Course Objectives:
1. To engage students in the process of public relations problem solving.
2. To familiarize students with actual examples of Public Relations campaigns.
3. To have an understanding of public relations activity in firms, social agencies, trade
   organizations, government, education, sports and entertainment.
4. To develop an in-depth understanding of Public Relations research, planning, communication,
   evaluation – and the use of communications strategies to achieve organizational goals.
5. To understand the general concepts of public relations, audience analyses, and persuasion.
6. To provide practical exercises in Public Relations problem solving.

Final Grade is based upon:
22 Chapter Case Study Papers @ 25 pts. = 550 pts.
22 Chapter Threaded Discussion @ 25 pts. = 550 pts.
Midterm Exam = 225 pts.
Final Exam = 225 pts.

- Grading Policy: At the end of the summer session, your grade will be determined by the
  following guidelines:
- Percent (%) Letter
- (rounded up) Grade
  - A+ = 97-100
  - A= 93-96
  - A-=90-92
  - B+=87-90
  - B = 83-86
  - B-=80-82
  - C+=77-80
  - C = 73-76
  - C-=70-72
  - D+=67-70
  - D = 63-66
  - D-=60-62
  - F = 59 and below

Extra Credit: I do not offer extra credit so please do not ask for it.
Incomplete Grade Assignment: I do not issue incomplete grades.
American Disability Act Statement: Any personal learning accommodation that may be needed
by the student to be successful in this course must be made known to the instructor immediately.
Verification is required through the Office of Disability Services (208 WHIT 474-5655). The
instructor will work with ODS to provide reasonable accommodation to students with disabilities.
Policy on Electronic Devices in the Classroom:
Quality of Written Work: In evaluating your written work, I will take into account your adherence to the following guidelines:
* You should make every effort to write grammatically correct sentences.
* You should write in complete sentences when appropriate.
* You should check your spelling and punctuation.
* You should provide a reference for any quoted or paraphrased material.

Academic Integrity: Plagiarism and cheating on exams is prohibited and will be dealt with in accordance with the guidelines described in the Student Code of Conduct of the University of Alaska Fairbanks.

Instructional Method: Required Blackboard Applications
This course will be delivered by the Blackboard online learning platform. You will be required to take an exam, post chapter homework and threaded discussions, and receive announcements on the Blackboard course website. You will also be able to Blackboard mail the instructor and each other and check your scores on the site as soon as they are posted. You can gain access to Blackboard through any one of the computer labs on campus or on your home computer.

Participation in Blackboard
This class is offered online. Posting in Blackboard is required on the Discussion Board. You must post all assignments and homework in Blackboard. Late postings will not be accepted. You cannot pass this course if you fail to submit, on time, 3 or more Chapter Case Studies or you fail to participate in 3 or more Threaded discussions. No late papers will be accepted for credit. Threaded discussions require a minimum of 250 words per session, per student. The instructor will post threads for discussion for each on line session.

Course materials will be presented in a combination of online instructor discussion, text readings, and student directed threaded discussions.

Prerequisites: Any F100-level communication course or permission of instructor.

Support Services: The university library has reference materials on database and texts available for additional clarification of course materials.

Attendance:
Each week you will be required to participate in discussion exercises in Blackboard Threaded discussions. See schedule below. Threaded discussion postings are graded based on the quality of the information you provide as well as the quality of your writing and thoroughness of your answers.

1. You must do the reading on time and have your books available when responding in Threaded discussions.
2. The instructor will post the Threaded discussion questions according to the schedule.
3. You must answer the questions posted by the instructor in the Threaded discussion.
4. You must post your Case Study answers in the appropriate Bb drop box on time. Late submission will not be accepted.
5. You must complete the exams on Bb during its designated time. There are no make up exams.

Chapter Case Studies
Homework assignments are in the form of Chapter Case Studies, which will be due according to assigned times. No late assignments will be accepted. Writing criteria for Chapter Case Studies include:
1. Correct grammar
2. Concise and logical writing style
3. Fully developed answers to each question. Please avoid: refer to previous answer or see above.
4. At the discretion of the instructor, points will be deducted for spelling, grammatical, and syntactical errors.

Academic Dishonesty
The Communication Department refers its students to the Student Handbook concerning plagiarism and other acts of academic dishonesty. The *unacknowledged* use of the ideas of others is a serious offense that can result in failure, as is *cheating* in any form. If you are caught performing an academic dishonest act, you will receive a grade of F for the course.

**Exam 1 and Exam 2**
The exams are premised on the text readings. They will consist of multiple choice, matching, and/or true/false questions.

The instructor reserves the right to modify the syllabus.

### ASSIGNMENTS

#### WEEK 1
May 27 – June 1
- **Read Ch.#1**, Answer Questions 10, 12, 16, 18, 20 pages 37-38.
- **Read Ch.#2**, Answer Questions 2, 9, 13, 15, 17 page 70.
- **Read Ch.#3**, Answer Questions 2, 6, 15, 18, 20 pages 95-96.
- **Read Ch.#4**, Answer Questions 2, 3, 10, 12, 17 page 125.

#### WEEK 2
June 2 – June 8
- **Read Ch.#5**, Answer Questions 3, 6, 8, 11, 14 page 149.
- **Read Ch.#6**, Answer Questions 2, 3, 5, 7, 9 page 168.
- **Read Ch.#7**, Answer Questions 2, 4, 5, 6, 7 pages 191-92.
- **Read Ch.#8**, Answer Questions 1, 3, 4, 7, 8 pages 211-12.

#### WEEK 3
June 9 – June 15
- **Read Ch.#9**, Answer Questions 1, 3, 4, 9, 13 pages 242-43.
- **Read Ch.#10**, Answer Questions 2, 3, 4, 9, 10 page 273.
- **Read Ch.#11**, Answer Questions 1, 4, 5, 12, 16 page 298.

**June 13**
- **Exam 1 Ch.#1-10**

#### WEEK 4
June 16 – June 22
- **Read Ch.#12**, Answer Questions 3, 5, 7, 11, 12 pages 333-34.
- **Read Ch.#13**, Answer Questions 2, 3, 5, 8, 9 page 364.
- **Read Ch.#14**, Answer Questions 1, 3, 7, 9, 10 page 388.
- **Read Ch.#15**, Answer Questions 3, 5, 6, 10, 16 pages 416-17.
WEEK 5

June 23 – June 29

Read Ch.#16, Answer Questions 2, 5, 8, 13, 14 pages 442-43.

Read Ch.#17, Answer Questions 2, 10, 12, 16, 18 page 471.

Read Ch.#18, Answer Questions 1, 6, 8, 12, 13 page 501.

Read Ch.#19, Answer Questions 1, 9, 10, 11, 12 page 526.

WEEK 6

June 30 – July 2

Read Ch.#20, Answer Questions 4, 5, 7, 9, 10 page 553

Read Ch.#21, Answer Questions 1, 2, 3, 4, 7 page 569.

Read Ch.#22, Answer Questions 1, 3, 4, 7, 10 page 591.

July 2

Exam 2 Ch.#11-22