

Hello everyone and welcome to **COM 370-03 – Topics in Communication Studies, which I will refer to as Introduction to Strategic Communication/Public Relations** – Spring 2020 – well, almost. If you receive this mail, it is because you are registered for my course. First of all, do not hesitate to email me (litwinassignment@gmail.com) if you have questions. This semester, we will build the course around the strategic approaches (Chapter 7 in *The PR Playbook*) paying close attention to the 2020 Presidential Election and the strategic approaches taken by the candidates. So, you will have to stay current on all aspects including research results (Chapter 4 in *The Playbook*.)

Please visit my website (www.larrylitwin.com) and check it out. It contains many excellent resources including our syllabus under the **STUDENT RESOURCES** link. A syllabus is **now** posted – although it is subject to change. **Be sure to come to our first class with your PERSONAL definition of public relations. In other words, define *public relations* in your own words.**

If you would like a syllabus in **HARD COPY** please let me know **ASAP** and I will print one out for you.

Our first class meeting is Tuesday, Jan. 28 (9:30 – 12:20 p.m.). It will be more than just a get acquainted session. We will go over our semester game plan and discuss the wonderful world of public relations and how it fits into the strategic communication profession. **Reminder, please bring with you – to hand in – your (own) personal definition of *public relations*.**

In addition, the website (www.larrylitwin.com) has numerous handouts and PowerPoints. In particular read THIS link. It contains my teaching philosophy:

http://www.larrylitwin.com/documents/TeachingNaked_NationalSchoolPublicRelationsAssociation.pdf

Experience shows, if *you* sign onto this approach, class will be more enjoyable, you will get more out of it and all of us will learn much more.

(MORE on next page)

You may also want to look at – and eventually download – **PowerPoint No. 4**. During class, we will discuss such other potential PowerPoint downloads as **1, 2, 5 and 9**. All are pdfs, but the actual PowerPoints are also available. [Larry's Blog](#) contains many job-related and internship posts, resume' and interview tips. It should work fine, although WordPress has been having its issues and some postings have disappeared.

The three books needed for the class are in the TCNJ Bookstore and will serve you well in your careers. The three should cost a **total** of about \$100 in hard copy. If you prefer digital books, purchase them from www.authorhouse.com. They range from \$3.99 to \$9.99 and are formatted correctly for your device. I have committed myself to keeping the price down.

Famed economist, the late Paul A. Samuelson (MIT), employed this philosophy about *his* books and classes – they teach college students and professionals “how to think about their profession and how to ply their trade.” *His* aim was to make economics “understandable and enjoyable.” As you will discover in our class that, too, is my aim – to make **strategic communication/public relations** “understandable and enjoyable” so when you graduate you will not only hit the ground running, you will be going in the right direction.

Visit the website, download your syllabus, peruse the handouts and buckle up for a fantastic ride (semester). There are no guarantees in the communication professions, but I promise I will come to every class fired up, fired up, fired up.

See you on Tuesday, Jan. 28.

All the best,

LL

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