

CSAA: 2017-2018

Instructions:

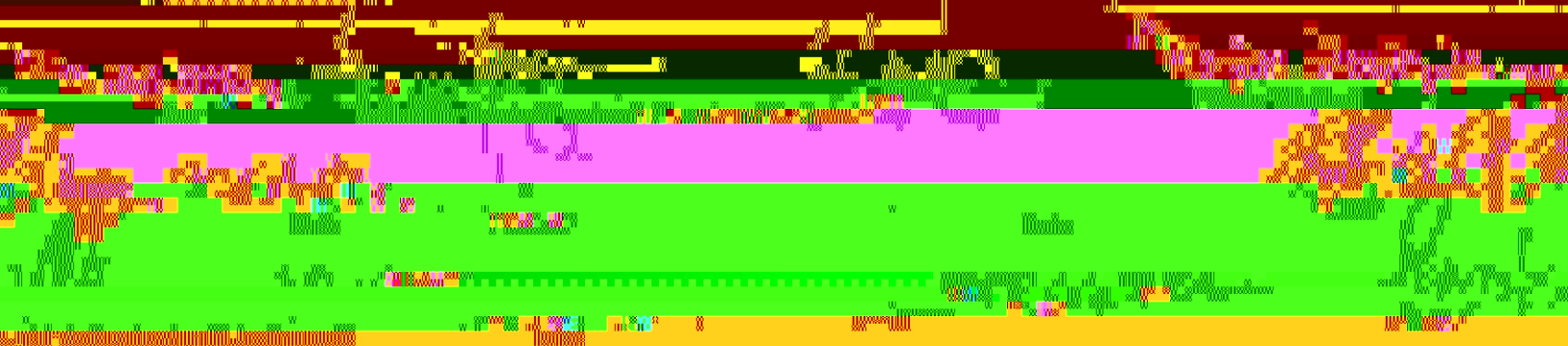
Faculty/Instituting Requester: Amanda Nicholson

Submission Date: February 2017

Department/School: Media, Culture and the Arts/College of Arts and Science

Course #: 13030

Course Number: 13030



placement in

Other description of curriculum:

Rationale:

is needed. For example, is it part of a new track or program? Does it fill in a known gap in the curriculum?

Do any special course fees associated with this course? Yes NO

If yes, explain the need for fees:

Note: All fees are subject to approval by Institutional Affairs.

- Lab Fee
- Textbook Fee
- Materials Fee
- Student Activity Fee
- Other Fee

SYLLABUS

PUBLIC RELATIONS PROFESSIONAL PROGRAM

Fall 2017
Class Meetings: Traditional

Instructor: Dr. Andre Nicholson
Assistant Professor of New Media and Communication

Office: Department of MCA Room 107
Phone: 478-471-5789
Email: andre.nicholson@mga.edu

Required Texts: Wilcox, Cameron, Reber, Shin (2013). *Think Public Relations*.

Course Description

The course is a study of the skills and strategies used by public relations professionals to create and maintain a positive image for their organization.

Students with disabilities is available online at:

work, quizzes, and assignments were your own and without acknowledging their origin. In addition to other possible disciplinary sanctions, which may be imposed through the regular institutional procedures as a result of academic dishonesty, the instructor has the authority to assign an F or a zero for the assignment or examination with no opportunity to make up the assignment.

Policy on Accessibility/Reasonable Accommodations

The Office of Disability Services in Mason at (470) 471-2909 or by email at disability@uvm.edu or shirah@uvm.edu or by phone in room 266 of the Student Life Center on the Mason campus.

work, quizzes

I expect for each student to use the utmost respect and

Etiquette and Professionalism

If you need to correspond via e-mail

checked for grammar and spelling.

assignments must be turned in the appropriate format by the due date.

assignments must be checked for grammar and spelling.

Submissions: Assignments

Grade distribution:

Introduction Quiz	15 points	_____
Unit Quizzes (6 @ 10 pts each)	60 points	_____
Assignments (7 @ 50 pts. each)	350 points	_____
Discussion Questions (7 @ 25 pts. each)	175 points	_____
Midterm Exam	50 points	_____

Final Project	150 points	_____
Group Assignment	100 points	_____

Total points _____/1000

- B= 899 - 800 pts. (89% - 80%)
- C= 799 - 700 pts. (79% - 70%)
- D= 699 - 600 pts. (69% - 60%)
- F= 599 and below (59% - 0)
- WF= Due to excessive absences
- I = Students become eligible for an "I" grade only in emergency situations and after completions of 75% of the course" with appropriate communication with your instructor.

COURSE SCHEDULE - Example

INTRODUCTION WEEK
INTRODUCTIONS/ABOUT THE COURSE
Mandatory Attendance Quiz

LECTURE: What is Public Relations? The Growth of a Profession; Ethics and Law

DISCUSSION QUESTION SET #1
ASSIGNMENT #1
QUIZ #1

LECTURE: Today's Practice: Departments & Firms; Research & Campaign Planning; Communication & Measurement
DISCUSSION QUESTION SET #2
ASSIGNMENT #2
QUIZ #2

LECTURE: PR & Persuasion; Managing Competition & Conflict
DISCUSSION QUESTION SET #3
ASSIGNMENT #3
QUIZ #3

LECTURE: Reaching Diverse Audiences; The Mass Media;
DISCUSSION QUESTION #4
ASSIGNMENT #4
MIDTERM EXAM

LECTURE: The Internet & Social Media; Events & Promotions
DISCUSSION QUESTION #5
ASSIGNMENT #5
QUIZ #4

LECTURE: Global Public Relations; Corporate Public Relations; Entertainment, Sports, & Tourism
DISCUSSION QUESTION #6
ASSIGNMENT #6
QUIZ #5
GROUP ASSIGNMENT

LECTURE: Government & Politics; Nonprofit, Health, & Education; Careers in PR
DISCUSSION QUESTION #7
ASSIGNMENT #7
QUIZ #6

Final Project

Final Exam