

## Spring 2012 [Evening Class]

**COURSE:** Introduction to Public Relations

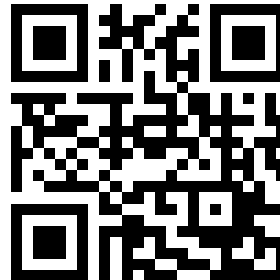
**INSTRUCTOR:** M. Larry Litwin, APR, Fellow PRSA  
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(Please leave message and you will get a return call)  
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**OFFICE:** Room 138 – Bozorth [256-4224]

**Scan for contact info:**



**Scan for website:**



**BOOKS, readings and PowerPoints for this class will be discussed during first class meeting. Visit [www.larrylitwin.com](http://www.larrylitwin.com) to view and download PowerPoints and other handouts [Student Resources > Handouts]. These are the books this class will rely on:**

***The Public Relations Practitioner's Playbook***

(Third Edition [Purple Cover], AuthorHouse, 2009)  
Author – M. Larry Litwin, APR, Fellow PRSA

***The ABCs of Strategic Communication***

(Second Edition [Green Cover], AuthorHouse, 2008)  
Author – M. Larry Litwin, APR, Fellow PRSA

Each student must complete all assignments. Class participation is also considered for semester grade. Therefore, it is important that students attend all classes, interact and ask questions. Anyone who arrives late should inform Prof. Litwin. Deadlines and accuracy are vital in the communication profession and are factored into final grades. **Missed tests may not be made up. Late assignments will be downgraded 10 points. Cell phones are off limits during class: No calls – no texting – no IMing. An occasional glance to check the time is acceptable. But don't "push it."** (See below.) A key to your contributions: **No excuses. No exceptions.**

**Textbook and Supplemental Reading and Class Participation:** Students are expected to read assigned chapters before class and be well prepared before coming to class. Students are encouraged to take initiative to broaden their knowledge by reading additional materials.

In addition, your participation is instrumental for not only moving the class discussion forward but also contributing to your final grade. Though attendance is required, just being present does not mean participation. Here are some tips to improve your participation:

- Prepare for class. Check BlackBoard at least one day before each class for announcements and supplementary material. **Any “readings” posted on BlackBoard or emailed should be considered important.**
- Bring your book(s) to every class, as it will be referenced during class.
- If you need clarification or want additional explanation, feel free to ask a question.

**More than three absences WILL affect a student’s grade.**

Prof. Litwin uses SMU’s “Teaching Naked” approach in the classroom. Therefore, it is imperative that students visit [www.larrylitwin.com](http://www.larrylitwin.com), [www.slideshare.net](http://www.slideshare.net) and BlackBoard on a regular basis (prior to classes) in addition to relying on previous lecture notes. Knowing assignment content in advance of class makes classes more stimulating and enjoyable. Three more important points: Late assignments **emailed** must be sent to [rowanassignment@gmail.com](mailto:rowanassignment@gmail.com); **and it is each student’s responsibility to check his/her email at least once a day.** Professor Litwin sends many emails – pdf handouts throughout the semester. Their intent is to save students money. Also, student report cards are posted regularly. Students may link to their report card via [www.larrylitwin.com](http://www.larrylitwin.com) > **Student Resources** > **MicroGrade**. The log in is your **LAST** name. Your password is your Banner Number.

*Introduction to Public Relations* introduces students to the basic principles of public relations. Upon completion, students will understand research, how to develop a public relations plan, and how to evaluate its results. The course will also introduce students to myriad technologies used by today’s public relations professionals and strategic counselors: **It is a comprehensive undergraduate course that explores the history and role of public relations in society. As time permits, we will cover how the following affect us: mass and nonmass 1-2-1 media, persuasion, publicity, radio, television, special events, crisis management, communication techniques, research and evaluation and other electronic media, and communication law and ethics.** *Introduction to Public Relations* is primarily a theory course. However, your instructor will attempt to make it as practical as possible. Your professor’s personal objective is to prepare students for **their future** rather than **his** past. He is here to **HELP** – **Hear** what he says so you can be **Educated to Learn**, which will **Prepare** you for your future. You’ve come to Rowan University to learn. You leave here to serve.

### Course Objectives

- Students will understand the basic body of knowledge underlying the public relations profession.
- Students will understand how public relations functions in society and makes its contributions.
- Students will apply PR theories to actual public relations problems and challenges.
- Students will visit and interview a practicing public relations professional.
- Students will interact with professor/practitioners and share their experiences.

In summary: This class will:

- Introduce students to the basic principles of public relations
- Introduce students to the basic strategies, tactics and other tools used for public relations

**Use of cell phones, computers, PDAs, etc: [To be discussed]**

In this class we will maintain a professional level. Use the same courtesy in class as you would in the workplace concerning the use of these devices (ringers on silent, vibrate, no calls, etc.). Because of abuse in previous classes, you may NOT use computers during class.

## Assignments and Grading

The course is primarily theory with as much practical application to cases through assignments and discussion. *Introduction to Public Relations* will be an interactive class. Students are encouraged to participate.

**Examinations: (50% of grade)** There will be two comprehensive examinations plus quizzes. Questions may be taken from any class lectures or discussion. Test **ONE** will be a *mid-term*. The *final examination* will mainly cover material from the *mid-term* on. However, students may be asked questions that public relations practitioners are expected to answer.

**Assignments: (50% of grade)** Assignments correspond to the practical aspects of the curriculum.

- \* Define Public Relations [Due second class session – **due Sept. 23** – See below]
- \* Evaluation of an institutional ad
- \* Field Interview (25% of final grade – see below)
- \* Public Relations department-generated news stories. (Each student will be expected to identify three print articles and explain why he/she [student] believes each article originated from a public relations practitioner or office.)

**Field Interview:** Each student will be required to identify a *public relations practitioner*, interview that person, and write a four to five page report of the experience. You may **NOT** substitute an advertising, promotions, sales or marketing person (without permission). **This assignment is absolutely due on Tuesday, March 6. (It may be turned in early.)** Students must fill in attached form identifying the person to be interviewed (**for approval**). Upon approval, they may conduct the interview. **When the final paper is turned in, student must attach to it, the interviewee's business card and a copy of the student's thank you letter to interviewee.**

**Type, (double-space) and correctly label** all assignments and reports. Since writing is a key skill in the public relations profession, make certain that grammar, syntax, spelling, punctuation and style are perfect. For each written assignment, content and writing will count separately and equally. Just to make it clear, **FIVE** points will be deducted for every spelling, grammatical and typographical error.

**Welcome** to public relations! Participate as fully as you can in all discussions. Even if you are not a public relations major, the knowledge and skills you acquire will definitely help you in your career. Best wishes for an enjoyable and successful semester!

**Our next class is Tuesday, Jan. 24. For that class, ask five people of varying demographics to define public relations. On a sheet of paper, type their definition, gender, age and occupation.**

## Grading

To view your grades, go to [www.larrylitwin.com](http://www.larrylitwin.com). Click on Student Resources > Student Grades – MicroGrade. Your Student ID is your last name. Your Password is your Banner Number.

**A = 95-100**  
**A- = 94-92**  
**B+ = 91-88**  
**B = 87-84**  
**B- = 83-82**  
**C+ = 81-78**  
**C = 77-74**

**C- = 73-72**  
**D+ = 71-67**  
**D = 66-64**  
**D- = 63-60**  
**F = 59 and below**

**The following is university policy: Once drop-add ends, students are permitted to add a course only in cases of documented emergency. The special form (hardship form) for late schedule adjustment specifically calls for a description and attached documentation of the particular emergency in that student's case.**

Your academic success is important. If you have a documented disability that may have an impact upon your work in this class, please contact me. Students must provide documentation of their disability to the Academic Success Center in order to receive official University services and accommodations. The Academic Success Center can be reached at 856-256-4234. The Center is located on the 3rd floor of Savitz Hall. The staff is available to answer questions regarding accommodations or assist you in your pursuit of accommodations. We look forward to working with you to meet your learning goals.

If you have a question about a class being held, call me at 856-767-7730. Best wishes for an enjoyable and successful semester!

## Academic Honesty

Plagiarism is a very serious offense. If you use any material that you did not create, you must provide attribution and copyright permission. This includes copying from the Internet. Plagiarism also includes passing off another student's work as your own or giving your work to another student. When in doubt, ask me. For Rowan's complete academic honesty policy, download the Student Information Guide from

<http://www.rowan.edu/studentaffairs/infoguide> (see Academic Integrity Policy).

**Anyone caught plagiarizing will receive an F for the course. (This is a statement used in another department. We are using it for this class.)**

**[Please fill out info sheet on next page and bring to first class.]**

## Introduction to Public Relations Interview Record

Your Name \_\_\_\_\_

Name of Interviewee \_\_\_\_\_

Title \_\_\_\_\_

Name of Firm \_\_\_\_\_

Address \_\_\_\_\_

City, State and Zip \_\_\_\_\_

Telephone (    ) \_\_\_\_\_

email \_\_\_\_\_

Interview Date and Time \_\_\_\_\_

Who helped to arrange this interview? \_\_\_\_\_

Do you have any comments?

# UNDERGRADUATE STUDENTS COLLEGE OF COMMUNICATION

## Student Information

Your Name \_\_\_\_\_

Banner Number \_\_\_\_\_

College Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (Best Number) \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_

Work Phone \_\_\_\_\_

Fax \_\_\_\_\_

email \_\_\_\_\_

High School \_\_\_\_\_ Town \_\_\_\_\_

Declared Major \_\_\_\_\_ Year \_\_\_\_\_

Other Colleges Attended \_\_\_\_\_

Profession/Employer \_\_\_\_\_

Professional Goal \_\_\_\_\_