



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:

2-3:00 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
TH 2211

Textbook(s):

The Practice of Public Relations, 11th 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 13	Introduction & Course Syllabus
Friday Jan 15	Chapter 1 Lecture
Monday Jan 18	No Class – MLK Day
Wednesday Jan 20	Chapter 2 Lecture
Friday Jan 22	Case #1 and 2
Monday Jan 25	Chapter 3 Lecture
Wednesday Jan 27	Chapter 4 Lecture
Friday Jan 29	Case #3 and Review for Exam #1
Monday Feb 1	Exam #1
Wednesday Feb 3	Chapters 5 and 6 Lecture
Friday Feb 5	Case Study #5
Monday Feb 8	Chapter 7 Lecture
Wednesday Feb 10	Chapter 8 Lecture
Friday Feb 12	Chapter 7 Case Study and Review for Exam #2
Monday Feb 15	No Class – President’s Day
Wednesday Feb 17	Exam #2
Friday Feb 19	Chapter 9 Lecture
Monday Feb 22	Chapter 10 Lecture
Wednesday Feb 24	Chapter 11 Lecture
Friday Feb 28	Case Study #10 and 11
Monday March 1	Chapter 12 Lecture
Wednesday March 3	Review for Test #3
Friday March 5	Exam #3
Monday Mar 8	Chapter 13 Lecture –
Wednesday Mar 10	Chapter 14 Lecture –
Friday Mar 12	Case Studies 12 and 13 –
Monday Mar 15 NO CLASS	Spring Break!
Wednesday Mar 17 NO CLASS	Spring Break!
Friday Mar 19 NO CLASS	Spring Break!
Monday Mar 22	Chapter 15 Lecture
Wednesday Mar 24	Chapter 16 Lecture
Friday Mar 26	Write a Press Release Assignment

Monday Mar 29	Class time to work on Press Release
Wednesday Mar 31	Press Release Due - Will share in groups
Friday April 2	No Class- Good Friday
Monday April 5	No Class – Easter Monday
Wednesday April 7	Chapter 17 Lecture
Friday April 9	Case Study #17
Monday April 12	Chapter 18 Lecture
Wednesday April 14	Case Study #18
Friday April 16	Chapter 19
Monday April 19	Case Study #19
Wednesday April 21	Review for Exam
Friday April 23	Final Exam
Monday April 26	Give Final Research Paper Assignment to class
Wednesday April 28	Class time to work on paper
Friday April 30	Class time to work on paper
Monday May 3	Time to meet with Keri regarding paper
Wednesday May 5	Present Paper to Class
Friday May 7	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 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: 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. Most assignments can be posted in BlackBoard. That way the assignment has a time stamp for due date compliance.

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.