

**COMM 370-05 – (Class Number 82247) – Topics in Communication Studies
(INTRODUCTION TO STRATEGIC COMMUNICATION) – Credit Hours 3**

TCNJ – FALL 2016 SYLLABUS*

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Office Hours on Campus: By appointment.
Class Day and Time: Monday 12:30-3:20 p.m.
Location: Kendall Hall 136

REQUIRED MATERIALS

The Public Relations Practitioner's Playbook
Fourth Edition [White Cover], AuthorHouse, 2013
Author – M. Larry Litwin, APR, Fellow PRSA

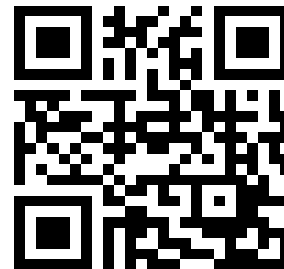
The ABCs of Strategic Communication
Second Edition [Green Cover], AuthorHouse, 2008
Author – M. Larry Litwin, APR, Fellow PRSA

More ABCs of Strategic Communication
First Edition [Orange Cover], AuthorHouse, 2015
Author – M. Larry Litwin, APR, Fellow PRSA

***The instructor reserves the right to change this syllabus at any time and for any reason at his discretion.**

Scan for contact info:

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This is a special semester – it is a presidential election year. Much of this course will focus on the campaigns and how they relate to what we are doing in class.

Textbooks 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 moving the class discussion forward and 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:

- Bring your book(s) to every class, as it (they) will be referenced during class. (If they are too heavy, be certain to bring *The PR Playbook* and *More ABCs*.)
- If you need clarification or want additional explanation, feel free to ask a question. In fact, I encourage it.

Professor Litwin sends many emails – pdf handouts throughout the semester. Their intent is to save students money.

Might I suggest you BOOKMARK my website (www.larrylitwin.com) for your smartphone – as if it were an app. It saves so much time and keeps you in touch.

Visit my blog often. It contains the latest on public relations-related news and trends, and resume and interview suggestions and tips.

Course Description

This “relatively new” course follows the course description for a Strategic Communication or Public Relations Overview course. It is designed to provide an understanding of the public relations/strategic communication function within an organization, the role of the public relations professional and the range of issues handled by a public relations staff. Organizations, companies, institutions and governments understand it is critical to communicate with the publics they serve. The public relations/strategic communication professional is the liaison and key communicator between these publics and the organization. **This course** introduces students to the basic principles of public relations/strategic communication. 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 *non*mass 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. Introductory courses are usually primarily theory. 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 The College of New Jersey to learn. You leave here to serve.

Course Objectives (Next page)

- Students will understand the basic body of knowledge underlying the public relations/strategic communication profession.
- Students will understand how public relations functions in society and makes its contributions.
- Students will apply PR/Strategic Communication 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/strategic communication

Assignments and Grading

The course combines theory with practical application to current “real life” through assignments and discussion. With your (student) help, this will be an interactive, engaging and enjoyable class. Students are encouraged to participate. **This is a special semester – it is a presidential election year. Much of this course will focus on the campaigns, how they relate to what we are doing in class and the research leading up to Nov. 8.**

Examinations: (50% of grade) There will be two comprehensive examinations plus quizzes (grades will be included under assignments). Questions may be taken from any class lectures or discussion. Test **ONE** will be a *mid-term*. The *final examination* will be all inclusive from day one. Students may be asked questions that public relations practitioners and strategic counselors are expected to answer.

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

- Define Public Relations [Due second class session – **due Sept. 12** See below]
- Applicant Statement/Elevator Speech
- Field Interview (**20%** of [total] final grade – see below)
- Public Relations department-generated news stories. (Each student will be expected to identify two print (online) articles and explain why he/she [student] believes each article originated from a public relations practitioner or office, or was enterprised by a reporter.)
- Craft a cover letter
- Ad evaluation
- Two quizzes (at least)

Field Interview: Each student will be required to identify a *public relations practitioner/strategic communicator*, interview that person and write a three to four page (750-1,000 words) report of the experience. You may interview a public relations/strategic counselor or an advertising, promotions, sales or marketing person. **This assignment is absolutely due on Monday, Nov. 21. (It may be turned in early.)** Students must fill in the attached form (last page of this syllabus) identifying the person to be interviewed (**for approval**). Upon approval, they (you) may conduct the interview. **When the final paper is turned in, student (you) 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 do not expect to pursue the public relations profession, 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 Monday, Sept. 12. 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.

ATTENDANCE POLICY

Class attendance is **MANDATORY**. Communication is learned by communicating and observing others. Therefore, attendance is mandatory. Students are expected to be in class for the entire class. Absences are limited to two without penalty. Each additional class session missed after two will reduce the student's final grade by half a grade. Attendance will be taken at the beginning of each class. Arriving late or leaving early will result in a partial absence. If a student arrives after the roll has been called they are considered late and it is their (your) responsibility to tell the instructor after class that they (you) were present. The penalty guidelines are described below.

EXCUSED ABSENCE POLICY

No make-up exams or other assignments will be scheduled unless arrangements are made with the instructor in advance or in emergencies where advance arrangement is not possible. In either case, **a documented valid excuse** will be required within one week of the occurrence. Approved make-up work is due the first class meeting after the student returns.

Repeat: I do not accept late work unless students have a documented valid excuse. I must receive this excuse and the late work within one week of the due date or the work will not be accepted and the student will be given a zero for the assignment.

CELL PHONE POLICY

Use of cell phones, computers, devices [tablets] etc.:

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.). If you must take a call, please go out into the hallway. Alert Prof. Litwin if you are expecting a call. You may take electronic notes. Once again, mention it to Prof. Litwin.

ACADEMIC (Integrity Policy) OFFENSES: PLAGIARISM AND CHEATING

Plagiarism is the act of presenting the words and ideas of others as if they were the ideas of the student and without acknowledging their origin. Students are encouraged to use supporting materials in their papers and speeches, but students should make sure credit is given to the author. Academic dishonesty is any attempt by the student to gain academic advantage through dishonest means, to submit, as his or her own, work which has not been done by him/her or to give improper aid to another student in the completion of an assignment. Such dishonesty would include, but is not limited to: submitting as his/her own a project, paper, report, test, or speech copied from, partially copied, or paraphrased from the work of another (whether the source is printed, under copyright, or in manuscript form). Credit must be given for words quoted or paraphrased. The rules apply to any academic dishonesty, whether the work is graded or ungraded, group or individual, written or oral.

TCNJ's academic integrity policy is available on the web:

<http://www.tcnj.edu/~academic/policy/integrity.html>.

Americans with Disabilities Act (ADA) Policy

Any student who has a documented disability and is in need of academic accommodations should notify the professor of this course and contact the Office of Differing Abilities Services (609-771-2571). Accommodations are individualized and in accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1992.

TCNJ's Americans with Disabilities Act (ADA) policy is available on the web:

<http://www.tcnj.edu/~affirm/ada.html>.

Final Grades will be based on this grading scale:

93-100	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
70-76	C
60-69	D
59-Below	F

Please see next page for WEEKLY SCHEDULE (DRAFT)

Week	Date	Topic	Assignments
1	Sept. 6	History/Anatomy of Strat. Comm.	YOUR definition of Public Relations
2	Sept. 12	Overview of Strat Comm.	PR Definitions and Readings
3	Sept. 19	Research	Discussion
4	Sept. 26	Strategic Writing	Quiz #1/Applicant Statement/Elevator Speech
5	Oct. 3*	Strategic Planning (Rosh Hashana)	Cover Letter due (via email)
6	Oct. 10	Campaigns/Media Relations	GOST due
7	Oct. 17	Media Relations	
8	Oct. 24	Collaborative (Emerging) Media/M-T Review	PR Generated Stories/May be emailed
9	Oct. 31	Mid-Term	
10	Nov. 7	Advertising/Publications	Ad evaluation type, technique, target aud./Due 11/16
11	Nov. 14	Speeches	
12	Nov. 21	Crisis Communication	Interviews DUE
13	Nov. 28	PR Potpourri	Each student selects one Tip/Technique to discuss
14	Dec. 5	Ethics and the Law/Skills Checklist/review	
15	Dec. 19	Finals Week	

Week	Date	Readings
1	Sept. 6	<i>Playbook</i> Chapters 1,2,3/ <i>ABCs</i> 38, 188, 223, 253, 191)
2	Sept. 12	<i>Playbook</i> (1-6) <i>ABCs</i> (140, 141, 143, 144, 145)
3	Sept. 19	<i>Playbook</i> (4)/ <i>ABCs</i> (5,50, 20,125, 160, 180, 187, 191, 276)
4	Sept. 26	<i>Playbook</i> (5,6)/ <i>ABCs</i> (8, 79, 100, 114, 116, 133, 217, 221, 222, 239, 240, 241, 271, 272)
5	Oct. 3*	<i>Playbook</i> (1-7)/ <i>ABCs</i> (16, 20, 23, 147, 198, 203, 257)
6	Oct. 10	<i>Playbook</i> (8-9)/ <i>ABCs</i> (81,85, 126, 198, 214, 235)
7	Oct. 17	<i>Playbook</i> (9)/ <i>ABCs</i> (15, 151, 154,155,156, 159, 173, 193, 212, 213, 217,
8	Oct. 24	<i>Playbook</i> (10)/ <i>ABCs</i> (72, 127, 171)
9	Oct. 31	<i>Playbook</i> (11)/ <i>ABCs</i> (13, 14, 19, 48, 62, 69, 77, 78, 81, 113, 117, 174, 206, 207, 261, 267, 280)
10	Nov. 7	<i>Playbook</i> (12)/ <i>ABCs</i> (43, 200, 202, 203, 240, 274)
11	Nov. 14	<i>Playbook</i> (13)/ <i>ABCs</i> (24, 44, 97, 128 162, 224, 231, 237, 246, 255)
12	Nov. 21	<i>Playbook</i> (14)/ <i>ABCs</i> (45, 46, 47, 163, 185, 187, 223)
13	Nov. 28	<i>Playbook</i> (15)/ <i>ABCs</i> (233, 234, 269, 281)
14	Dec. 5	<i>Playbook</i> (16, 17)/ <i>ABCs</i> (73, 177, 195, 210, 219, 220, 309)
15	Dec. 19	Final Exam Week -- <i>Playbook</i> (17)/ <i>ABCs</i> (278, 279)

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? What did you learn?