

COM 301 – Public Relations and Advertising

Spring 2007 - #2569

Monday & Wednesday 10:00 – 11:50 a.m.

Caudell 219

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Office Hours: M & W 8:45-9:30 a.m., T & Th 3:30-4:30 p.m. or by appointment

Catalog Description

Study of the principles and social responsibility of public relations and advertising. Fact-finding, planning, communication, and evaluation. Theories and uses of public relations and advertising in contemporary society.

Prerequisite Courses

SPC 205, COM 210 and COM 215, or permission of instructor

Required Textbook

Smith, Ronald D. (2005). *Strategic Planning for Public Relations* (2nd ed.) Mahwah, NJ: Lawrence Erlbaum Associates.

Class Web site

Available through ANGEL course management system at <http://angel.buffalostate.edu>

Purpose

This is the introductory and foundational course for the study of public relations and advertising. The primary goals of this course are two-fold:

- To introduce students to the four-step management process for persuasive communication
- To provide opportunities for students to apply this process in various situations involving public relations and advertising

Objectives

Upon completion of this course, students should be able to show competency in meeting the following objectives:

- To explain the development, role, and functions of public relations and advertising
- To discuss ethical and professional considerations of public relations and advertising
- To identify various persuasive techniques in effective communication
- To display an understanding of the role that research and evaluation play in planning for public relations and advertising
- To show an ability to target publics and define objectives specific to various publics
- To apply the process of planning for public relations or advertising to an actual organization

Professional Expectations

As a student in COM 301, you will be treated as you can expect to be treated in the work place; that is, as an adult professional, each responsible for your own performance.

Attendance

As a public relations or advertising professional, you will be expected to be on the job every day. And as a student, you learn best when you come to class. Therefore, you are expected to come to every scheduled class meeting on time and prepared to participate. You may be absent for no more than 15 percent of class meetings. For this semester, that means **4** is the maximum number of allowable absences. Any more than 4 absences will result in a maximum possible course grade of C.

Assignments

You will receive ample notice of assignment deadlines. All writing assignments must be typed and proofread. Because of the professional nature of this class, standards of grammar, punctuation and spelling will be expected in every writing assignment the student submits. Neatness and a professional look also are expected.

Assignments are due on the assigned day, either in class or in the instructor's office or e-mail prior to 5 p.m. Late assignments will be accepted only until the next class meeting, with a 10-point late penalty. Any assignment turned in after that will receive only a minimum passing grade of 60 points. Note: Working on an assignment is no excuse for missing or coming late for class.

Participation

Active class participation involves more than mere physical presence. You are expected to be actively involved in this class. Take the initiative in discussion and projects; ask relevant questions; contribute to the over-all learning environment of this class. This is known as *active learning*. Class discussions will be wide-ranging and open; no relevant topic will be off-limits. Students are encouraged to share their media experiences, insights and professional observations. Class discussions must be conducted in an environment of respect and tolerance – for both people and their ideas.

Special Needs

Students with disabilities or special needs should make these known to the instructor. More importantly, they should contact the Office of Disability Services (120 Twin Rise South Wing, 878-4500). Based on recommendations from that office, students may receive needed assistance, such as additional time or a quiet space to take exams, a reader for exams, and so on.

Academic Requirements

Workload

Each student begins this class with the presumption that s/he is an average student capable of advanced undergraduate work. Students will determine their grade from this basis according to their academic performance. SUNY criteria for minimal out-of-class work is two hours for each hour of class time; students should expect to spend adequate time in reading, researching and writing homework assignments, and studying for exams. This is known as *independent learning*, a hallmark of an educated person. Students in COM 301 also can expect to spend a significant amount of time on group projects. Contribution to the team effort will factor in each student's grade for group projects.

Academic Integrity

Each student is expected to make an honest effort in this class and to be scrupulous in maintaining academic integrity. Cheating and plagiarism will not be tolerated, and college guidelines on academic misconduct will be enforced. Guidelines on avoiding plagiarism are available at the department Web site: www.buffalostate.edu/communication.

Course Grading

Examinations ... 40%

This course will include two examinations: a mid-term exam and a final exam during CEP week, based on the textbook, Web site, and class presentations. It also will feature a series of weekly quizzes based on assigned readings and lectures from the previous week.

Mid-Term Exam: 15%

Final Exam: 15%

Quizzes: 10%

Mini-Projects ... 25%

Three mini-projects will involve short reports on assigned topics.

Mini-Project #1: Interview with a Professional

Mini-Project #2: Definitions of Public Relations

Mini-Project #3: Analysis of Print Advertisements

Final Case Study and Analysis ... 25%

Group Written Report: 15%

Group Presentation: 10%

Working in groups of three, students will analyze and write a public relations case review either based on an interview of a public relations professional or a case based on research of existing books and articles. The report will be approximately 15 pages (typed, double spaced); each group will present its findings during the final week of classes.

Participation ... 10%

The class participation grade will include attendance, assignments completed in class, and your participation in discussions about current events and assigned readings. Attendance will be taken. Missing more than four classes means you miss more than 15 percent of the semester, which will prevent you from getting higher than a C grade for the course. Be actively involved in this class! Take careful notes, participate in discussions and small group work, and ask questions. Don't hesitate to see me after class, during office hours, or contact me via e-mail.

Attendance at the final two class meetings for student presentations is mandatory; your absence will result in the loss of 10 points from the final course grade, a complete letter grade.

Final Grading. Final grades will be calculated as follows:

Exams	40%
Mini-Projects	25%
Final Case Study Project	25%
<u>Class Participation</u>	<u>10%</u>
TOTAL	100%

Your final grade will be based on your composite average.

A	94-100	C	74-77
A-	90-93	C-	70-73
B+	88-89	D+	68-69
B	84-87	D	64-67
B-	80-83	D-	55-63
C+	78-79	E	Less than 55 (fail)

COM 301 – Public Relations and Advertising

Class Schedule – Spring 2007

1. Jan. 22

Introduction & Overview

Introduction Notes

2. Jan. 24

History and Models of Public Relations

Read History of Public Relations (Smith, R.D.)

3. Jan. 29

Leaders in Public Relations

Read Pioneers of Public Relations (Smith, R.D.)

Video: "The Image Makers" (HM263 .I4)

4. Jan. 31

Public Relations Ethics and Professionalism

Read Appendix B of the textbook

Read Ethics & Public Relations

Read PRSA Code of Ethics (Statement of Professional Values, Code Provisions)

Due: In-Class Team Presentations on Ethics

5. Feb. 5

Diversity in Public Relations

6. Feb. 7

Public Relations Structures and Careers

Read Working in Public Relations

Video: "Communications That Count" (HD59 .C66)

Due: Mini-Project 1 (Interview with a Professional)

7. Feb. 12

Integrated Model of Strategic Communication

Read the Preface and Introduction chapter of the textbook

8. Feb. 14

Advertising History; Structures; Careers

Video: "The 30-Second Seduction" (HF6146 .T42 .T48)

Read Introduction to Advertising

Feb. 19 Presidents' Day Recess – No Class

9. Feb. 21

Advertising Strategy

Read Advertising Planning & Media Buying

10. Feb. 26

Advertising Appeals; Ethics

Video: “Killing Us Softly” (HF5827 .K54)

Read Ethical Issues in Advertising

Due: Mini-Project 2 (Definition of Public Relations)

11. Feb. 28

Advertising Ethics (continued); Applied Research

Read Appendix A of textbook

Read Research Methods

12. March 5

Applied Research (continued)

13. March 7

Mid-Term Exam (Intro chapter in book, Appendixes A & B in book, videos, assigned readings from COM 301 Web site)

14. March 12

Step 1: Analyzing the Situation; and Step 2: Analyzing the Organization

Read: Smith textbook, Step 1, pp. 17-27, and Step 2, pp. 28-38

Due: Description of Final Project & Partners (one paragraph)

15. March 14

Step 3: Analyzing the Publics

Read: Smith textbook, Step 3, pp. 39-65

16. March 19

Step 4: Establishing Goals and Objectives

Read: Smith textbook, Step 4, pp. 67-81

17. March 21

Step 5: Formulating Action Strategies

Read: Smith textbook, Step 5, pp. 82-112

18. March 26

Step 5: Formulating Response Strategies

Due: Mini-Project 3 (Analysis of Print Advertisements) and In-Class Presentations

19. March 28

Step 6: Using Effective Communication

Read: Smith textbook, Step 6, pp. 113-149

April 2-7 Spring Recess – No Classes

20. April 9

Step 6: Using Effective Communication (continued)

21. April 11

Step 7: Choosing Communication Tactics

Read: Smith textbook, Step 7, pp. 151-210

22. April 16

Step 7: Choosing Communication Tactics (continued)

23. April 18

Step 7: Choosing Communication Tactics (continued)

24. April 23

Step 8: Implementing the Strategic Plan

Read: Smith textbook, Step 8, pp. 211-228

25. April 25

Step 9: Evaluating the Strategic Plan

Read: Smith textbook, Step 9, pp. 229-254

26. April 30

Project Presentations

27. May 2

Project Presentations

Critique & Evaluation Period (Final Exam Week)

28. Monday, May 7 (9:40-11:30 a.m.)

Final Exam (Steps 1-9)

* Grades will be submitted by May 14th.