. Lowry Building, 521-6695.

PRE 2200: Introduction to Public Relations

ADA Statement Federal laws require UNCP to accommodate students with documented learning, physical, chronic health, psychological, visual or hearing disabilities.

In post-secondary school settings, academic accommodations are not automatic; to receive accommodations, students must make a formal request and must supply documentation from a qualified professional to support that request. Students who believe they qualify must contact the Accessibility Resource Center (ARC) in DF Lowry Building, Room 107 or call 910-521-6695 to begin the accommodation process. All discussions remain confidential. Accommodations cannot be provided retroactively. More information for students about the services provided by ARC and the accommodation process may be found at the following link: <http://www.uncp.edu/arc>

Electronic Communication Policy

As burgeoning communicators, students are expected to communicate with their professor in a professional manner. Please send emails with proper greetings (I am Dr. Bak) and signatures. Be conscious of language and tone. This is good practice for your career.

During the school week, I will respond within 48 hours to your emails. On the weekends, I don't check email as often.

Don't go it alone.

Write down the names (spelled correctly) and contact info. for two classmates. They should be your first resource when you have a question or miss class.

Classmate 1

Classmate 2

Semester FAQs for you to answer.

Around advising time, I get a lot of the same questions. **Research** is key for the solid practice of public relations, so your first assignment is to research these questions. Write the answers below and refer to them when needed. I'll check next class.

Who is your adviser?

When do you register for classes?

What is the deadline for graduation applications for Spring of '22?

Other resources:

Academic Calendar:

<https://www.uncp.edu/resources/registrar/undergraduate-academic-calendars-and-exam-schedules>

Catalog:

<https://catalog.uncp.edu>

Writing Center:

<https://www.uncp.edu/departments/university-writing-center>

Counseling and Psychological Services:

<https://www.uncp.edu/campus-life/counseling-and-psychological-services/caps-resources>

Alternative Format Statement

This publication is available in alternative formats upon request. Please contact the Accessibility Resource Center in the D. F. Lowry Building, 521-6695.