Public Relations  
CMS 330 – 3 Credit Hours  
Doane College – Grand Island Campus – www.doane.edu  
3180 West US Hwy. 34, Grand Island, NE 68801-7279  
Office Phone: 308-398-0800 * Office Email: DoaneGI@doane.edu

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 Catalog).

Class Meeting Times: 
• Mondays – 6:00 p.m. – 10:00 p.m.

Adjunct Professor: 
• Mary Place-Schaffert, MA, Financial Services Professional, (Telephone: 402-631-8848)  
• Preferred Communication Mode – Email – mary.placeschaffert@doane.edu

Required Text:  

Handouts:  
• 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.  
• 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.

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

**Course Format:**
- Discussion of assigned readings from the text and various media; individual and group projects and activities; presentations. In-class participation is essential. Students are encouraged to attend all classes and have reading and/or activities as assigned completed prior to the start of each class.

**Assessment and Class Policies:**
- Students will be able to obtain a total of 500 points as follows:
  - 200 points – In-class participation, which includes discussions (25 points per class)
  - 400 points – Final project/presentation
  
  Note: all written assignments must be typed (double-spaced), and use a font of no less than 12pt.
  - 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

- Policies:
  - All chapters and course material for discussion must be read prior to course meetings.
  - Email access is mandatory.
  - Attendance is mandatory. Please advise of necessary absences prior to each class.
  - Late assignments will not be accepted. Incomplete assignments will have 10 points deducted from assigned grade.
  - Cellular telephones must be turned off at all times during class; pagers are acceptable if needed for personal emergencies or professional reasons.
  - The use of foul language will not be permitted at any time during class sessions.
  - A non-hostile and professional atmosphere is essential. All students and the professor will treat each other with respect and courtesy during all class sessions.

**Course Schedule:**
- **Week 1** –
  - Introductions
  - Discuss syllabus/Q&A
  - Student contact information sheets
  - Current events
  - Discussion – chapters 1 and 2
    - What is public relations?
- **Week 2**
  - Current events
  - Discussion – chapters 3 and 4
  - Activity
- **Week 3**
• Current events
• Discussion – chapters 5 and 6
• Activity

Week 4
• Current events
• Discussion – chapters 7 and 8
• Activity

Week 5
• Mid-term presentations
• Discussion – chapters 9 and 10
• Activity

Week 6
• Current events
• Discussion – chapters 11 and 12
• Activity

Week 7
• Chapter 12
• Work on final project

Week 8
• Final project presentations
• Class assessments