

# **Dakota College at Bottineau Course Syllabus**

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

BADM 213 - Public Relations

Credits: 3

## **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.

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:**

1:00 – 2:00 pm: Monday, Wednesday and Friday  
10-11:00 am T/R

## **Phone:**

701-228-5624

**Email:**

keri.keith@dakotacollege.edu

**Lecture/Lab Schedule:**

M/W/F 11:00 – 11:50

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**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>Attendance (approximate)</u>	<u>120 points</u>
Total:	890 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 – President’s 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 2	Chapter 12 Lecture
Wednesday March 4	Review for Test #3
Friday March 6	Exam #3
Monday Mar 9	Chapter 13 Lecture – Keri Gone
Wednesday Mar 11	Chapter 14 Lecture – Keri Gone
Friday Mar 13	Case Studies 12 and 13 – Keri Gone
Monday Mar 16 NO CLASS	Spring Break!
Wednesday Mar 18 NO CLASS	Spring Break!
Friday Mar 20 NO CLASS	Spring Break!
Monday Mar 23	Chapter 15 Lecture
Wednesday Mar 25	Chapter 16 Lecture
Friday Mar 27	Write a Press Release Assignment
Monday Mar 30	Class time to work on Press Release
Wednesday April 1	Press Release Due - Will share in groups
Friday April 3	Chapter 17 Lecture
Monday April 6	Case Study #17
Wednesday April 8	Chapter 18
Friday April 10	No Class- Good Friday
Monday April 13	No Class – Easter Monday

Wednesday April 15	Case Study #18
Friday April 17	Chapter 19
Monday April 20	Case Study #19
Wednesday April 22	Review for Exam
Friday April 24	Final Exam
Monday April 27	Give Final Research Paper Assignment to class
Wednesday April 29	Class time to work on paper
Friday May 1	Class time to work on paper
Monday May 4	Time to meet with Keri regarding paper
Wednesday May 6	Present Paper to Class
Friday May 8	Wrap up and final grades

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

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:** 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.

**Attendance Policy:**

Attendance is incredibly important. Therefore, attendance will be taken each day in class. Attendance will be taken promptly at the beginning of class. You will earn 3 points each day for attendance. If you arrive within 5 minutes late you will earn 2/3 attendance points. If you arrive more than 5 minutes late you will earn 0/3 points.

**If you are gone for a school sponsored event, please let me know ahead of time so that you do not lose attendance points.**

**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.

**Case Studies:** Public Relations class employs several case studies throughout the course. It is imperative that you are in class to discuss the case study. Therefore, case studies must be turned in the day that they are due at the conclusion of our discussion in class to earn full points. All assignments that are turned in via email will be docked 5 points as a result of missing the discussion.

**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! I will not tolerate texting, playing games, watching videos or anything else that is disruptive to the class and others around you. You will be asked once to put the phone away, if asked again you will be asked to leave.

**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:**

**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.