

Syllabus: ADPR 5910 Public Relations Administration

Dr. Karen Russell and Dr. Ruthann Lariscy, Fall 2009

“We’re seeing a lot of junior people with great knowledge of this brave new world but really insufficient knowledge of the business world. And that’s where the real opportunity lies, if you can truly marry both of those. If you understand corporate life, if you understand a balance sheet, if you understand business models and financial models and why decisions get made in the C-suite; but you also understand what Twitter is, how it works, why it’s important, or you have your own blog or you live in that world, then you’re really valuable.” – *Don Spetner, Executive Vice-President of Corporate Affairs, Korn/Ferry International*

Course Information:

Public Relations Administration is a course on PR management. Students will focus on strategic planning, which means identifying organizational problems and opportunities and setting up long-term PR programs to resolve or take advantage of these issues. Students will review management theories and practices to learn how public relations can advance the overall goals of the client or employer: by managing relationships through ethical communication.

Instructor Information:

- Dr. Russell: karenm@uga.edu or 706-542-5035; 219 Journalism Building
 - Office Hours: Thursdays, 2-4 p.m. and by appointment
- Dr. Lariscy: rlariscy@uga.edu or 706-542-5008; 223-B Journalism Building
 - Office Hours: Tuesday/Thursday, 11-12 and 1-2 and by appointment

Reading Materials:

- *The Southwest Airlines Way*, Jody Hoffer Gittel
- Management book of each student’s choice; TBA
- Online readings provided by the instructors

Course Requirements:

- Exam: 20%
- Book Review: 10%
- Group Project: 20%

- Case Presentation: 10%
- Social Media Participation: 10%
- Final: 30%

The calendar on eLC includes tentative due dates for all assignments and exams. The course syllabus is a general plan for the course; deviations announced by the course instructors may be necessary.

Course Goals:

1. Students will attain knowledge about management theories and systems, which are the basis for public relations at the management level. They will apply theories and principles through case study method.
2. Students will learn how to prepare a public relations strategic plan. They will learn to identify an organization's problems and opportunities by writing a situation analysis, including a SWOT analysis, and to develop long-term solutions to PR issues through strategic planning.
3. Students will develop an understanding of ethical behavior, necessitated by PR's responsibility to deal fairly with its publics, and of the basic tools that can be used to make an ethical decision.
4. Students will learn about and participate effectively and ethically in social media.

Policies:

Students are expected to behave professionally: prompt attendance and regular participation are expected. Reading assignments will be completed before class each day, assignments turned in at the beginning of class on their due dates, and exams taken when scheduled. Written assignments will be computer printed.

Attendance is taken daily by seating chart. Late arrivals and/or early departures are noted and points deducted accordingly. Note your row and seat number. Clearly print your name in the space for that seat and row on Day 2 of the class—Thursday, August 20. From that day on that is your assigned seat for attendance.

Students who cannot meet these requirements should contact their instructor prior to the class meeting or due date to discuss alternatives. All academic work must meet the standards contained in "A Culture of Honesty." Each student is responsible to inform themselves about those standards before performing any academic work. More information: <http://www.uga.edu/ovpi/honesty/acadhon.htm>

Penalties for breaking these policies:

- More than three (3) absences will result in deduction of one letter grade.
- Chronic tardiness will result in deduction of one letter grade.

- Late assignments will result in deduction of ten (10) points per day overdue, beginning at the time the assignment is collected by the instructor.
- Students suspected cheating will go through the procedure outlined by the University of Georgia's "Culture of Honesty" program. Students who are found guilty of cheating will fail the course.
- Cheating in this course means bringing cheat sheets or other materials to closed-book exams, collaborating on take-home assignments, stealing words or ideas, whether from a publication or fellow student or group, and any other stipulation made at the time of the assignment.

Honors Option:

For information on receiving honors credit for ADPR 5910, please see your instructor.