

Public Relations
Jour 523
Fall 2009
11 – 12:15 p.m. M/W

Contact Info:

Assistant Professor, Crystal Y. Lumpkins, Ph.D.
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Class Meeting Time: M/W 11-12:15 p.m., Stauffer-Flint Room 100
Office Hours: 1-2:00 p.m. Monday and Wednesday or by appointment

COURSE DESCRIPTION/OBJECTIVES:

Welcome to Public Relations Jour 523! This course is designed to introduce students to the basic concepts and principles of public relations as well as theory and techniques. The class also is the foundation course for a strong grounding in public relations. At the end of the course students should have attained knowledge and understanding of the following concepts:

- To create an understanding of the practice of public relations, as well as the profession's history, contemporary issues and role in democratic societies.
- To emphasize critical thinking – especially used in the research and planning phases of the public relations process.
- To encourage problem-solving skills in both individual and collaborative environments.
- To establish a professional and ethical foundation on which the future practitioner can build a successful and distinguished career.

TEXT:

Required Text: Guth, David W. and Marsh, Charles. *Public Relations: A Values-Driven Approach*, Fourth edition. Allyn & Bacon. Boston. Copyright © 2009

Supplemental Text: Wilcox, D.L., Cameron, G. T., Ault, P. & Agee, W. (2009) *Public Relations: Strategies and tactics*, 9th ed. Boston: Allyn & Bacon.

Recommended Reading:

Read daily and regional newspapers such as the *University Daily Kansan*, *Lawrence Journal-World*, and *Kansas City Star*. Also watch local and national news programs and read PR websites, PR Week, Public Relations Quarterly, PR Tactics (PRSA) and O'Dwyer's Newsletter (articles available on LexisNexis).

Your Instructor: Professor Lumpkins is a doctoral graduate of the University of Missouri-School of Journalism. She is an assistant professor at the William Allen White School of Journalism and Mass Communication at the University of Kansas where she teaches strategic communication, research and news courses and has taught journalism and public relations courses in both Kansas and Missouri since 1999. Lumpkins worked at UMKC in Media Relations for four and a half years and consulted for Mershon & McDonald public relations firm based in Kansas City, Mo. She was also a broadcast journalist for nearly a decade and worked in Topeka, Kan., St. Joseph, Mo. and Albuquerque, N.M. Lumpkins' current research includes message design in health campaigns targeting minority populations and cancer communication among African Americans. She is a recent recipient of a National Institutes of Health grant and was also selected as a "Building Interdisciplinary Research in Women's Health Career Development" Faculty Member from the KU Medical Center in June of 2009.

COURSE RULES AND EXPECTATIONS:

Tests:

Two exams will be based on assigned reading and classroom lectures, including guest lectures. The lectures are designed to complement textbook readings. The final exam is scheduled by the university and will not be administered at any other time.

Weekly Assignments and Attendance:

The student is expected to read weekly readings for upcoming lectures and discussion in class. The assignments will be used in conjunction with attendance points and vary from week to week. A student may not be excused from or turning in assignments unless cleared by the professor **before** that class period. ***This must be done at least 2 class days in advance. Assignments turned in late will not count for full-credit; please review the policy on late and make-up work.*** The weekly assignments are incorporated not only as a measure of attendance but to maximize the exposure to public relations concepts and principles.

Research Memo:

Preparatory to the group project described below, each student will write a short research memorandum. Students will be encouraged to take advantage of the various research tools available on campus. Detailed instructions for this paper will be made at the time of its assignment.

Planning Grid:

Preparatory to the group project described below, each student will complete a planning

grid. Detailed instructions will be given at the time of the assignment.

Case Study Summary:

Students will be assigned two case studies and required to write a brief summary and analysis of each. These will be discussed on selected days. Detailed instructions will be given at the time of the assignment.

Group/Client Project:

Public relations practitioners often work in teams, collaborating with each other to effectively communicate to its publics through strategic planning and research. Each student will be assigned to a group consisting of five to six individuals. The group will be responsible for preparing a public relations plan based on a realistic scenario. The plan will be developed in a three-step process that is designed to give students meaningful feedback. Students will also be required to submit an evaluation of their group and individual work. Specific instructions will be presented at the time of the assignment.

It is important that every member of the group contribute to the total effort. Each student in the group will receive the same grade for group assignments. To recognize individual extra effort and to minimize an individual's failure to do one's fair share, grades awarded in connection with the group term project may be subjected to a performance adjustment based on student evaluations and other information deemed appropriate by the professor. When such an adjustment occurs, an individual's grade may rise or fall from the group's assigned grade (see "Student Attendance/Behavior" below).

Graduate Paper:

In addition to the preceding course requirements, students receiving graduate credit are required to write a 10-20 page research paper on a topic relevant to the practice of public relations. The paper is worth 125 points. Graduate grades in Jour 523 will be based on a percentage of the total points possible. Specific details about the paper will be discussed with these students.

Student Attendance/Behavior:

My expectations of you are that you will perform in class as you would in a professional environment-courteous, respectful, thoughtful, thorough and punctual. We must foster the best possible learning environment.

Each student can earn up to 100 weekly in-class assignment/attendance points. Classroom attendance and participation is important as it is 10 % of your total grade. Professor Lumpkins reserves the right to consider other factors, such as disruptive or unethical behavior, in determining this grade. Attendance will be checked for each class; all absences will be counted without regard to the reason. This class will begin promptly at 11 a.m.

All students will be expected to adhere to the following classroom behavior and

attendance guidelines:

1. Do not talk with classmates when the instructor, a class guest, or another student is speaking.
2. The instructor reserves the right to ask you to leave if your behavior is disruptive or disrespectful.
3. Be on time and remain for the entire class period. Arriving late and/or leaving early is inconsiderate of your colleagues.
4. Please turn off cell phones and pagers.
5. Remember that the classroom is a workplace and high standards of behavior are expected.
6. The use of laptops is limited to typing notes or usage for class. Other usage (i.e. playing games and surfing the net for personal usage) is prohibited in class.
7. Attendance and participation are expected, just as if you were working for a real job. Your coursework should be viewed as a prerequisite for your chosen profession.
8. Attendance will be taken at the beginning of each class. A student risks a lower grade or possible failure due to excessive absences as there are in-class assignments.
9. All students are expected to participate in class discussions, exercises and are required to read assigned chapters and/or reading materials prior to class. There are questions at the end of each chapter that may be discussed during or after the lecture.

Journalism School Policy on Classroom Attendance:

"No student may add a journalism class after the 20th day of a semester.

"Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

"The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting."

"The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.

"Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid."

Late Work and Make-Up Exam Policy:

1. Public Relations professionals like many other professionals have deadlines to meet and if they are not met, the company loses money, credibility, etc. You are expected to meet deadlines as well in this class.
2. All assignments, papers and projects are due at the beginning of class or they are late and you will incur a 5 % deduction from your grade. If you are late one day after the assignment is due you will be docked 10 % of the grade; two days, 15 %. ***After the third day I will not accept the assignment and you will receive a failing grade for that assignment.***
3. If you miss an exam, you will be asked to provide documentation verifying the absence. Upon verification, you will be allowed to take the make-up exam within three days of the original examination date.
4. If you know in advance that you will miss an exam, please make arrangements with the professor to take the exam in *advance*.
5. If you arrive more than 15 minutes late to class you will not be allowed entry into the examination room, will not have an opportunity to take or make-up the exam, and will receive a "0" for the exam. ***Again, exams missed due to unverified (unexcused) absences or late arrivals will be recorded as "0" with no opportunity for make-up.***

Additional Course Policies:

1. All written assignments must be typed (i.e., a word program/processor must be used). **I will not accept hand-written assignments unless stated to do so.**
2. Plagiarism is not acceptable. Violation of this rule will result in an automatic zero (0) for the assignment or could result in failure of the class and disciplinary action.

Academic Integrity:

1. KU faculty members are required to report all instances of classroom or academic misconduct. Allegations of academic misconduct will be forwarded to KU's Office of the Provost. Following are examples of academic dishonesty:
2. Cheating in class during exam periods, working on take home exam material with another student when instructions are to complete exams individually, or aiding another student to cheat

3. Failing to cite the work of another in a paper or presentation – whether the student is directly quoting a source or paraphrasing
4. Submitting falsified medical excuses
5. Working on an assignment with other students without the instructor's permission
6. Downloading sources from the Internet and using them as your own (paraphrased or verbatim) without citing the source
7. Plagiarism, at the least, will result in a failing grade for the affected assignment. For further information on the penalties please see the university's policy on academic misconduct.

Policy on Plagiarism and Fabrication/Falsification -- Adopted May 7, 2004:

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor(s) of this course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism

Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification

Unauthorized alteration or invention of any information or citation in an academic exercise.

School Laboratories -- The School provides computer and broadcast laboratories for student use. The computer lab in 105 Stauffer-Flint will be open the following hours during the semester: Sunday: noon to 10 p.m.; Monday-Thursday 5-10 p.m.; and Friday 9-5 p.m. Computers are available on a first-come, first-served basis.

The Weir Production Laboratory in the Dole Center will be open 10 a.m. – 8 p.m. Monday-Thursday and 10 a.m. to 5 p.m. on Friday. Students may sign-up for editing time and equipment on a first-come, first-served basis through Outlook Web Access, www.mail.ku.edu. Instructions are available on the J-School Web site, www.journalism.ku.edu. (Look under the “reservations” link on the right side of the page.) Students may reserve camera equipment no more than three hours at a time and editing equipment no more than two hours at a time.

All times are subject to change. For the first two full weeks of the semester, the Weir Production Laboratory will close at 5:00 p.m. Extended lab hours will be announced later in the semester.

There are adequate laboratory resources available for students who complete their assignments in a timely manner.

Inclement Weather and Special Needs - In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether snow or icy conditions have canceled classes, call 864-7669 (864-SNOW). The Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620 (v/tty), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted DR, please do so as soon as possible. Please also contact me privately in regard to this course.

Revised 8/3/06

Copying or Recording

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor’s property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to audio tape lectures, on the condition that these audio tapes are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

August 13, 2007

Blackboard:

Students should check the course’s Blackboard site regularly. Use your ID and password to gain access. I’ll post readings and additional news and information on the site throughout the semester. You will also find any updates to the course schedule there. **Also, it is critical that you check your KU.edu account daily during the week as**

correspondence may be sent to you this way.

Communication:

I have set office hours but can make an appointment with you on an individual basis. My office hours are Monday's and Wednesday's from 1 to 2 p.m., however, I will make arrangements to meet with you if those times are inconvenient. E-mail is best for questions requiring short answers (e.g., due dates). Please do not send e-mails asking if you've "missed anything in class" or that pose questions requiring lengthy explanations. Those types of questions are best for in-person meetings. I normally will respond to e-mails within 48 hours (unless it is the weekend, I'm traveling or am on deadline).

Disabilities:

If you need accommodations (e.g., a note taker) you must register with the Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620 (v/tty). The office coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted DR, please do so as soon as possible. Please also contact me privately in regard to this course. Information about services can be found at <http://disability.ku.edu>.

Religious Holidays:

Students are automatically excused for religious holidays. Just let the instructor know in advance if you have a conflict.

Exams:

Exams will cover material from lectures, handouts, materials posted to ERes/Blackboard, guest speakers, films/videos and the text.

Grading:

Case Study Summary #1	50 points
Case Study Summary #2	50 Points
Planning Grid	50 Points
Goals and Strategies draft (group activity)	50 Points
Research Memo	100 Points
Public Relations plan (group activity)	150 Points
PR Project Presentation	50 Points
Class Activities/Dis. Quest. (50)/Attendance (50)	100 Points
Exam 1	100 Points
Exam 2	100 Points
Final Exam	200 Points

Total Points*	1000 Points
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Grading Scale by percentages

93-100 = A
90-92 = A-
87-89 = B+
83-86 = B
80-82 = B-
77-79 = C+
73-76 = C
67-69 = D+
63-66 = D
60-62 = D -
59 and below = F

Final grades **are not** negotiable. If you feel an error was made in the grading of an assignment, please bring it to my attention *within 3 days* of receiving your assignment grade.

A = Excellent. This work is of professional quality (publishable/usable). It is complete and leaves no significant questions unanswered. The work is turned in on or before deadline, needing few changes before submission to the client. The writing is clear and well organized.

B = Good. This grade is for work that could be raised to professional standards without extensive alteration. Writing and execution is grammatically correct, but it may lack the thought and depth of “A” work. The main questions may be answered but miss the proper emphasis.

C = Adequate. This is work that indicates a problem in at least one area: research, strategy or organization. It does not measure up to professional quality, but could be saved with revision.

D = Unacceptable performance. This work is unacceptable, even for a classroom setting. The work is unorganized, unclear, sloppy, and/or late.

F = Failing. This grade is for work not completed in a professional, timely way. For whatever reason, the student didn’t take the assignment seriously.

Note: Your basic course grade may be helped (the assignment of a plus) or hindered (the assignment of a minus) by the following:

Regularly arriving late to class or missing class, late submissions of class work and assignments, performing poorly (or not performing) in group work, and not being prepared for class discussions. A positive attitude and enthusiasm can help raise your grade and your likelihood of career success; a negative attitude will usually get you the opposite result.

Weekly assignments will graded by a +/- system and then converted to a percentage of 100 points.

The name of two classmates to contact if needed:

Person #1 _____
Name Tel./E-mail

Person #2 _____
Name Tel./E-mail

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Tentative Class Schedule:

DATE	ACTIVITY	READINGS
<u>Week 1</u>		
Aug 24 (Mon)	Course Introduction	-----
Aug 26 (Wed)	What is Public Relations?	1 &2
<u>Week 2</u>		
Aug 31 (Mon)	History of Public Relations	3/Dis. Quest., p 77
Sept 2 (Wed)	Ethics and the Practice of PR <i>Overview of Case Study Assignment</i>	6
<u>Week 3</u>		
Sep 7 (Mon)	Labor Day/No Class	
Sep 9 (Wed)	Research Introduction <i>* Overview of Research Memo Assignment</i>	7; Introduction to Group project
<u>Week 4</u>		
Sep 14 (Mon)	Secondary Research	7 /Dis Quest 223-224
Sep 16 (Wed)	Primary Research <i>Case Study One Due – Groups A & B</i> <i>* Graduate Students’ deadline for research topic with instructor</i>	7/Librarian Visit

READINGS

Week 5

Sept 21 Research Strategy and Design/**Client Visit**
(Mon)

Sep 23 Research Strategy and Design
(Wed) ***Case Summary Two Due/Discussion – Groups C & D***

Week 6

Sep 28 Research Evaluation
(Mon)

Sep 30 ***Exam One (Chapters 1,2,3,6,7, assigned readings, class discussion)***
(Wed)

Week 7

Oct 5 Communication and PR Theory 5/Dis. Quest. P.155
(Mon) ***Research Memos Due***

Oct 7 Public Opinion and Persuasion 5
(Wed) ***Case Summary Three Due/Discussion – Groups E & F***

Week 8

Oct 12 Planning Grid 8
(Mon) ***Planning Grids assigned***

Oct 14 Work Day/No Class

(Wed)

Week 9

Oct 19 MBO (Management by Objective) 8
(Mon)

Oct 21 Media Selection 9
(Wed) ***Case Summary Four Due/Discussion – Groups A & B
Guest Speaker TBA***

Week 10

Oct 26 Media Selection 9
(Mon) ***Planning Grids Due
Group Planning Assignment Announced***

Oct 28 Publics 4
(Wed) ***Case Summary Five Due/Discussion – Groups C & D***

Week 11

Nov 2 Publics 4
(Mon)

Nov 4 ***Exam Two (Chapters 4,5,8,9, assigned readings, discussions)***
(Wed)

Week 12

Nov 9 New Technologies in PR 11/Dis. Ques.
(Mon) P360

Nov 11 Multicultural Communication 14
(Wed) ***Case Summary Six Due/Discussion – Groups E & F***

Week 13

Nov 16	Crisis Communication and Conflict Management	12
	<i>*Group goals and strategies draft due</i>	
Nov 18 (Wed)	Guest Speaker Joel Zeff	12/ Dis. Quest. P. 397

Week 14

Nov 23 (Mon)	Public Relations Marketing	13
	<i>*Group goals and strategies drafts returned</i>	
Nov 25 (Wed)	Thanksgiving Break – No Class	

Week 15

Nov 30 (Mon)	Group Presentations/Client Visit	
	<i>Group Plans and Evaluations Due</i>	
Dec 2 (Wed)	Group Presentations/Client Visit	
	<i>Group Plans and Evaluations Due</i>	

Week 16

Dec 7 (Mon)	Public Relations and the Law	15
Dec 9 (Wed)	Future of Public Relations	16

Stop Day **Friday, Dec. 12**
Final Exam **Thursday, Dec. 17 - 10:30 a.m. to 1 p.m.**

*Due dates for assignments are subject to change.

FOR YOUR RECORDS – PR Group Project Members:

Person #1:

Name

Tele/E-mail

Person #2:

Name

Tele/E-mail

Person #3

Name

Tele/E-mail

Person #4

Name

Tele/E-mail

Person #5

Name

Tele/E-mail

