Public Relations
CMS 330 – 3 Credit Hours
Doane College – Grand Island Campus
3180 West US Hwy. 34, Grand Island, NE 68801-7279
Mary L. Place, Adjunct Professor
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Course Description:
- A course providing a basic understanding of public relations processes, practices and effects, focusing on public relations as a career. It also provides an understanding of how public relations decisions affect various occupations in an increasingly technological and intercultural environment. The course reviews key social science concepts, such as public opinion, persuasion, and systems theory, and the ethical, analytic, and strategic approaches used by public relations professionals. Students completing this course will be able to describe the history and theories of public relations, use the basic vocabulary of the public relations practitioner, and recognize and discuss public relations as used by institutions, business, politics, government, and other organizations. They will also be able to develop writing skills for public relations tactics, use critical thinking to identify organizational problems, to offer appropriate public relations suggestions for their solution, and to identify the ethical implications of public relations practices. (Doane College Lincoln and Grand Island Campus Catalog 2008+2010).

Class Meeting Times:
- Wednesdays – 6:00 p.m. – 10:00 p.m.

Adjoint Professor:
- Mary L. Place, MA, Financial Services Professional, Telephone – 402-631-8848
- Preferred Communication Mode – Email – mary.place@doane.edu

Required Text:

Course Objectives (all course objectives will be achieved through readings, class discussions, activities and a group project):
- To understand the different models of public relations.
- To gain knowledge of the history of the practice of public relations, including important case studies.
- To understand the role of values and ethics in public relations.
- To understand key theories underlying the practice of public relations.
- To understand the laws governing the practice of public relations.
- To work with a group to present information that addresses a public relations problem and/or issue.

Course Format:
- This course will be conducted on a lecture, discussion and activity basis. In-class participation is essential.

Assessment:
- Students will be able to obtain a total of 400 points as follows:
• 200 points – In-class participation, which includes discussions (25 points per class)
• 200 points – Final project and presentation. A rubric will be provided to explain how points will be assessed.
• Grading Scale –
  97%-100% = A+  93%-96% = A  89%-92% = B+  85%-88% = B
  81%-84% = C+  78%-80% = C  74%-77% = D+  70%-73% = D
  69% and Below = Failing Grade

**Course Policies:**
• All course material must be read prior to course meetings. Late assignments will not be accepted.
• Attendance is mandatory. Please advise professor of necessary absences prior to each class (more than two absences will result in reduction of letter grade).
• Cellular telephones must be turned off during class. Pagers for professional reasons are acceptable.

**Course Schedule:**
Week 1 –
• Introductions; student information sheets
• Discuss syllabus
• Current events
• Discussion – chapters 1 and 2
  • Define public relations

Week 2 –
• Current events
• Discussion – chapters 3 and 4
• Activity

Week 3 –
• Current events
• Discussion – chapters 4 and 5
• Activity – discuss final project and presentation

Week 4 –
• Current events
• Discussion – chapters 7 and 8
• Activity – work on final project and presentation

Week 5 –
• Current events
• Discussion – chapters 9 and 10
• Activity – work on final project and presentation

Week 6 –
• Current events
• Discussion – chapters 11 and 12
• Activity – work on final project and presentation

Week 7 –
• Current events
• Activity – work on final project and presentation
Week 8 –
- Current events
- Present final project
- Class assessments

**Doane College Academic Integrity Policy:**
The Doane College Academic Integrity Policy will be adhered to in this class. All projects and tests will represent your own work. Any use of others’ ideas and words without proper citation of sources is plagiarism and will result in penalties to be determined by the instructor and/or the dean of undergraduate studies,

- *Doane College Academic Integrity Policy*, reprinted from the Doane College Student Handbook. The Academic Dishonesty Policy was approved and adopted by the Doane College Faculty in May 1987.
- *Plagiarism: What It is and How to Recognize and Avoid It*, Produced by Writing Tutorial Services, Indiana University, Bloomington, IN, taken from [http://www.indiana.edu/~wts/wts/plagiarism.html](http://www.indiana.edu/~wts/wts/plagiarism.html).