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| cougar-white-1920x1080 | **ACS 213**  **Introduction to Public Relations**  **Winter Session 2023 \*ONLINE** |

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| **COURSE INSTRUCTOR**  **Mrs. Stephanie Batson** Instructor  Department of  Applied Communication Studies  **Virtual Office Hours:**  Tuesday/Thursday 9 -10 a.m.  **E-mail:**  sbatson@siue.edu  **ACCOMMODATIONS**  Students needing accommodations because of medical diagnosis or major life impairment will need to register with Accessible Campus Community & Equitable Student Support (ACCESS) and complete an intake process before accommodations will be given. Students who believe they have a diagnosis but do not have documentation should contact ACCESS for assistance and/or appropriate referral. The ACCESS office is located in the Student Success Center, Room 1270. You can also reach the office by e-mail at myaccess@siue.edu or by calling 618.650.3726. For more information please visit the ACCESS website at www.siue.edu/access.  **WRITING CENTER HELP**  If you need help with basic writing skills, take advantage of the writing center on campus. Don’t delay.  **LEARNING MATERIALS**  Learning materials must be consulted prior to the day they are assigned on the course schedule | **COURSE DESCRIPTION**  This public relations course offers specific introductory information on public relations. The course is offered totally online and students should take this course VERY seriously. **This online course will require you to carefully organize your time and work.** You must take responsibility of YOUR own actions or be prepared for the consequences (often of a failing grade).  **COURSE GOALS**   1. To present the history and development of the public relations profession 2. To develop your understanding of key theories that influence and shape the practice of public relations 3. To introduce a variety of techniques and tactics used 4. To develop your writing skills; a critical proficiency in public relations industry   **COURSE OBJECTIVES**  This course is designed to introduce you to the practice of public relations. By the end of the course, you should be able to:   1. Describe the history and development of the public relations industry. 2. Demonstrate understanding of theories used in public relations practice. 3. Practice using various public relations techniques and tactics to effectively communicate your message to your target audience 4. Point out issues and trends that shape and continue to shape the practice of public relations in the present and in the future. 5. Weigh the ethical and legal requirements in public relations practice. 6. Relate current media and events to ideas and theories in the text.   **COURSE COMMENTS**  Through readings, discussions, exercises and assignments, you will gain a better understanding of current public relations practices. This class is beneficial to both ACS majors and students from other fields of study. As a public relations professional, **it is important to be aware of current events and industry news** and you become familiar with news-style of writing; it gives you effective news hooks for your clients’ stories.  **STUDENT CIVILITY**  Student civility includes appropriate language and behavior in the classroom (respect for your peers and the professor, and for the diversity of opinions and standpoints). Southern Illinois University Edwardsville and its Department of Applied Communication Studies will not tolerate the disruption of a classroom or discourtesy to or harassment of anyone. In conformity with the University Rules of Student Conduct, violations of student civility and class decorum will have consequences ranging from a failing grade to removal from the class.   1. **Be respectful**. Login and participate in the course. When you need help with something from me, **send an email to me that is respectful with polite greetings and signatures**. Appropriate greetings: “Mrs. Batson,” “Good morning, Mrs. Batson.” Or “Hello, Mrs. Batson.” Inappropriate email greetings: “Hey” or “Hey Stephanie.” |
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| **TEACHING PHILOSOPHY**  In my experience, students can learn a lot more than textbook information from their teachers. I teach how I was taught best: through compassion, an open mind, enthusiasm for the topics, real-world experiences and with integrity. I expect high quality work and effort in assignments and discussions from my students. The students who enter with an open mind and ability to be flexible (in what they have learned in the past) LEARN the most that applies to the real world and their profession. It is also very helpful for students to be able to receive constructive criticism from peers and the instructor.  **COURSE EVALUATION**  Near the end of the course you will be asked to complete a departmental course evaluation questionnaire. Your honest and constructive feedback is valued by the Department of Applied Communication Studies and the instructor. The course evaluation questionnaire will be confidential, and the information in the evaluations is not available to the instructor until after grades are turned in.  **QUESTIONS**  You can ask questions via email at [sbatson@siue.edu](mailto:sbatson@siue.edu) or via phone in urgent situations at 314-882-1760.  I typically respond within 24 hours, but if you need it quicker please request this politely. I will try my best.  ***Course Communication***  Check-in to Blackboard  **at least once per day.**  Check your SIUE email! Announcements are sent through your email! (You can forward to an icloud or gmail account. Problem solve and make sure you don’t miss anything!) | Emails with NO greeting are also inappropriate for use in a professional setting when communicating with a superior. Use and practice professional writing when communicating with a superior is a good skill to practice in college.   1. **Follow Directions**. I provide very detailed guidelines for the assignments. Read them carefully before you ask questions. 2. **Meet Deadlines**. Deadlines are an important part of every professional career. You need to learn time management skills and start meeting deadlines now. 3. **Be Honest**. Don’t put information online or in your assignments that is not yours.   **Do not post negativity**. It’s important to learn an etiquette of online and digital information. Don’t post negative comments on the site or via email. Remember that you shouldn’t be posting anything online you wouldn’t read **out loud** to your Grandma or Pastor.  **REQUIREMENTS AND POLICIES**  ***Expectations***  You can expect from me enthusiasm for the subject matter, as well as an open and conversational course format. I expect you to participate in all course activities and complete all course assignments, and to actively seek out ways to understand and make use of the course materials.  ***Computer Skills and Writing Proficiency***  In order to perform well in this course you need to have **moderate level skills in computer operation**. The course is ENTIRELY online through Blackboard. You need internet access, a PC or Apple computer, Adobe PDF reader and MS Office 2007 or newer. If you have technical issues, you MUST contact ITS at 618-650-5500, [help@siue.edu](mailto:help@siue.edu). **Technical issues are NOT an excuse to miss an assignment deadline. Late is late.**  ***Assignment Deadlines and Late Work***  Students are responsible for reading the schedule, planning and turning in work on time. **Late assignments will not be accepted.**  Treat this course like a professional job or interview. Would you expect a hiring manager to let you interview for an entry level professional job an HOUR late with ZERO notice about why you were late?  ***Grading***  Grades are determined on a straight percentage scale based on number of points earned out of a maximum of 300 points. You must earn the grade; I do not pass students who do not have the expected level of writing proficiency. If you are failing to meet the minimum requirement, options that have been pursued in the past include dropping the course, re-taking the course. These are decided on a case-by-case basis.  Final grades are calculated as follows:  A = 90%-100% (270-300)  B = 80%-89.9% (240-269)  C = 70%-79.9% (210-239)  D = 60-69.9% (180-209)  F = 59.9% (179 & below )  **ASSIGNMENTS**  In public relations courses, there is an emphasis on accuracy of content and writing mechanics and style. The written work must show good style and must be submitted on deadline. Failure to follow the directions of an assignment WILL result in a lower grade. Also, in the “real world” you would be reprimanded—or even fired—for missing a deadline. This class will teach you about public relations and the workplace skill of meeting deadlines. |
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| **Textbook**  Public Relations by Dennis L. Wilcox; Glen T. Cameron; Bryan H. Reber. ONLINE textbook. Updated 11th edition, access online through Blackboard instructions  **Assignments**  Find requirements for each week in the corresponding “Weekly Assignment Folder.” For details on grading and examples, look in the “Assignment Instructions” folder on Blackboard.  **Academic Integrity**  In case of using ideas, words, or graphics of others, identify the source of those materials. Merely restating another individual’s ideas in different words does not make the ideas yours. Proper documentation requires a bibliography of any outside texts and visuals you have consulted including both traditional sources and on-line sources. The absence of such documentation constitutes plagiarism – a serious academic and professional offense. Giving other people’s work as your own or having other people write/do your assignments also is plagiarism or cheating. In conformity with the University Rules of Student Conduct, any form of plagiarism or cheating will result in a failing grade for this course and will be submitted for university action. | ***Video Intro Presentation***  You will create a VIDEO presentation introducing yourself to the class. You will turn in the video on the assignment link in the weekly folder AND in the Blackboard discussion board (for your classmates to view). Additional instructions are on Blackboard.  **(24 points total)**  ***Reading Quizzes***  The assigned readings will provide you with valuable public relations foundational information. It is important you keep up with the readings. You will complete a quiz for each assigned reading on Blackboard. The quizzes are posted in the numbered assignment folders. Chapter quizzes are worth 20 points each **(80 points total)**  ***Discussion Posts***  You will post ONE original post and TWO replies for EACH reading section (see course schedule). The posts should be thoughtful and positively contribute to the discussion. Read the prompts for more details & to earn ALL your points.**(90 points)**  I will initiate weekly discussions pertaining to the assigned readings and other public relations topics. You are to engage in the discussions. Please Adhere to proper writing standards; no grammar or spelling errors, no text-speak, e.g., LOL, IMO, IDK. Post throughout the week; do not wait until the last day to meet all the requirements.  **A few NOTES about online etiquette.**   * Respect that the class discussions are closed and private information. Don’t share, unless you’ve been given permission to share from the student. * In an online forum, debate is welcome, but please be respectful. * Keep the discussion and comments relevant to the topic to receive full points. * If you only respond with the minimum information, you will only receive MINIMAL points towards your grade. (ie: one sentence post or reply). Put THOUGHT into your posts, add links to articles, videos or blogs.   ***Media Writing Exercise***  News releases, pitches, and media advisories are just a few of the tactics used by public relations professionals. As a part of this course, you will have the opportunity to practice this style of writing. Detailed instructions are in the Week 2 Folder on Blackboard. You will write about a library opening. This assignment is worth **45 points.**  ***Final Paper*** You will pick to write a paper on Trends or to Interview one public relations professional and write a self-reflection paper based upon your interview. Detailed instructions are in the Week 3 Folder on Blackboard. Submit in the folder online. This will be your final graded item in the course and is worth **55 points.** |
| Make this course a learning experience by putting in a lot of effort and strong written assignments. What effort you put in, you will benefit from!  Vámonos (Let’s go!) | Reminders: YOU earn the grade by your activities, actions and choices. This course will assist in learning and understanding deadlines, just like the real world. This introductory course is centered around public relations, but you do not have to be a major or minor to learn about the ever-growing and changing world of public relations. PR can help you sell yourself to employers, persuade a friend to join you at a concert and increase quality communication in your relationships. |

**TENTATIVE COURSE SCHEDULE**

Please read the course schedule to determine the order of the topics to be discussed, materials to be consulted, and assignments due. Changes to the schedule may be made at the instructor’s discretion and if circumstances require. Any changes will be announced in class and on Blackboard.  
 **It is the student’s responsibility to note these changes.**

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| **Dates** | **Content and Readings** | **Assignments** |
| **Week 1**  Monday, Dec. 18 through Wednesday, Dec 20 | Chapters 1-4 | **Quiz 1 DUE:**  BEFORE 11:59 p.m. on Tues. Dec. 19.  **Discussion Original Post #1 DUE:**  BEFORE 11:59 p.m. on Tues. Dec. 19  **(2) Discussion Replies (2) DUE:**  BEFORE 11:59 p.m. on Wed. Dec. 20  **ALL ABOUT ME VIDEO DUE:**  BEFORE 11:59 p.m. on Wed. Dec. 20 |
| Thursday, Dec 21 through Sunday, Dec. 24 | Chapters 5-8 | **Quiz 2 DUE:**  BEFORE 11:59 p.m. on Fri. Dec. 22.  **Discussion Original Post #2 DUE:**  BEFORE 11:59 p.m. on Fri. Dec. 22  **(2) Discussion Replies DUE:**  BEFORE 11:59 p.m. on Sun. Dec. 24 |
| **Week 2**  Monday, Dec. 25 through Wednesday, Dec 27 | Chapters 9-12 and Chapter 14 | **Quiz 3 DUE:**  BEFORE 11:59 p.m. on Tues. Dec. 26.  **Discussion Original Post #3 DUE:**  BEFORE 11:59 p.m. on Tues. Dec. 26  **(2) Discussion Replies DUE:**  BEFORE 11:59 p.m. on Wed. Dec. 27 |
| Thursday, Dec 28 through Sunday, Dec 31 | Chapters 17,18, 20, 21  Media Writing Assignment details launched in Blackboard: | **Quiz 4 DUE:**  BEFORE 11:59 p.m. on Fri. Dec. 29.  **Discussion Original Post #4 DUE:**  BEFORE 11:59 p.m. on Fri. Dec. 29  **(2) Discussion Replies (2) DUE:**  BEFORE 11:59 p.m. on Sun. Dec 31 |
| **Week 3**  Monday, Jan 1 through Wednesday, Jan. 3 | Preparing for PR Interview  **Media Writing Assignment DUE!** | **REPLY Post 1, Week 3 DUE:**  BEFORE 11:59 p.m. on Mon. Jan 1  **Media Writing Assignment DUE:**  BEFORE 11:59 p.m. on Wed. Jan 3 (Deployed on BB in Week 2!) |
| Thursday, Jan. 4 through Sunday, Jan. 7 | Finalizing PR Interview  Professional Development  Extra Credit | **Reply Post 2, (5 points Extra Credit)  Week 3 DUE:**  BEFORE 11:59 p.m. on Sun. Jan 7  **FINAL PAPER (reflection) DUE:**  BEFORE 11:59 p.m. on Sun .Jan 7  **Professional Development Extra Credit (5 points) DUE:** BEFORE 11:59 p.m. on Sun. Jan 7 |

# Course Policies and University Policies

## Academic integrity/plagiarism

Students are reminded that the expectations and academic standards outlined in the [Student Academic Code (3C2)](https://www.siue.edu/policies/3c2.shtml) apply to all courses, field experiences and educational experiences at the University, regardless of modality or location.

Plagiarism is the use of another person’s words or ideas without crediting that person. Plagiarism and cheating will not be tolerated and may lead to failure on an assignment, in the class, or dismissal from the University, per the [SIUE academic dishonesty policy](http://www.siue.edu/policies/1i6.shtml). Students are responsible for complying with University policies about academic honesty as stated in the [University’s Student Academic Conduct Code](http://www.siue.edu/policies/3c2.shtml).

Unless expressly allowed by the instructor, the use of artificial intelligence (AI) tools and applications (including ChatGPT, DALL-E, and others) to produce content for course assignments and assessments is a violation of SIUE’s academic policy and is prohibited.

## Regular and Substantive Interaction

Regular and substantive interaction (RSI) is required as part of new U.S. Department of Education regulations for distance (online) education and it supports student learning in all learning environments (online, face-to-face, hybrid, hyflex, etc.). SIUE faculty participate in RSI by initiating frequent and timely opportunities to engage with students. Because there are several ways to implement RSI, such as facilitating online discussions, scheduling a Zoom conference with a student, or holding regularly scheduled review sessions before tests, RSI may look different in every class. To learn more about RSI, use the Online Tips links for Faculty and Students in your Blackboard course websites or visit the [Faculty Resources for Regular and Substantive Interaction webpage](https://www.siue.edu/educational-outreach/faculty-resources/online/regular-and-substantive-interaction.shtml).

## Recordings of Class Content

Faculty recordings of lectures and/or other course materials are meant to facilitate student learning and to help facilitate a student catching up who has missed class due to illness or quarantine. As such, students are reminded that the recording, as well as replicating or sharing of any course content and/or course materials without the express permission of the instructor of record, is not permitted, and may be considered a violation of the University’s Student Conduct Code (3C1), linked here: <https://www.siue.edu/policies/3c1.shtml>.

## Diversity and Inclusion

SIUE is committed to respecting everyone’s dignity at all times. In order to learn, exchange ideas, and support one another, our virtual and physical classrooms must be places where students and teachers feel safe and supported. Systems of oppression permeate our institutions and our classrooms. All students and faculty have the responsibility to co-create a classroom that affirms inclusion, equity, and social justice, where racism, sexism, classism, ableism, heterosexism, xenophobia, and other social pathologies are not tolerated. Violations of this policy will be enforced in line with the SIUE Student Conduct Code.

The [Inclusive Excellence, Education, and Development Hub](https://www.siue.edu/diversity/the-hub/) is an excellent resource for students for support and community. Any person who believes they have experienced or witnessed discrimination or harassment can contact Lindy Wagner, Assistant Vice Chancellor for Inclusive Excellence, Education and Development at (618) 650-3179 or [linwagn@siue.edu](mailto:linwagn@siue.edu).

## Pregnancy and Newly Parenting Policy

This policy and procedure are established to ensure the protection and equal treatment of pregnant students, students with pregnancy-related medical conditions including as a result of the termination of pregnancy, and students who become new parents including parents adopting or fostering to adopt for the first 12 weeks a child is in the home, in accordance with Federal and State guidelines and regulations. "New Parents" refers to a parent who has recently welcomed a newborn or adopted a child or is fostering to adopt a child and needs support to mitigate the disruption in academic progress within the first 12 weeks of parenting or a parent that needs support due to medical necessity attributed to pregnancy or delivery of a child; care of newborn; or lactation within the first year of child's life or legal adoption/fostering. Visit [Policies & Procedures - Student Rights and Conduct - Newly Parenting Policy - 3C15](https://www.siue.edu/policies/3c15.shtml) to view the full policy and learn how to request accommodations through the Office of Equal Opportunity, Access, and Title IX Coordination (EOA).

## Technology Privacy Information

We will be using Blackboard in this course. View the [Anthology Blackboard Privacy Statement](https://www.anthology.com/trust-center/privacy-statement) to review how your data is being used and stored.

# Additional Support

## Services for Students Needing Accommodations

It is the policy and practice of Southern Illinois University Edwardsville to create inclusive learning environments. If there are aspects of the instruction or design of this course that result in barriers to your inclusion or to accurate assessment of achievement—such as time-limited exams, inaccessible web content or the use of non-captioned videos—please contact Accessible Campus Community and Equitable Student Support (ACCESS) as soon as possible. In order to properly determine reasonable accommodations, students must register with ACCESS either online at [siue.edu/access](http://siue.edu/access) or in person in the Student Success Center, Room 1203. You can also reach the office by emailing us at [myaccess@siue.edu](mailto:myaccess@siue.edu) or by calling [618-650-3726](tel:618-650-3726).

If you feel you would need additional help in the event of an emergency situation, please notify your instructor to be shown the evacuation route and discuss specific needs for assistance.

## Academic and Other Student Services

As an enrolled SIUE student, you have a variety of support available to you, including:

* [Lovejoy Library Resources](http://www.siue.edu/lovejoylibrary/)
* [Academic Success Sessions](https://www.siue.edu/retention/programs/sass.shtml)
* [Tutoring Resource Center](https://www.siue.edu/lss/tutoring-resource-center/)
* [The Writing Center](http://www.siue.edu/lss/writing/index.shtml)
* [Academic Advising](http://www.siue.edu/advising/)
* [Financial Aid](https://www.siue.edu/financialaid/)
* [Campus Events](http://www.siue.edu/events/)
* [Counseling Services](https://www.siue.edu/counseling/)

If you find that you need additional support, please reach out to me and let me know.

## Cougar Care

Dealing with the fast-paced life of a college student can be challenging, and I always support a student's decisions to prioritize mental health. Students have access to counseling services on campus (Student Success Center, 0222). Make an appointment by visiting [cougarcare.siue.edu](http://cougarcare.siue.edu/) or by calling [618-650-2842](tel:618-650-2842).

## Student Success Coaches

[Student success coaches](https://www.siue.edu/retention/about/meet-us.shtml?section=coaches) work across campus to serve the SIUE student population with the tools and resources to adjust to and meet the demands of the college experience. Success coaches provide direct services such as time management support and referrals to campus resources. If you find yourself in need of academic or personal support, or in a situation that is preventing you from being successful in the classroom, please utilize [Starfish](https://www.siue.edu/its/starfish/) to connect with a coach as soon as possible. The sooner you engage, the sooner you can access the information or tools you need that may help you get back on track.

## Technical Support

Since some of this course is completed online, you are expected to have reliable Internet access on a regular basis. It is your responsibility to address any computer problems that might occur. Such problems are not an excuse for delays in meeting expectations or for missing course deadlines.

Contact ITS at [618-650-5500](mailto:618-650-5500) or at [help@siue.edu](mailto:help@siue.edu) with any technical concerns. You can also check the functionality of University systems, including Blackboard, at the [ITS System Status page](https://status.siue.edu/), or search the [ITS KnowledgeBase](http://kb.siue.edu) for various how-to and troubleshooting guides.

Tips for taking online assessments:

* Set up a wired (Ethernet) Internet connection on your computer
* Do not use a mobile device, such as a phone or tablet
* Read the instructions and directions carefully
* Be prepared to complete the assessment in the allotted time

# Subject to change notice

All material, assignments, and deadlines are subject to change with prior notice. It is your responsibility to stay in touch with your instructor, review the course site regularly, or communicate with other students, to adjust as needed if assignments or due dates change.