

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

**Public Relations
Jour 523
Fall 2009**

Tentative Class Schedule:

DATE ACTIVITY READINGS

Week 10

Oct 26 (Mon)	Publics	4
Oct 28 (Wed)	Media Selection <i>Planning Grids Due</i> <i>Case Summary Five Due/Discussion – Groups A-D</i>	9

Week 11

Nov 2 (Mon)	<i>Group Planning Assignment Announced</i> Review for Exam distributed and Posted	
Nov 4 (Wed)	<i>Group Planning Assignment Discussion/Work</i>	

Week 12

Nov 9 (Mon)	<i>Exam Two (Chapters 4,5,8,9, assigned readings, discussions)</i>	
Nov 11 (Wed)	New Technology in PR	11

Week 13

Nov 16 Public Relations Marketing 13
**Group goals and strategies draft due*
Nov 18
(Wed) **Guest Speaker Joel Zeff**

Week 14

Nov 23 Communication and Conflict Management 12/ Dis. Quest.
(Mon) **Group goals and strategies drafts returned* P. 397

Nov 25 Thanksgiving Break – No Class
(Wed)

Week 15

Nov 30 Group Presentations/Client Visit
(Mon) ***Group Plans and Evaluations Due***

Dec 2 Group Presentations/Client Visit
(Wed) ***Group Plans and Evaluations Due***

Week 16

Dec 7 Group Presentation Analysis
(Mon)

Dec 9 Course Wrap Up
(Wed)

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