

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.
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Instructor:

Keri J. Keith

Office:

Thatcher Hall 205

Office Hours:

10:00 – 11:00 am: Monday, Wednesday and Friday
11-12:00 pm: Tuesday and Thursday

Phone:

701-228-5624

Email:

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Lecture/Lab Schedule:**Textbook(s):**

The Practice of Public Relations, 10th 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

Week 1: Welcome to Class, Introduce Yourself, Respond to Discussion Question
Week 2: Chapters 1 and 2, Case Study 1 and 2 due, Discussion Question
Week 3: Chapters 3 and 4, Case Study #3, respond to Discussion Question
Week 4: Exam #1 - due by Sunday of week 4
Week 5: Chapters 5 and 6, Case Study #5 and respond to Discussion Question
Week 6: Chapters 7 and 8, Case Study #7 and respond to Discussion Question
Week 7: Exam #2 - Due by Sunday of week 7
Week 8: Chapters 9 and 10, Case Study #10 and respond to Discussion Question
Week 9: Chapters 11 and 12, Case Studies 11 and 12
Week 10: No Class - Spring Break
Week 11: Exam #3 - Due by Sunday of week 11
Week 12: Research Paper Assignment - Due end of week 12
Week 13: Chapters 13,14,15. Case Study #13, respond to Discussion Question
Week 14: Chapter 16 and 17, Case Study #17, respond to Discussion Question
Week 15: Press Release, due end of week 15
Week 16: Chapters 18 and 19, Case Study #19 respond to discussion Question
Week 17: Exam #4 - due by Sunday of week 17

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.

Attendance and participation is expected. Ten percent of your grade is based solely on attendance and participation. Participation points are earned by responding to the discussion question each week. In addition to posting your initial response to the discussion question, you are to respond to one classmate's response as well each week that discussion questions are posted to earn full points.

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.