

**COM 2001**  
**Public Relations Principles**  
**Notre Dame de Namur University**

**SYLLABUS**

**INSTRUCTOR:**     **Richard Rossi**  
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                              Office hours: By appointment

After spending a dozen years in New York and Washington as a journalist for United Press International, Reuters, and U.S, News & World Report, I began a career in public relations by joining a large agency in Washington, D.C. Eventually I was recruited by a major client, Visa, to become head of public relations for Visa USA and Visa International. I have also been in charge of marketing, public relations, and communications for DHL and two high-tech start-ups and have run a successful PR and Marketing Communications consulting firm. Last year I retired as the Director of Communications for NDNU after nine years.

**CLASS DATES:**     **Fall 2017, T,R, 12:35 p.m.-1:50 p.m., Aug. 29 – Dec. 16, 2017**

**REQUIRED TEXT:** Required Text: Public Relations: Strategies and Tactics, by Dennis L. Wilcox and Glen T. Cameron, 11<sup>th</sup> Ed., Allyn and Bacon ISBN: 978-0-133-80937-4

**OPTIONAL TEXT:** The Associated Press Style Book and Libel Manual

**COURSE DESCRIPTION:** This course addresses aspects of public relations as a management function that has as its goal the use of communications to assist both for-profit and not-for-profit entities to achieve their organizational goals. There will be a heavy emphasis on writing.

**LEARNING OUTCOMES:**

1. Students will develop the ability to understand and demonstrate adherence to *ethical* principles and recognize the role diversity plays in all communication.
2. Students will understand the role of public relations as practiced by both for-profit and non-profit organizations
3. Students will be able to write a comprehensive public relations plan
4. Students will understand how to write public relations copy at a professional level, including press releases, background documents, editorial and web copy.

## **CREDIT HOURS:**

Hours in Class	45
Research/Homework	20
Written Assignments	25
<b>Total</b>	<b>90</b>

## **COURSE STANDARDS:**

### **Plagiarism:**

Plagiarism is the presentation of someone else's ideas or work as one's own. Students must give credit for any information that is not either the result of original research or common knowledge. If a student borrows ideas or information from another author, he/she must acknowledge the author in the body of the text and on the reference page. Students found plagiarizing are subject to penalties. For more information on proper citation and writing research papers see the web site listed below:

<http://www.wpacouncil.org/node/9>.

### **Classroom Conduct:**

As a diverse community of learners, students must strive to work together in a setting of civility, tolerance, and respect for each other and the instructor. Rules of classroom behavior include but are not limited to the following:

- Conflicting opinions among members of a class are to be respected and responded to in a professional manner.
- Side conversations or other distracting behaviors are not to be engaged in during lectures, class discussions or presentations
- There are to be no offensive comments, language or gestures
- Students are expected to exhibit an appreciation for multinational and gender diversity in the classroom and to develop management skills and judgment appropriate to such diversity in the workplace.

### **Students with Disabilities:**

As required by section 504 of the Rehabilitation Act, the instructor will make appropriate accommodations for all students with documented disabilities. In order for accommodations to be in place, you are required to bring appropriate documentation (evidence must be in writing) to the PASS office. You should notify the PASS office by either calling Dr. Peggy Koshland Crane at 650-508-3670 or stopping by the office at New Hall 19E or sending an email to [mcrane@ndnu](mailto:mcrane@ndnu) in order to schedule an appointment.

**Tuesday, October 10: No classes before 3:00pm.** This is our Call to Action Day.

## **COURSE REQUIREMENTS:**

**Class Participation:** Each student is required to participate in discussions, offer relevant input both in class and on line, and attend all class sessions. At least once a week, individual students or groups of students will be expected to lead a class discussion based on an assigned problem in the reading. More than four unexcused absences will result in a reduction in the final grade.

**Quizzes:** Quizzes will be given weekly throughout the semester. The material for the quizzes will be drawn from assigned readings in the text. It should be noted that students are responsible for the information assigned whether or not it is covered in class.

**Research Project:** Students will be expected to complete a research project based on an analysis of a current PR case or problem.

**Mid-term and Final Exams:** There will be an in-class mid-term and a take-home final

### **Grading Plan and Evaluation**

- Participation and quizzes 30%
- Mid-term 15%
- Research Project 25%
- Final Exam 30%

### **Grading:**

The following scale will be used to assign your course grade:

93 – 100	A	73 – 76	C
90 – 92	A-	70 – 72	C-
87 – 89	B+	67 – 69	D+
83 – 86	B	63 – 66	D
80 – 82	B-	60 – 62	D-
77 – 79	C+	Less than 60	F

## CLASS SCHEDULE AND ASSIGNMENTS

<u>Week of</u>	<u>Schedule</u>	<u>Assignments</u>
8/29	<ul style="list-style-type: none"> <li>• Introductions</li> <li>• Introduction to PR</li> </ul>	<ul style="list-style-type: none"> <li>• Chapters 1,2,4</li> </ul>
9/5	<ul style="list-style-type: none"> <li>• News definition and analysis</li> <li>• PR Ethics</li> <li>• PR Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Chapters 3,4</li> </ul>
9/12	<ul style="list-style-type: none"> <li>• PR Research</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 5</li> </ul>
9/19	<ul style="list-style-type: none"> <li>• Program Planning</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 6</li> </ul>
9/26	<ul style="list-style-type: none"> <li>• Program Planning/Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 6, 7</li> </ul>
10/3	<ul style="list-style-type: none"> <li>• Program Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 7</li> </ul>
10/10 (One class)	<ul style="list-style-type: none"> <li>• Program Evaluation</li> <li>• Term paper discussion</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 8</li> </ul>
10/17	<ul style="list-style-type: none"> <li>• Midterm</li> <li>• Public Opinion</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 9</li> </ul>
10/24	<ul style="list-style-type: none"> <li>• Media &amp; media relations</li> <li>• Intro to PR Writing</li> </ul>	<ul style="list-style-type: none"> <li>• Chapters 14, 15</li> </ul>
10/31	<ul style="list-style-type: none"> <li>• Media and media relations</li> <li>• PR Writing</li> </ul>	<ul style="list-style-type: none"> <li>• Chapters 13, 16</li> </ul>
11/7	<ul style="list-style-type: none"> <li>• Media and media relations</li> <li>• PR writing</li> </ul>	<ul style="list-style-type: none"> <li>• Chapters 13 - 16</li> </ul>
11/14	<ul style="list-style-type: none"> <li>• Crisis Communications and Conflict Management</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 10</li> </ul>
11/21	<ul style="list-style-type: none"> <li>• Crisis Communications and Conflict Management</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 10</li> </ul>

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| 11/28 | <ul style="list-style-type: none"><li>• PR Law and Ethics</li></ul> | <ul style="list-style-type: none"><li>• Chapter 3, 12</li></ul>   |
| 12/5  | <ul style="list-style-type: none"><li>• PR Applications</li></ul>   | <ul style="list-style-type: none"><li>• Chapters 17, 21</li></ul> |
| 12/12 | <ul style="list-style-type: none"><li>• Final exam</li></ul>        |   |

Disclaimer: This course syllabus and schedule are subject to change.