JOUR 201, Section Y01
Online Course
Principles of Public Relations
Winter 2021

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Office Hours: Due to social distancing guidelines, I will be holding online office hours this semester. Please email me to schedule an appointment.

Academic Bulletin Description

Methods used by business, government, consumer groups, minorities, environmentalists, and others to influence public attitudes toward their activities.

Full Course Description

This course is designed to provide an overview of the field of public relations, including information about its history, theoretical foundations, the PR planning process, possible career paths, and key terms, concepts and issues you'll need to understand to work in public relations or related industries. Public relations is a dynamic field, and we will explore the ways in which the field has grown over the years and might continue to change in the future.

Prerequisites

This is an introductory course. There are no prerequisites.

Learning Outcomes

After successful completion of the course you will be able to:

- Define public relations, and explain how it differs from similar fields such as advertising and marketing.
- Discuss public relations as a profession, including some possible career options.
- Identify key historical figures and describe important milestones in the development of public relations as a profession.
- Describe key public relations theories and be able to apply them to current public relations issues.
- Demonstrate an understanding of the public relations process, including various strategies and tactics, and when and why one might use them.
- Demonstrate an understanding that public relations is a management function, dependent upon valid and reliable research, ethical behavior, clear writing, the ability to work with multiple, diverse groups of people, and more.

All learning outcomes in the course are equivalent to the face-to-face (F2F) version of the course.

Course Materials

Required:

- ***Public Relations*** (Second Edition; 2018) by Tom Kelleher. Oxford University Press. ISBN 9780190925093 (paperback). ISBN 9780190925109 (epub).
- Additional readings and videos posted to Blackboard.

All course materials comply with copyright/fair use policies.

Course Requirements

Course Format

This is a fully online course. Online classes are not easier than face-to-face lecture classes. To succeed in an online class, you must be extremely motivated and well organized. You will need to purchase the required textbook listed above before the first day of the course. Other course materials are available via Blackboard ("Bb"). Regular Internet access is essential for successful completion of the course.

The typical class structure will consist of learning modules, which include:
- Short Video/PowerPoint Lectures
- Readings
- Online Discussions
- Exams
- Written Exercises

This is an entirely web-based course. We have no face-to-face class meetings, and you will complete your work asynchronously - which simply means that you will be working on it at different times than your colleagues. You can log into the class to do your work at whatever time is convenient for you as long as you are meeting class deadlines.

It is important to understand that this is not a self-paced class or an independent study. You will have assigned deadlines, and work must be submitted on time and will not be accepted late. You may not save up your assignments to complete in the last weeks or days of the semester. One critical part of this class is regular interaction with other students and with me, your instructor. Each assignment sequence must be completed on schedule – you can't work ahead or get behind and be successful.

Course Communication

I will be communicating with you regarding grades and assignments. If you need to get in touch with me, the best method is via email (keisljm@sc.edu). Generally, I will reply to emails within 24 hours.

If you are having trouble with this course or its material, you should contact me via email to discuss the issues.

Announcements will be posted to this course frequently, and I will generate an email to the email address you have in Blackboard when there is a new announcement. If you primarily use another email account, you should make sure that the Blackboard account is linked to that address. It is your responsibility to ensure that your email accounts work properly in order to receive mail.

Visit this link for instructions on how to change your primary university email address: https://scprod.service-now.com/sp?id=kb_article_view&sysparm_article=KB0011464&sys_kb_id=c1453f1cdbc14450c3d917e15b961952

Module Schedule

All course deadlines are listed in Eastern Time Zone. Blackboard will record all deadlines in this time zone. If you are in a different time zone, plan accordingly.

Each week will begin on a Monday and will end on a Sunday evening. Because we are on a compressed winter schedule, you will complete several modules each week. Pay close attention to assignment deadlines, which may vary. Your exams are all due by 11:59 pm on the due date.

In order to complete all of the module assignments, you will spend about 10 hours per week on the course material for a total of approximately 145 hours of course-related activities using Blackboard, discussion boards and blogs, and reading and reflecting on the texts.

Technology Requirements

The PowerPoint lecture presentations, links to articles, assignments, quizzes, and rubrics are located on the Blackboard site for the course. You must have access to the Internet to view/hear lectures. No special software is required. To participate in learning activities and complete assignments, you will need:

- Access to a working computer that has a current operating system with updates installed, plus speakers or headphones to hear lecture presentations (transcripts provided);
- Reliable Internet access and a USC email account;
- A current Internet browser that is compatible with Blackboard (Google Chrome is the recommended browser for Blackboard);
- Microsoft Word as your word processing program; and
- Reliable data storage for your work, such as a USB drive or Office365 OneDrive cloud storage.

If your computer does not have Microsoft Word, Office 365 ProPlus package is available to you free of charge and allows you to install Word, Excel, PowerPoint, Outlook, OneNote, Publisher, and Access on up to 5 PCs or Macs and Office apps on other mobile devices including tablets. Office 365 also includes unlimited cloud storage on OneDrive. To download Office 365 ProPlus, log into your student (University) email through a web browser, choose Settings (top right corner), and select software. If you have further questions or need help with the software, please contact the Service Desk

(https://www.sc.edu/about/offices_and_divisions/university_technology_services/support/service desk.php).

Minimal Technical Skills Needed

Minimal technical skills are needed in this course. All work in this course must be completed and submitted online through Blackboard. Therefore, you must have consistent and reliable access to a computer and the Internet. The minimal technical skills you have include the ability to:

- Organize and save electronic files;
- Use USC email and attached files;
- Check email and Blackboard daily;
- Download and upload documents;
- Locate information with a browser; and
- Use Blackboard.

Technical Support *Keep in mind these services may be limited during the winter term.

If you have problems with your computer, technology, IT-related questions, support, including Blackboard, please contact the Division of Information Technology (DoIT) Service Desk at (803) 777-1800 or submit an online request through the Self-Service Portal (https://scprod.service-now.com/sp) or visit the Carolina Tech Zone (https://www.sc.edu/about/offices_and_divisions/university_technology_services/support/ctz.php). The Service Desk is open Monday – Friday from 8:00 AM – 6:00 PM (Eastern Daylight Time). If you are located in the Columbia, SC area, the Thomas Cooper Library at USC has computers for you to use in case you encounter computer issues/problems. If you are not located in the Columbia, SC area, most regional campuses and public libraries have computers for public use.

If you have trouble using MyITLab, contact MyITLab Support:
- 24/7 Dedicated MyITLab Customer Technical Support Team (https://support.pearson.com/getsupport/s/)
- 1-844-292-7016

Course Assignments and Grading

General Assignment Information

- All coursework (assignments, exams, etc.) is secured in Blackboard with a username and password.
- All assignments and exams are due by 11:59 p.m. Eastern Standard Time on the day indicated on the course schedule.
- All online quizzes and tests are secured in Blackboard with a password.
- Complete rubrics will be provided in Blackboard.

Formatting

All written assignments are required to be submitted using Microsoft Word. There are no exceptions to this rule. Documents should be proofread to avoid spelling and grammatical mistakes. Additionally, all written assignments will be evaluated based on "quality" and not simply "quantity." In addition, all written assignments should adhere to the following guidelines:

- Spacing: one and a half;
- Font: either Tahoma or Arial in 12 point (size);
- Title of assignment centered on first page, followed by student name in next line;
- Documentation for all references and quotations using APA style; and
- Accurate spelling and grammar.

Exams

Four exams will be assigned. Each exam will be based on course lectures and book chapters and will consist of True/False, Yes/No and Multiple Choice questions. Exams will be automatically evaluated. Exam questions/answers are randomly displayed and drawn from substantial test banks. All exams are secured in Blackboard with a password. The final exam is comprehensive.

Discussion Boards

Special topics will be posted on Blackboard regularly. You will read posted materials and engage in the discussion boards set up in Blackboard. You will utilize readings and information that you collect from various online sources to inform your discussion. Respect and critical thinking will guide these discussions.

Discussion board posts are a significant part of this course. Students are required to post answers to instructor-posted questions on the due date by 11:59 p.m. A full discussion board rubric is provided in Blackboard.

Evaluation and Grading Scale

All grades will be posted on Blackboard. You are strongly encouraged to check your scores in Blackboard regularly. A final letter grade will be assigned based on percentages.

Assignments	Max Points Available	Percent of Final Grade

Assignments (6)
   Assignment 1: Wiki 10 points
   Assignment 2: Discussion Board 20 points
   Assignment 3: Discussion Board 20 points
   Assignment 4: Discussion Board 20 points
   Assignment 5: Discussion Board 20 points
   Assignment 6: Final Reflection 10 points
	Max of 100 points	20%

Exam 1 (Modules 1-4)	Max of 100 points	20%
Exam 2 (Modules 5-8)	Max of 100 points	20%
Exam 3 (Modules 9-11)	Max of 100 points	20%
Exam 4 (Final Exam, Comprehensive)	Max of 100 points	20%
Total		**100%**

Grading Scale

A = 90-100
B+ = 87-89.9
B = 80-86.9
C+ = 77-79.9
C = 70-76.9
D+ = 67-69.9
D = 60-66.9
F = 0-59.9

I do not "round up" grades. Your final grade is a cumulative average that represents all of your work across the semester.

Academic Success

Successful online learners:

1. Do not procrastinate;
2. Are open to sharing professional experiences online;
3. Enhance online discussions;
4. Have good written communication skills;
5. Use proactive communication;
6. Are self-motivated and self-disciplined;
7. Have a commitment to learning;
8. Have critical thinking and decision-making skills;
9. Believe quality learning can take place in an online environment; and
10. Have good time management skills.

Disability Services

[Student Disability Resource Center (http://www.sa.sc.edu/sds/)](http://www.sa.sc.edu/sds/): The Student Disability Resource Center (SDRC) empowers students to manage challenges and limitations imposed by disabilities. Students with disabilities are encouraged to contact me to discuss the logistics of any accommodations needed to fulfill course requirements (within the first week of the semester). In order to receive reasonable accommodations from me, you must be registered with the Student Disability Resource Center (1523 Greene Street, LeConte Room 112A, Columbia, SC 29208, 803-777-6142). Any student with a documented disability should contact the SDRC to make arrangements for appropriate accommodations.

Student Success Center

In partnership with USC faculty, the Student Success Center (SSC) offers a number of programs to assist you in better understanding your course material and to aid you on your path to success. SSC programs are facilitated by professional staff, graduate students, and trained undergraduate peer leaders who have previously excelled in their courses. Resources available to you in this course may include:

- **Peer Tutoring:** You can make a one-on-one appointment with a [Peer Tutor (www.sc.edu/success)](http://www.sc.edu/success). Drop-in Tutoring and Online Tutoring may also be available for this course. Visit their website for a full schedule of times, locations, and courses.
- **Supplemental Instruction (SI):** SI Leaders are assigned to specific sections of courses and hold three weekly study sessions. Sessions focus on the most difficult content being covered in class. The SI Session schedule is posted through the SSC website each week and will also be communicated in class by the SI Leader.
- **Peer Writing:** Improve your college-level writing skills by bringing writing assignments from any of your classes to a Peer Writing Tutor. Similar to Tutoring, you can visit the website to make an appointment, and to view the full schedule of available drop-in hours and locations.
- **Success Consultations:** In Success Consultations, SSC staff assist you in developing study skills, setting goals, and connecting to a variety of campus resources. Throughout the semester, I may communicate with the SSC via Success Connect, an online referral system, regarding your progress in the course. If contacted by the SSC, please schedule a Success Consultation. Success Connect referrals are not punitive and any information shared by me is confidential and subject to FERPA regulations.

SSC services are offered to all USC undergraduates at no additional cost. You are invited to call the Student Success Hotline at (803) 777-1000, visit the [SSC website (www.sc.edu/success)](http://www.sc.edu/success), or stop by the SSC in the Thomas Cooper Library on the Mezzanine Level to check schedules and make appointments.

Writing Center

[Writing Center (http://artsandsciences.sc.edu/write/university-writing-center)](http://artsandsciences.sc.edu/write/university-writing-center)
This course has many of writing assignments. The University Writing Center is an important resource you should use. It's open to help any USC student needing assistance with a writing project at any stage of development. The main Writing Center is in Byrnes 703.

Library Resources

[Library Resources (http://library.sc.edu)](http://library.sc.edu)
The university library has great resources for finding out how to cite materials in your projects. Remember that if you use anything that is not your own writing or media (quotes from books, articles, interviews, websites, movies – everything) you must cite the source in APA format.

Blackboard and Technology

[Blackboard and Technology (https://sc.edu/about/offices_and_divisions/division_of_information_technology/end_user_services/available_technology_resources/)](https://sc.edu/about/offices_and_divisions/division_of_information_technology/end_user_services/available_technology_resources/)
As a student in this course, you have access to support from the Division of Information Technology (DoIT) for Blackboard and computer issues. The service desk can be reached at 803-777-1800.

Counseling Services

[Counseling Services (https://sc.edu/about/offices_and_divisions/student_health_services/medical-services/counseling-and-psychiatry/index.php)](https://sc.edu/about/offices_and_divisions/student_health_services/medical-services/counseling-and-psychiatry/index.php): The University offers counseling and crisis services as well as outreach services, self-help, and frequently asked questions.

Course Policies and Procedures

Attendance Policy

Success in this course is dependent on your active participation throughout the course. You are expected to log into Blackboard each day and complete course assignments. Even if your work is completed, you still need to login to ensure that you have seen all announcements, etc. It is your responsibility to check updates related to the course.

Academic Integrity

You are expected to practice the highest possible standards of academic integrity. Any deviation from this expectation will result in a minimum academic penalty of your failing the assignment, and will result in additional disciplinary measures. This includes improper citation of sources, using another student's work, and any other form of academic misrepresentation.

The first tenet of the Carolinian Creed is, "I will practice personal and academic integrity."

Below are some websites for you to visit to learn more about University policies:

Carolinian Creed (http://www.sa.sc.edu/creed)
Academic Responsibility (http://www.sc.edu/policies/staf625.pdf)
Office of Student Conduct and Academic Integrity (https://www.sa.sc.edu/academicintegrity/)
Information Security Policy and Standards
(https://sc.edu/about/offices_and_divisions/division_of_information_technology/security/policy/universitypolicy/)

Plagiarism

Using the words or ideas of another as if they were one's own is a serious form of academic dishonesty. If another person's complete sentence, syntax, key words, or the specific or unique ideas and information are used, one must give that person credit through proper citation.

Class Conduct/Netiquette

Professionalism will be expected at all times, but most especially with your interactions online. Because the university classroom is a place designed for the free exchange of ideas, we must show respect for one another in all circumstances. We will show respect for one another by exhibiting patience and courtesy in our exchanges. Appropriate language and restraint from verbal attacks upon those whose perspectives differ from your own is a minimum requirement. Courtesy and kindness is the norm for those who participate in my class.

Our discussion board is a way for you to share your ideas and learning with your colleagues in this class. We do this as colleagues in learning, and the Discussion Board is meant to be a safe and respectful environment for us to conduct these discussions.

Some Netiquette Rules:
- Treat one another with respect. It will be expected that we will not attack one another personally for holding different opinions.
- Do not use all CAPITAL LETTERS in emails or discussion board postings. This is considered "shouting" and is seen as impolite or aggressive.
- Begin emails with a proper salutation (Example: Dear Professor Davis). Starting an email without a salutation or a simple "Hey" is not appropriate.
- When sending an email, please include a detailed subject line. Additionally, make sure you reference the course number (JOUR 201) in the message and sign the mail with your name.
- Use proper grammar, spelling, punctuation, and capitalization. Text messaging language is not acceptable.
- Use good taste when communicating. Profanity should be avoided.
- Re-Read, think, and edit your message before you click "Send/Submit/Post."

Please remember when posting to be respectful and courteous to your colleagues, and limit your posts to discussions of this course and its assignments.

Late Work/Make-up Policy

No late or make-up work is accepted. All assignments, quizzes, and exams are due by the deadline as posted on the course schedule.

Please plan accordingly, and complete these assignments in advance of their deadlines to ensure any unanticipated circumstances do not result in a missed assignment. User error does not qualify you for any kind of makeup or retake opportunity.

You are solely responsible for completing and submitting the assignments, exams or discussion board posts by the due date. If you fail to submit the assignment or test by the due date, then your score for that assignment will be recorded as "zero."

You will be allowed to access the assignments an unlimited number of times until the due date/time, and take exams one time each on or before the due date/time as indicated on the course calendar. If you are concerned about missing a deadline, you may want to do any of the following:
- Post your assignment the day before the deadline; or
- Begin exams as soon as they are made available online.

Late exams will be accepted only if the following two requirements are met:
1. You must contact me **before** the exam is made available online to make arrangements for its completion.
2. You must complete the exam **no later than one day** following its due date.

Exams will not be accepted after the deadline unless prior arrangements have been made per the above requirements.

Be Careful: The clock on your computer may be different than the clock in Blackboard. If the clock is different by one second, you will be locked out of the assignment or quiz. Plan accordingly. I recommend that you submit your assignments, quizzes, and exams well before deadline.

Incomplete Grades

Incompletes will be granted only in accordance with university policy.

Instructional Methods

The course will be taught using multiple instructional methods. These methods may include lecture videos, YouTube videos, online articles, podcasts, small group projects and video presentations with an associated critical discussion. Typically, course topics will be introduced via two or three short lectures (no more than 20 minutes each). Following the lecture presentation, you will review articles from either current research into the topic or from public relations industry sources that explore a related or relevant additional concept. Literature discussions will utilize small group discussions on Blackboard followed by online or written presentations.

Diversity and Inclusion

The university is committed to a campus environment that is inclusive, safe, and respectful for all persons, and one that fully embraces the Carolinian Creed. To that end, all course activities will be conducted in an atmosphere of friendly participation and interaction among colleagues, recognizing and appreciating the unique experiences, background, and point of view each student brings. You are expected at all times to apply the highest academic standards to this course and to treat others with dignity and respect.

Copyright/Fair Use Statement

I will cite and/or reference any materials that I use in this course that I do not create. You, as students, are expected to not distribute any of these materials, resources, exams, tests, homework assignments, etc. (whether graded or ungraded). **You are not permitted to post my lecture videos, presentations or transcripts on any other site.**

Course Schedule

This schedule is subject to change at the discretion of the instructor. Updates to the course schedule will be posted to Blackboard, and you will receive a course announcement via email.

A typical "week" in this class runs from Monday to the following Sunday. The week's modules will be opened on Mondays.

Begin each module by visiting the Course Modules link in Blackboard. Within the module, you will find detailed directions of that week's readings, lesson videos, supplemental materials and graded assignments.

Dec. 27- Jan. 1	TOPICS	TEXTBOOK	ASSIGNMENTS DUE
Module 0 (Start Here)	Visit the Start Here link on Blackboard to review the syllabus, course schedule and introductory materials.		Order your textbook.
Module 1	What is Public Relations?	Chapter 1	
Assignment 1			Complete Student Introduction Post by 11:59 p.m. on Monday, December 27.
Module 2a	The History of Public Relations; Public Relations Models Through the Ages	Chapter 2	
Module 2b	Public Relations and Mass Communications Theories		
Assignment 2			Discussion Board post due by 11:59 p.m. on Thursday, December 30.
Module 3	Convergence and Integrated Communication	Chapter 3	
Module 4	Relationship Management	Chapter 4	
Exam 1	Review Modules 1-4, lesson videos and supplemental materials.		Exam is due no later than 11:59 pm on Sunday, January 2.

Jan 3- Jan. 8	TOPICS	TEXTBOOK	ASSIGNMENTS DUE
Module 5	Research	Chapter 5	
Assignment 3			Discussion Board post due by 11:59 p.m. on Tuesday,Jan. 4.
Module 6	Planning	Chapter 6	
Module 7	Implementation	Chapter 7	
	Writing	Chapter 9	
	Social Media and Mobile	Chapter 10	
Module 8	Evaluation	Chapter 8	
Assignment 4			Discussion Board post due by 11:59 p.m. on Thursday, Jan. 6.
Exam 2	Review Modules 5-8, lesson videos and supplemental materials.		Exam 2 must be completed no later than 11:59 p.m. on Sunday, Jan. 9.
January 10-15	TOPICS	TEXTBOOK	ASSIGNMENTS DUE
Module 9a	Legal Issues	Chapter 11	
Module 9b	Ethics in Public Relations		
Module 10	Issues and Crises	Chapter 12	
Module 11	Global	Chapter 13	
Assignment 5			Discussion Board post due by 11:59 p.m. on Tuesday, Jan.11.

Exam 3	Review Modules 9-11, lesson videos and supplemental materials.		Exam 3 must be completed no later than 11:59 p.m. on Thursday, Jan. 13.
Module 12a	Corporate PR and Community Relations	Chapter 14 (optional)	
Module 12b	Nonprofit Public Relations		
Module 12c	Public Affairs and Government Relations		
Assignment 6	Course Wrap-Up		Final Reflection Journal Entry due by 11:59 pm on Friday, Jan. 14 (Assignment is linked within Module 12.)
January 16, 2021			
Final Exam	The final exam will include content covered in all course modules. The exam will open on Friday, Jan. 14.		Final Exam due no later than 11:59 p.m. on Sunday, Jan. 16.