



**Course Prefix/Number/Title:**

BADM 213 - Public Relations

Credits: 3

**Course Description:**

Basic public relations; both internal and external. The why, what, how of public relations and marketing as it relates to business; special emphasis placed on crisis management.

**Pre-/Co-requisites:** None

**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:**

MWF: 2-3:00 pm

T/R: 1-2:00

**Phone:**

701-228-5624

**Email:**

keri.keith@dakotacollege.edu

**Lecture/Lab Schedule:**

M/W/F 11:00 – 11:50

TH 2211

**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
Participation	80 points
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 15	Introduction & Course Syllabus
Friday Jan 17	Chapter 1 Lecture
Monday Jan 20	No Class – MLK Day
Wednesday Jan 22	Chapter 2 Lecture
Friday Jan 24	Case #1 and 2
Monday Jan 27	Chapter 3 Lecture
Wednesday Jan 29	Chapter 4 Lecture
Friday Jan 31	Case #3 and Review for Exam #1
Monday Feb 3	Exam #1
Wednesday Feb 5	Chapters 5 and 6 Lecture
Friday Feb 7	Case Study #5
Monday Feb 10	Chapter 7 Lecture
Wednesday Feb 12	Chapter 8 Lecture
Friday Feb 14	Chapter 7 Case Study and Review for Exam #2
Monday Feb 17	No Class – Presidents Day
Wednesday Feb 19	Exam #2
Friday Feb 21	Chapter 9 Lecture
Monday Feb 24	Chapter 10 Lecture
Wednesday Feb 26	Chapter 11 Lecture
Friday Feb 28	Case Study #10 and 11
Monday March 3	Chapter 12 Lecture
Wednesday March 5	Review for Test #3
Friday March 7	Keri Gone – Exam #3
Monday Mar 10	Spring Break
Wednesday Mar 12	Spring Break
Friday Mar 14	Spring Break
Monday Mar 17	Chapter 13 Lecture –
Wednesday Mar 19	Chapter 14 Lecture –
Friday Mar 21	Case Studies 13 and 14
Monday Mar 24	Chapter 15 Lecture
Wednesday Mar 26	Chapter 16 Lecture
Friday Mar 28	Write a Press Release Assignment

Monday Mar 31	Class time to work on Press Release
Wednesday April 2	Press Release Due - Will share in groups
Friday April 4	Chapter 17 Lecture
Monday April 7	Case Study #17
Wednesday April 9	Chapter 18 Lecture
Friday April 11	Case Study #18
Monday April 14	Chapter 19 Lecture
Wednesday April 16	Case Study #19
Friday April 18	No Class – Holiday Break
Monday April 21	No Class – Holiday Break
Wednesday April 23	Review for Exam
Friday April 25	Final Exam
Monday April 28	Give Final Research Paper Assignment to class
Wednesday April 30	Class time to work on paper
Friday May 2	Class time to work on paper
Monday May 5	Present Paper to Class
Wednesday May 7	Present Paper to Class
Friday May 9	Wrap up and final grades

**CTE Competency/Department Learning Outcome(s):** The student learning competencies of career and technical education degree programs are as follows:

- Employ industry-specific skills in preparation for workplace readiness
- Combine general education and vocational skills curriculum

Relationship to Campus Focus: A focus on the growing “green” movement in business marketing and management. Also addressing consumption and the new technologies that are affecting the business 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 as emerging leaders.

**Classroom Policies:**

**Absences and Assignment Due Dates:** Late assignments will be docked 10% per day late and are eligible for points up to one week late. This is the policy for all assignments in all circumstances.

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.

**If you miss an exam you must contact me within 24 hours of the missed exam to arrange for a time to make up the exam.** Exams must be made up within 72 hours of the original exam time. If you do not contact me within 24 hours a grade of 0 will be entered for the exam that was missed. **Students are only allowed to make up ONE exam per course.** The exam grade will be docked 10% per day for late points.

**Do NOT wear headphones during tests. They are not allowed.**

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.

### **Student Email Policy:**

Dakota College at Bottineau is increasingly dependent upon email as an official form of communication. A student's campus-assigned email address will be the only one recognized by the Campus for official mailings. The liability for missing or not acting upon important information conveyed via campus email rests with the student.

### **Academic Integrity:**

According to the DCB Student Handbook, students are responsible for submitting their own work. Students who cooperate on oral or written examinations or work without authorization share the responsibility for violation of academic principles, and the students are subject to disciplinary action even when one of the students is not enrolled in the course where the violation occurred. The Code detailed in the Academic Honesty/Dishonesty section of the Student Handbook will serve as the guideline for cases where cheating, plagiarism or other academic improprieties have occurred.

### **Disabilities or Special Needs:**

Students with disabilities or special needs (academic or otherwise) are encouraged to contact the instructor and Disability Support Services.

### **Title IX:**

Dakota College at Bottineau (DCB) faculty are committed to helping create a safe learning environment for all students and for the College as a whole. Please be aware that all DCB employees (other than those designated as confidential resources such as advocates, counselors, clergy and healthcare providers) are required to report information about such discrimination and harassment to the College Title IX Coordinator. This means that if a student tells a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the College's Title IX Coordinator. Students wishing to speak to a confidential employee who does not have this reporting responsibility can find a list of resources on the DCB Title IX webpage.

### **AI Student Policy:**

Unless otherwise indicated in the course syllabus, or in individual instructions for course assignments, or in the absence of the express consent of the course instructor, students are not allowed to utilize generative AI to help produce any of their academic work. Any violation of this policy will be considered an act of academic dishonesty as outlined within the Dakota College Code of Student Life.

### **RESPONSIBILITIES**

Students	<ul style="list-style-type: none"><li>• Responsible to follow the syllabus and assignment instructions regarding use of generative AI for all academic work.</li><li>• Obtain permission of the instructor prior to the use of generative AI that is outside of the syllabus or assignment instructions. Provide appropriate rationale for how the use of generative AI will enhance the learning experience for the assignment.</li><li>• In instances where generative AI is permissible, appropriately cite the generative AI program used and indicate where in the assignment it was used, in a brief submission statement.</li></ul>
Faculty	<ul style="list-style-type: none"><li>• Determine if the use of generative AI could enhance student learning in any assignment or project.</li><li>• Clearly indicate in all course syllabi if generative AI is allowable for any academic work.</li><li>• If allowable, give specific parameters for how and when generative AI may be used.</li><li>• If a violation of generative AI for the individual course/syllabus is suspected, discuss the concern with the student. If violation is still suspected, inform the appropriate semester coordinator/program director.</li></ul>