



Course Prefix/Number/Title: BADM 213 Public Relations; 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.

Number of Credits: 3

Course Description: The purpose of this course is to utilize weekly reading and apply it to real life situations. You will be required to participate in weekly discussions with your peers to review different ways people would resolve conflict or embarrassing situations in the workplace. In addition you will submit a summary of case studies each week on a particular situation and use the text book to assist your process of thinking and resolving situations.

Pre-/Co-requisites: None

Course Objectives:

- An understanding of the general structure and framework of public relations.
- Technical knowledge of administrative responsibilities of a manager including politics, laws and liabilities associated with dealing with public matters that require delicate thinking.
- An understanding of concepts involved in the use of public relations associated with real life experiences that we can relate to.
- Acquired problem solving skills and ability to apply those skills in area of public administration.

Instructor: Cole Higlin

Office: N/A

Office Hours:

Phone: 701-220.1494

Email: cole.higlin@dakotacollege.edu

Lecture/Lab Schedule: N/A

Textbook(s): Title: The Practice of Public Relations, Fraser P. Seitel 11th Edition

Course Requirements:

- Participation: Regular participation in the class is expected.
- Reading: Students are expected to read the textbook material for the assigned chapters.
- Lecture Notes/Discussions: Read the instructor's notes and participate in discussions that are posted in the content area of the course.
- Case studies: Students will submit their weekly response to each case study.

- **Graded Assignments:** Graded assignments are found in the Content area of the course. Students will submit their work on the homepage of the course. The deadlines for completing assignments are posted on the course calendar. Assignments must be completed using **Microsoft Word**.
- **Tests:** Each chapter is followed by a chapter exam that must be completed on the dates posted on the course calendar. Exams will typically have 15 questions and must be completed within a 30 minute time period. No comprehensive exam will be given.
- **Deadlines:** Students are expected to abide by the deadlines listed in the course materials. Due dates are posted on the course calendar.
- **Group Discussions and Communication:** Group discussion are part of the course, but ongoing discussion is encouraged with the instructor by telephone or through the use of the Course Mail, which is easy to access in the Course Menu on your Home Page. On occasion when discussion occurs both assignment and exam scores may be changed based on the reasoning and/or content of the debate - So, I encourage dialogue.
- **Evaluation and Grading Method:** Grades on individual assignments and exams are calculated by dividing the points earned by the points possible. The grade for the course is determined thus: Test Scores make up 75% of the grade, and assignments account for 25% of the grade.
- **Grading Criteria:**
- **Grades:** A = 93-100%  
B = 85 - 92%  
C = 78 - 84%  
D = 70 - 77%  
F = 69% and below Exams 75% Assignments 25%

#### Course Contents:

- Relationships with media.
- Communication in the workplace.
- Management of Public Relations with measured results.
- Strategic Planning of a company public relationship.
- Bridging the connection between law and ethics.
- Various types of electronic relationships.
- How we address multicultural media relations.
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General Education Competency/Learning Outcome(s) OR CTE Competency/Department Learning Outcome(s):

General Education Copentency: Competency/Goal 4: Communicates effectively

CTE Competency: Employs industry specific skills in preparation for work place readiness.

Relationship to Campus Focus: Introduction to Recreation provides the opportunity for students to explore recreation and nature, to use technology to further their knowledge in the field.

#### Classroom Policies:

Reading the assigned text is the student's responsibility, and is essential to success in this course. Late work will not be accepted for full credit. This academic environment is an open and harassment free one. Participation within the online classroom is highly encouraged and is an integral part of the higher education experience. Ask questions – comment on discussions.

**Exams: Policies & Procedures :**

- All quizzes and exams can be taken on any computer with Internet access.
- Students need to select a distraction-free environment for testing.
- Exams may only be taken during the set dates and times. Times are clearly posted on **course calendar**.
- Each quiz/test will be available for a 36-hour period on a date set by the instructor. Students can take a quiz/test at any time during the 36-hour period.
- Once opened, quizzes and tests are available for a limited period of time (10-60 minutes) depending upon the number of questions.
- Quizzes have approximately 10 questions each, and unit exams have around 40 questions each.
- Exams are given with equal number of multiple choice and true/false questions.

**Evaluation: Grading Method :** Your final grade is based on total points earned and include the points earned on practice exercises.

**Grading :** Grades will be calculated using the following criteria:

**Grading Criteria:**

A = 93-100%  
B = 85 - 92%  
C = 78 - 84%  
D = 70 - 77%  
F = 69% and below

**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.