

# **Dakota College at Bottineau Course Syllabus**

## **Course Prefix/Number/Title:**

BADM 213 - Public Relations

## **Course Description:**

This course is an analysis of the practice of public relations from an organization communication perspective. Changing roles, future career opportunities, ethical and legal issues, research techniques, developing effective communication with the client, media, consumer, stockholder, governmental, organizational and employee publics. Requirements for the course will include group projects and presentations in public relations campaign management.

## **Course Objectives:**

After taking this course students should be able to:

- Analyze the nature and scope of the public relations process
- Familiarize students with the roles, functions, and tasks of a public relations practitioner
- Develop an understanding of the mass media in today's public relations environment
- Provide students with practical experience in various types of public relations writing and activities
- Present an overview of the field of public relations and the organizational roles of the public relations practitioner
- Understand through case studies, the public relations environment and the role of persuasion and public opinion
- Acquaint students with the communication process and technological tools available to the public relations practitioner
- Research and critique current articles regarding public relations topics.

## **Instructor:**

Keri J. Keith

## **Office:**

Thatcher Hall 205

## **Office Hours:**

10:00 – 11:00 am: Monday, Wednesday and Friday  
2-3:00 pm: Tuesday and Thursday

## **Phone:**

701-228-5624

**Email:**

keri.keith@dakotacollege.edu

**Lecture/Lab Schedule:**

M/W/F Noon – 1:00  
Arntzen 1

**Textbook(s):**

The Practice of Public Relations, 11<sup>th</sup> Edition, Fraser P. Seitel  
Various Handouts

**Course Requirements:**

Course requirements consist of class participation, assignments, quizzes, and exams.

**Grade Weighting**

Case Study #1	20 points
Case Study #2	20 points
Case Study #3	20 points
Case Study #5	20 points
Case Study #7	20 points
Case Study #10	20 points
Case Study #11	20 points
Case Study #12	20 points
Case Study #13	20 points
Case Study #17	20 points
Case Study #19	20 points
Research Paper	100 points
Press Release	50 points
Exam #1:	100 points
Exam #2:	100 points
Exam #3:	100 points
Exam #4:	100 points
<u>Participation:</u>	<u>80 points</u>
Total:	850 points

**Grading Scale**

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
Less than 60%	F

## Tentative Course Outline

Wednesday Jan 12	Introduction & Course Syllabus
Friday Jan 14	Chapter 1 Lecture
Monday Jan 17 NO CLASS	MLK Day
Wednesday Jan 19	Chapter 2 Lecture
Friday Jan 21	Case #1 and 2
Monday Jan 24	Chapter 3 Lecture
Wednesday Jan 26	Chapter 4 Lecture
Friday Jan 28	Case #3 and Review for Exam #1
Monday Jan 31	Exam #1
Wednesday Feb 2	Chapters 5 and 6 Lecture
Friday Feb 4	Case Study #5
Monday Feb 7	Chapter 7 Lecture
Wednesday Feb 9	Chapter 8 Lecture
Friday Feb 11	Chapter 7 Case Study and Review for Exam #2
Monday Feb 14	Exam #2
Wednesday Feb 16	Chapter 9 Lecture
Friday Feb 18	Chapter 10 Lecture
Monday Feb 21	No Class – President's Day
Wednesday Feb 23	Chapter 11 Lecture

Friday Feb 25	Case Study #10 and 11
Monday Feb 28	Chapter 12 Lecture
Wednesday March 2	Review for Test #3
Friday March 4	Exam #3
Monday Mar 7	Chapter 13 Lecture
Wednesday Mar 9	Chapter 14 Lecture
Friday Mar 11	Case Studies 12 and 13
Monday Mar 14 NO CLASS	Spring Break!
Wednesday Mar 16 NO CLASS	Spring Break!
Friday Mar 18 NO CLASS	Spring Break!
Monday Mar 21	Chapter 15 Lecture
Wednesday Mar 23	Chapter 16 Lecture
Friday Mar 25	Write a Press Release Assignment
Monday Mar 28	Class time to work on Press Release
Wednesday Mar 30	Class time to work on Press Release
Friday April 1	Press Release Due - Will share in groups
Monday April 4	Case Study #17
Wednesday April 6	Chapter 17 Lecture
Friday April 8	Chapter 18 Lecture
Monday April 11	Chapter 19 Lecture

Wednesday April 13	Case study # 19 and Review for Exam
Friday April 15	Final Exam
Monday April 18	Research Paper Assignment
Wednesday April 20	Class time to work on paper
Friday April 22	No Class – Easter Break
Monday April 25	No Class – Easter Break
Wednesday April 27	Class time to work on paper
Friday April 29	Class time to work on paper
Monday May 2	Present Paper to Class
Wednesday May 4	Present Paper to Class
Friday May 6	Wrap up and final grades

### **Relationship to Campus Theme:**

A focus on the growing “green” movement in advertising as well as consumption and addressing the new technologies that are affecting the advertising industry. Students will also understand how to utilize these new ideologies and tools to their benefit, as well as the benefit of the world and society as a whole.

### **Classroom Policies:**

**Absences and Assignment Due Dates:** If a student must miss class, he/she must contact the instructor within 24 hours of the class period. Late assignments will be docked 10% per day late. This is the policy for all assignments in all circumstances. If you email me an assignment, you will get a reply from me to verify that I have received the assignment. If you do not get a receipt from me, I did not get the assignment. It is your job to ensure that I have received the assignment, so if you do not get a response from me within 24 hours of submitting your assignment by email, you need to resend the email. The assignment continues to lose 10% per day during this time.

**Tests:** All tests should be completed on the day that they are given. If you are unable to take the test the day it is given in class, you must make up the test within 72 hours or a grade of 0 will be entered. Make-up exams will only be allowed if you have made arrangements with me previous to taking the exam within the 72 hour time period.

Attendance and participation is expected. Ten percent of your grade is based solely on attendance and participation. You are responsible for the activities of each class period. If you know of a conflict ahead of time, you are welcome to submit assignments early.

**Electronic Devices:** Silence cellular phones, pagers, CD players, radios, and similar devices in the classroom and laboratory facilities. Reasonable laptop-size computers may be used in lecture for taking notes. If this is an IVN course, cell phone must be turned off at all times in class!

This class will be a place where all thoughts are welcome, no one fears sharing their opinion, and minds are open to new ideas. You have all EARNED the opportunity to be here by completing the same criteria, thus making you equals. As emerging leaders, you are expected to show respect for each other's differences. Conflicting opinions are part of life and will create dynamic discussions. The instructor reserves the right to end these discussions and the participants will agree to disagree.

It is your responsibility to keep all assignments that are graded and handed back to you. In the case of a grade dispute, it is the student's responsibility to provide past assignments to confirm grades.

The syllabus is a living document that is subject to change. All assignments will be confirmed during the class prior to their due date. The instructor reserves the right to allow the class agenda to fluctuate as the course progresses.

### **Academic Integrity:**

**Plagiarism:** To plagiarize is to "steal and pass off the ideas or words of another as one's own" (*Webster's Dictionary*). **Plagiarism will not be tolerated in this course.** When completing a research paper, it is necessary to cite all information gathered from other sources - including direct quotations and paraphrases - within the text of the paper using parenthetical notes at the end of the documents in a works cited list. A handout regarding the MLA guidelines is available at the writing center if you would like further information. Students are expected to follow MLA guidelines for the research paper. If you have any questions - please contact myself or go to the learning center for more information. **Students found plagiarizing material will receive a "0" for the assignment.**

**Cheating:** Cheating will not be tolerated. Any student found to be cheating will receive a 0 on the assignment, an additional incidence of cheating will result in the student being dismissed from the course.

### **Disabilities and Special Needs:**

If you have any condition, such as a physical or learning disability, for which you need extra assistance, please inform me immediately. If you have already met with Student Development personnel, please provide me with information regarding your special needs as soon as possible so that appropriate accommodations can be made.