

## ADPR 5920 — Public Relations Communications — Fall 2009

# SYLLABUS

(The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.)

**NOTE: Students who fail to attend the first week of class, without contacting the instructor, will be dropped.**

Meeting Times: **Lecture:** (Monday 12:20 – 1:20 p.m) **Lab** (Wednesday, 12:20 p.m. – 2:15 p.m.) Room 132

Instructor: Dr. Barry Jones

Office: Room 312A

Phone: 706-542-5050 (office); 706-354-0570 (home)

E-mail: [barjones@uga.edu](mailto:barjones@uga.edu)

**Office Hours:** 9 a.m.- 11a.m. Monday (or by appointment)

### University Honor Code and Academic Honesty Policy

All academic work must meet the standards contained in “A Culture of Honesty.” Students are responsible to inform themselves about those standards before performing any academic work. See UGA Web site: [www.uga.edu/ovpi/academic\\_honesty/sect05.htm](http://www.uga.edu/ovpi/academic_honesty/sect05.htm)

### Students with Disabilities

Any student with a documented disability needing academic adjustments is requested to speak with the Disability Resource Center and the professor before the first quiz. All discussions will remain confidential. This publication/material is available in alternative formats upon request. Please contact the Disability Resource Center. More information about the University’s policy and procedures can be found at <http://www.dissvcs.uga.edu>.

### Course Objectives

1. To develop professional writing skills required in the practice of public relations.
2. To become familiar with communication theories and practices governing the techniques of writing.
3. To learn effective writing as it is applied in communications for organizations in the private and public sectors.

### Text

Course Packet (Available August 17) Estimated cost: \$15 - \$25.

AP Stylebook

A Dictionary

Suggested: Elements of Style (Strunk & White; Macmillan)

### Other Required Materials

A UGA or other e-mail account to be maintained throughout the semester

Flash Drive for PC Computers

Three-ring binder for handouts, assignments, etc.

## Lecture

Please think of this class as a simulation of a real-world work experience. Therefore, attendance, participation and discipline will be stressed. The success of your lab projects depends on material and samples from lecture; therefore, you need to attend each lecture. **No cell phone use during lectures.** Please mute them upon entering the lab. No computer use during lectures, unless told to do so by the instructor.

## Lab

**LAB ATTENDANCE IS ESSENTIAL!** You are required to attend lab once a week. You are expected to arrive on time and stay for the duration of the lab. Excessive tardiness or leaving early without your instructor's permission will be counted as an absence. You must abide by the lab rules, or you will be asked to leave the lab. Please do not bring food/drinks into the lab without permission.

## Course Requirements:

Weekly assignments – Weekly writing assignments, in lab and/or out of class, will involve practical applications of techniques under study. Interview assignments will involve one-to-two interviews of public relations practitioners about the interrelationships between public relations practitioners and the media.

Style quizzes – At least three style quizzes based on the AP Stylebook will be administered.

Exams – Two exams will be given during the course of the semester.

Course Project – A course project will serve as the final exam for the course. Each student will select a product, service or organization, to be approved by the instructor, to serve as a final project “client.” Specific details on the course project will be provided by the instructor during the first two weeks of class.

## Attendance Policy:

Each student begins the course with 100 points for attendance. This total will be reduced by 10 points for each unexplained absence. A student must contact the instructor ahead of time (by phone and/or e-mail) if a lecture or lab will be missed. If a student notifies the instructor by phone or e-mail before class, no points will be subtracted. Students who notify the instructor by phone should also send an e-mail. Excessive tardiness (without explanation) for lecture and lab will reduce a student's attendance total by five points. **You cannot afford excessive absences in this course.**

## Grading Policy:

Grades will reflect a student's ability to produce written materials according to the professional standards covered in class. Accuracy, spelling, grammar, style, clean copy (proofread and corrected), and adherence to deadlines have direct effects on the student's grade.

In weekly assignments, each error of fact (accuracy) will cost 10 points; each misspelled common word will cost 10 points; each misspelled proper noun (Name) will cost 30 points; and each grammar, style and formatting error will cost three points.

## Deadlines:

Deadlines will be strictly enforced! Five points will be subtracted from exercises turned in late. In addition, any in-class or out-of-class assignment turned in three days after the assignment due date will not be graded. All in-class assignments are due at the end of each class period or when designated by the instructor. All out-of-class assignments are due at the beginning of the class period designated. If you are going to miss a class when a quiz/exam will be given, you must take the quiz within two class periods of the absence. **If you turn in your final project late at the end of the semester, your final grade will be reduced by one letter.** All grades are final, unless a mathematical error occurs when scores are calculated. *I do not negotiate grades once they are assigned.*

Your final numbered grade will be determined in the following way:

Final course project	30 percent
Weekly assignments	30 percent
Average from Two exams	25 percent
Average from three Style Quizzes	10 percent
Attendance, Participation	5 percent
Total	100 percent

Your final letter grade will be determined in the following way:

A = 100-94	C+ = 79-77	D- = 63-60
A- = 93-90	C = 76-74	F = 59 & below
B+ = 89-87	C- = 73-70	
B = 86-84	D+ = 69-67	
B- = 83-80	D = 66-64	

## Course Outline (subject to change with instructor notice)

### *Class Schedule*

#### *Date*

#### *Event*

Monday, August 17:	First Day of Class – Course Introduction. Lecture 1: What is Public Relations Writing? Lecture 2: Basics of Public Relations Writing. Lecture 3: What’s Your Style. Discussion.
Wednesday, August 19:	Lab
Monday, August 24:	Lecture 4: The Public Relations Process, Research. Lecture 5: News Releases. Lecture 6: What is Background? Discussion
Wednesday, August 26:	Lab
Monday, August 31:	Lecture 7: Planning and Execution. Lecture 8: What is Observation? Discussion.
Wednesday, September 2:	Lab
Monday, September 7:	<b>NO CLASS:</b> Labor Day
Wednesday, September 9:	Lab
Monday, September 14:	Lecture 9: Memos, Letters, Reports and Proposals. Lecture 10: What is Dialogue? Discussion.
Wednesday, September 16:	Lab
Monday, September 21:	Lecture 11: What is Description? Lecture 12: Media Alerts, Pitch Letters. Discussion

***Date******Event***

Wednesday, September 23:	Lab
Monday, September 28:	First Exam! Lecture 13: Backgrounders, Position Papers, Advocacy Writing. Discussion.
Wednesday, September 30:	Lab
Monday, October 5:	Guest Speaker
Wednesday, October 7:	Lab
Monday, October 12:	Lecture 14: Feature Writing. Lecture 15: Situation Analysis. Discussion
Wednesday, October 14:	Lab
Monday, October 19:	Lecture 16: Newsletters. Lecture 17: Brochures, Flyers, Posters
Wednesday, October 21:	Lab
Monday, October 26:	Lecture 18: Broadcast Writing. Discussion.
Wednesday, October 28:	Lab
Monday, November 2:	Lecture 19: Crisis Communications. Lecture 20: Event Planning. Discussion.
Wednesday, November 4:	Lab
*Monday, November 9:	Lab
<i>* Lab and lecture days reversed this week to allow students to attend PProfessional Connections.</i>	
Wednesday, November 11:	Lecture 21: On-Line Writing, Communication. Discussion.
Monday, November 16:	Second Exam! Lecture 22: Budgeting for Public Relations.
Wednesday, November 18:	Lab
Monday, November 23:	<b>NO CLASS:</b> Thanksgiving Break
Wednesday, November 25:	<b>NO CLASS:</b> Thanksgiving Break
Monday, November 30:	Guest Speaker.
Wednesday, December 2:	Work on Project
Monday, December 7:	Project Presentations. Mandatory Attendance (one absence) Turn in final project.

**NO FINAL EXAM**