Course: Public Relations
U48-350, Spring 2014
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REQUIRED READING
The Practice of Public Relations (12th edition) by Fraser Seitel
Groundswell: Winning in a World Transformed by Social Technologies
Course Materials (uploads to Blackboard)

RECOMMENDED READING
Local newscasts, NPR, CNN, BBC
The Bedford Handbook for Writers

THE COURSE
This course provides an overview of public relations and its social media and online components. We will consider theoretical and practical applications of communications with various publics: media, employees, consumers, the community, and shareholders. Prerequisite: U48-210 or 211 or permission of instructor. This course is fully online with one onsite class meeting.

The course includes guest lecturers covering their expertise in a Public Relations niche.

CURRENT EVENTS
Successful PR practitioners take advantage of news and trends to plan strong PR programs and to position their clients as newsmakers. Therefore, it is important that all PR students stay abreast of current events – on a local and a national level.

CLASS ATTENDANCE AND PARTICIPATION
Class participation is an important component of this course. You are expected to participate in online class discussions and read the assigned materials. The online class discussions are asynchronous but have a weekly deadline for posting.
**GRADES**
Your course grade will be reflected by the following:
- Class participation 20%
- Short Papers 20% (highest grade of the two submitted papers)
- Final Project 20%
- Midterm Exam 20%
- Final Exam 20%

**MIDTERM and FINAL**
Both the midterm and final exam will be “take home” versions. They will be short answer and essay questions. The honor system and compliance with academic integrity is required. Complete exams independently without input from fellow students or other individuals. Tests must be e-mailed to the instructor no later than midnight of their due date. You will receive a confirmation of receipt from the instructor. The e-mail is not an auto receipt so do expect a short window of time before the response.

**SHORT PAPERS and FINAL PROJECT**
Each student is required to prepare two papers and a final project. Deadlines, indicated on the syllabus, are expected to be met. Two grades are given for the short papers and final project:
- **Content grade** – 2/3 of overall grade
  Refer to the assignment instructions. Use the textbook and guest lecturer notes as references.
- **Mechanical grade** (spelling, grammar, writing) – 1/3 of overall grade

**Grading deductions:**
- Since timeliness is a critical factor in the communications field, one full letter grade from the mechanical grade will be marked down for each day a paper is late.
- Since accuracy is a critical factor in communications, each three spelling or grammatical errors drops the mechanical grade a full letter grade.

**FORMAT/DELIVERY METHOD:**
Double-space all papers and be sure to include a header and page number in your formatting. Papers must be provided in a Microsoft Word format. Please name your document with your name and the relative assignment (micheleryanfinalexam.doc). E-mail your assignment to me at mryan@wustl.edu

**ACADEMIC INTEGRITY**
http://academicintegrity.wustl.edu/policy

**ACADEMIC ENVIRONMENT**
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U48-350 CLASS SCHEDULE

1/15/14  INTRODUCTION TO CLASS/THE PR INDUSTRY
          Readings: Chapters 1-2, The Practice of Public Relations

1/22/14  IMAGE MAKING AND THE PR PROCESS
          INTEGRATED MARKETING COMMUNICATIONS
          Readings: Chapters 3-4 & 16, The Practice of Public Relations
          (discussion leaders assigned)

1/29/14  PUBLIC RELATIONS WRITING
          SPEECH WRITING
          Readings: Chapters 15, The Practice of Public Relations
          Final Project Assigned (Due 4/9/14)

2/5/14   RESEARCH AND EVALUATION
          Guest Lecturer: Suzanne Holroyd, The Pentagon (tentative)
          Market Research and Communications Strategies, Washington University
          Readings: Chapter 8, The Practice of Public Relations

2/12/14  WORKING WITH THE MEDIA – Television/Newspaper
          Readings: Chapter 9, The Practice of Public Relations
          (discussion leader assigned)
          Paper 1 Assigned (Due 2/26.14)

2/19/14  INTERNATIONAL MEDIA
          Guest Lecturer: Ranjana Smetacek, Director-Marketing & Corporate Communications,
          Fortis Healthcare, New Delhi, India  (tentative)

2/26/14  SOCIAL MEDIA & SOCIAL NETWORKS
          Readings: Chapter 10 The Practice of Public Relations
          Chapters 1-9, Groundswell
          (discussion leader assigned)
          Paper 1 Due no later than 2/26/14 midnight

3/5/14   MIDTERM EXAM
          Due no later than 3/8/14 midnight

SPRING BREAK MARCH 10-16
3/19/14  PUBLIC, PRIVATE, GOVERNMENT and NON-PROFIT MANAGEMENT
Readings: Chapters 5, 12, 13, 14 The Practice of Public Relations
(discussion leader assigned)
Paper 2 Assigned (Due 3.26.14)

3/26/14  EMPLOYEE COMMUNICATIONS
Readings: Chapter 11, The Practice of Public Relations
(discussion leader assigned)
Paper 2 Due no later than 3/26/14 midnight

3/29/14  Onsite Class Meeting
(Saturday) Final Project Workshop
Classroom TBD

4/2/14  PR ETHICS and LEGAL
Readings: Chapters 6-7, The Practice of Public Relations
Guest lecturer: Joseph Martineau
Communications Law Attorney, Lewis, Rice & Fingersh (tentative)

4/9/14  Final Project Due no later than midnight

4/16/14  WEBINARS & WEBCASTS
Guest lecturer: Kim Grimmick, Sr. Manager, Instructional Design
American Society for Clinical Oncology, Washington D.C. (tentative)

4/23/14  CRISIS COMMUNICATIONS
Reading: Chapter 17, The Practice of Public Relations

4/30/14  FINAL EXAM
Due no later than 5/3/14 midnight