



CART 340 – Intro. to Public Relations
T R 11:00 am - 12:15 pm, Fine Arts M-103

Spring 2012 Course Syllabus

Communication Arts Department – Division of Fine Arts

Assistant Professor: Dr. Jennifer Robinette

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Office: Fine Arts M-102

Mailbox: Copy Room next to M-103

Office Hours:

M Beckley
T 9:30 am - 11:00 am
1:45 pm - 3:00 pm
W Beckley
R 1:45 pm - 3:00 pm
F Beckley
... and by appointment.

COURSE DESCRIPTION

An introductory survey of the principles and techniques of communication between an organization and its internal and external publics.

INSTRUCTIONAL MATERIALS

Required Text

Wilcox, D. H., Cameron, G. T., Reber, B. H., & Shin, J-H. (2011). *THINK Public Relations (1st ed.)*. Boston: Allyn & Bacon.

CourseSmart: <http://www.coursesmart.com/IR/2862862/9780205806317>

eText

ISBN-10: 0-205-80631-7

ISBN-13: 978-0-205-80631-7

Print

ISBN-10: 0-205-78169-1

ISBN-13: 978-0-205-78169-0

Additional readings may be assigned by your professor.

Required Technology

You are required to keep up with class developments by **checking your [Concord E-mail](#) and logging in to [Blackboard](#) at least several times per week** to access the most up-to-date Class Schedule, announcements, assignment details, forms, and other information required for the class. There may also be class activities which you will be required to complete online.

INSTRUCTIONAL MODES

Class sessions may include lectures by your professor, class discussion of assigned readings, group activities, audio/video presentations emphasizing specific communication concepts, oral presentations by students or guest speakers, quizzes and exams. Out-of-class assignments may include written exercises as well as research of communication concepts and recent events in the news.

INSTRUCTIONAL OBJECTIVES AND OUTCOMES

Upon completion of this course, students are expected to be able to:

1. Identify public relations terminology, tactics, and PR careers in various industries.
2. Think critically about organizations, their relationship with different publics, messages and PR resources.
3. Analyze public relations campaigns as well as the role of ethics in public relations.
4. Understand the role of persuasion and social media in public relations.

GUIDING PRINCIPLES

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You must apply new knowledge, experiencing and building upon concepts in order to truly understand and benefit from them.

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Respect for the different backgrounds, lifestyles, attitudes, ideas, and choices of others.

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CLASS PROCEDURES, REQUIREMENTS, AND POLICIES

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You are expected to:

1. Be on time for class and stay with us until class adjourns.
2. Be prepared daily for class discussion, activities and quizzes by reading all assigned material BEFORE the day it is listed on the Class Schedule.
3. Interact productively and respectfully during class discussions and activities.
4. Submit all assignments due at the BEGINNING of the class period on the designated date.

ATTENDANCE/CLASS PARTICIPATION POLICY

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Inclement Weather

In the event of inclement weather, we will follow university directives. See the Weather Policy and Inclement Weather Schedule and sign up for emergency alerts at <http://www.concord.edu/emergency-alerts>.

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The behavior of individuals involved in this course must be professional and respectful. Students will receive one warning when a communication of any kind (written or verbal comments, nonverbal behavior, voicemails,

E-mails, discussion board posts, work on wikis or in portfolios, etc.) is not professional and respectful. After one warning, 5 points will be deducted from the student's final grade in the class for each occurrence.

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PLAGIARISM

All members of the Concord community are expected to adhere to a code of honesty. Plagiarism or cheating on any activity, assignment, quiz, or exam is a serious academic offense. Occurrences in any form will be dealt with strictly. If evidence of plagiarism or cheating is found, all procedures for reporting the offense will be followed and all penalties will be enforced. Please see Academic Policies and Procedures in the current [*Concord Academic Catalog*](#) for information about Academic Dishonesty.

The current University Catalog states, "Academic dishonesty is morally unacceptable as well as destructive to the learning and teaching atmosphere. Academic dishonesty includes the giving or receiving of improper help on examinations or assignments, falsifying documents, and plagiarism (the act of stealing and using, as one's own, the ideas or the expression of the ideas of another). Such dishonesty can lead to a variety of penalties-including but not limited to failure of assignments, failure of a course, loss of institutional privileges, or dismissal from the University.

You will be required to submit assignments to Turnitin.com, which will check your work for plagiarism.

LATE WORK POLICY

Late work **will not be accepted unless PRIOR arrangements are approved** by your professor. **If prior arrangements are not possible** due to the circumstances of the absence, **an excused absence must be requested in writing and documentation provided for verification.** Granting of an excused absence is at the discretion of your professor. If an excused absence is granted, late work may be accepted with penalties assessed for late submission. An excused absence does not guarantee that all missed points will be able to be made up. Make-up work may not be possible due to the nature of some activities and assignments.

If an assignment or activity is not received by your professor prior to the deadline, a grade of zero will be assigned.

The **burden of proving that an assignment or activity was actually submitted by the deadline is on the student.** Students have **1 week from the due date and time to provide this proof.** **After 1 week has passed, if the student has not contacted the professor about the missing assignment or sufficient proof has not been provided, a grade of zero stands as the final grade.**

If the assignment was submitted via E-mail, you **must forward your original message from your Sent folder and any confirmation messages you received in return.** Dates on files are not reliable or acceptable proof because they change for any number of reasons (e.g., reflecting the date the file was downloaded rather than the date it was saved or uploaded). Therefore, resending the file is not sufficient.

ASSIGNMENTS

Assignments are completed outside of class and may include written and/or oral presentation components. Written assignments may include outlines and reaction or research papers.

Written Work

For out-of-class assignments, **only papers which meet the following standards will be accepted:**

1. All written assignments **MUST BE TYPED in APA Style**, unless otherwise specified.
2. Please do not use paper torn from a spiral notebook.
3. If a cover sheet is requested, list your name, your course, the name of the assignment, and the date. If a cover sheet is not requested, write your name, your course, and the date on the upper right corner of the first sheet.
4. Secure multiple pages with a staple or a paper clip.

ACTIVITIES

Activities will be completed at various times during the semester. Some of these may be completed during class time. Others may be finished up outside of class. Unless specified, activities do not have to be typed in APA Style. However, you must **follow all directions carefully, copy and paste results of Internet Activities and type your responses in a Word document**. Your professor will give you details about activities during class.

If you miss an activity due to an absence or tardiness, you have missed the opportunity to earn those points. However, you always have the opportunity to complete the BONUS Assignment(s) in an effort to make up for any missed points during the semester.

QUIZZES

A portion of your final grade will be based on quizzes over required readings and material. Specifics on quiz procedures and content will be discussed in class. Your professor may choose to give quizzes without prior announcement. If a quiz is given at the beginning of class, **you may not take the quiz then leave class early**. You must choose between leaving class early and not taking the quiz or taking the quiz and staying until class adjourns.

EXAMS

A **comprehensive final exam** will be given at the end of the semester during finals week. The content of the exam will come directly from quizzes taken during the semester.

GRADING CRITERIA

Your specific Class Schedule is provided in a second document supplemental to this Course Syllabus.

The current Academic Calendar is available at: <http://www.concord.edu/academics/academic-schedule>

Grades will be calculated on a 1,000-point scale:

COURSE GRADE

Pre-Test (participation points)	_____	150 pts	(15%)
Attendance/Class Participation	_____	150 pts	(15%)
Assignments/Activities	_____	250 pts	(25%)
Quizzes.....	_____	150 pts	(15%)
Final Exam	_____	150 pts	(15%)
Post-Test (performance-based points)	_____	150 pts	(15%)
BONUS Assignment(s).....	_____	+30 pts	
TOTAL POINTS EARNED	_____	1,000 pts	
- Penalties	_____		
TOTAL POINTS IN THE CLASS	_____	1,000 pts	

<u>FINAL GRADE SCALE</u>	
A = 895-1000	(90-100%)
B = 795-894	(80-89%)
C = 695-794	(70-79%)
D = 595-694	(60-69%)
F = 594 & below	(0-59%)

All students will have the same opportunities to perform on activities, assignments, quizzes and exams in the class. Your professor's grading process involves thoughtful and thorough consideration of student performances based on assignment criteria. **Scores and penalties assessed by your professor are not negotiable.** Every effort will be made to ensure that students learn from scored assignments and know how to improve future scores.

MY NOTES



CART 400G – Public Relations Writing

T R 12:30 pm - 1:45 pm, Fine Arts M-102

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ISBN-13: 978-0-205-65185-6

Print

ISBN-10: 0-205-64828-2

ISBN-13: 978-0-205-64828-3

McIntyre, C. V. (2008). *Writing Effective News Releases (2nd ed.)*. Colorado Springs: Piccadilly Books.

Print ISBN-13: 978-0-941-59900-9

Additional readings may be assigned by your professor.

Recommended Text

Christian, D., Jacobsen, S., & Minthorn, D. (Eds.). (2011). *The Associated Press Stylebook and Briefing on Media Law 2011 (46th ed.)*. New York: Basic Books.

Online <http://www.apstylebook.com/>

Print ISBN-13: 978-0-465-02187-1

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ACTIVITIES

Activities will be completed at various times during the semester. Some of these may be completed during class time. Others may be finished up outside of class. Unless specified, activities do not have to be typed in APA Style. However, you must **follow all directions carefully, copy and paste results of Internet Activities and type your responses in a Word document**. Your professor will give you details about activities during class.

If you miss an activity due to an absence or tardiness, you have missed the opportunity to earn those points. However, you always have the opportunity to complete the BONUS Assignment(s) in an effort to make up for any missed points during the semester.

QUIZZES

A portion of your final grade will be based on quizzes over required readings and material. Specifics on quiz procedures and content will be discussed in class. Your professor may choose to give quizzes without prior announcement. If a quiz is given at the beginning of class, **you may not take the quiz then leave class early**. You must choose between leaving class early and not taking the quiz or taking the quiz and staying until class adjourns.

EXAMS

A **comprehensive final exam** will be given at the end of the semester during finals week. The content of the exam will come directly from quizzes taken during the semester.

GRADING CRITERIA

Your specific Class Schedule is provided in a second document supplemental to this Course Syllabus.

The current Academic Calendar is available at: <http://www.concord.edu/academics/academic-schedule>

Grades will be calculated on a 1,000-point scale:

COURSE GRADE

Pre-Test (participation points)	_____	150 pts	(15%)
Attendance/Class Participation	_____	150 pts	(15%)
Assignments/Activities	_____	250 pts	(25%)
Quizzes	_____	150 pts	(15%)
Final Exam	_____	150 pts	(15%)
Post-Test (performance-based points)	_____	150 pts	(15%)
BONUS Assignment(s)	_____	+30 pts	
TOTAL POINTS EARNED	_____	1,000 pts	
- Penalties	_____		
TOTAL POINTS IN THE CLASS	_____	1,000 pts	

<u>FINAL GRADE SCALE</u>	
A = 895-1000	(90-100%)
B = 795-894	(80-89%)
C = 695-794	(70-79%)
D = 595-694	(60-69%)
F = 594 & below	(0-59%)

All students will have the same opportunities to perform on activities, assignments, quizzes and exams in the class. Your professor's grading process involves thoughtful and thorough consideration of student performances based on assignment criteria. **Scores and penalties assessed by your professor are not negotiable.** Every effort will be made to ensure that students learn from scored assignments and know how to improve future scores.

MY NOTES

