



Course Syllabus

Course #: MRT 1300

Course Name: Public Relations

Division: Business Technologies

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Class Days:

Class Time:

Location: Classroom:

Laboratory:

Credit Hours: 4

Contact Hours: 4

Lab Hours: 0

Lecture Hours: 4

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Instructor: Joseph Barnett

Office Location: A 201F

Phone: 419-559-2364

Email Address:

Office Hours:

Division Office/Location: B 104

Division Fax: 419-334-9414

Full-time Contact Person:

Phone(s):

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Course Description:

A practical applied approach to thinking and writing in the context of public relations. Emphasis is on the role of all employees in a public relations program, both formal and informal. The actual organization of programs and events is studied. The developing of related promotional materials and plans for implementation are cornerstones of the course. Includes the creation of a position paper. (Fall)

Prerequisite(s):

Corequisite(s):

Entry Level Skills and Knowledge:

Required Texts, Supplies and Equipment:

PUBLIC RELATIONS—A VALUES-DRIVEN APPROACH, SECOND EDITION
by David Guth and Charles Marsh.
Published by Allyn and Bacon.

**Grading:**

- 90-100% = A
- 80—89% = B
- 70—79% = C
- 60—69% = D
- 0—59% = F

**Learning Outcomes:**

General Education

Technical

Objectives: Upon completion of the course, the student should be able to:

1. Understand that business and industry must have the goodwill of people, the consumer, if they want to exist.
2. Understand a balance between ideals and realistic practice in public relations is necessary.
3. Understand the development of definitions of the terms implicit to an understanding of and to the practice of public relations.
4. Understand the use of mass communications theory and of the communications tools essential to its proper and effective functioning.
5. Understand the role played by public relations in the management of corporations, nonprofit organizations, and other business pursuits.
6. Understand controversial issues as they relate to public relations. Know how to separate fact from opinion.
7. Understand how to organize a special event. Know the planning techniques needed to techniques needed to implement a special event.

**Assessment of Student Learning:**

Assessment Project and Measurement in course (if any):

**Plan of Work:**

Session	Date	Activities
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## Course Content of Public Relations:

1. The Field
2. The Function
3. The Tools
4. Corporate Publics
5. Special Applications
6. Social Responsibility

Week #1	Chapter 1 and Cases
Week #2	Chapter 2 and Cases
Week #3	Chapter 3 and Cases
Week #4	Chapter 4 and Cases
Week #5	<b>TEST (Chapters 1-4)</b> and Chapter 5
Week #6	Cases and Chapter 6
Week #7	Cases and Chapter 7
Week #8	Cases and Chapter 13
Week #9	Cases and <b>TEST (Chapters 5, 6, 7, and 13)</b> Introduction to Project
Week #10	Chapter 8 and Cases
Week #11	Chapter 9 and Cases
Week #12	Chapter 10 and Cases
Week #13	Chapter 11 and Cases
Week #14	<b>TEST (Chapters 8-11)</b> and Project Draft Due
Week #15	<b>PROJECT DUE</b>
Week #16	<b>FINAL EXAM</b>

## **Course Requirements:**

Student evaluation of public relation(s) materials and application of tools and techniques will be emphasized.

### Criteria for grading student's progress:

Attendance, Class Participation, Tests, Quizzes, Homework, In-Class Assignments, and Reaction Paper.

### Breakdown of Criteria:

Test 1	= 100 points
Test 2	= 100 points
Test 3	= 100 points
Test 4 (Final)	= 100 points
Project	= 100 points

90-100%	= A
80—89%	= B
70—79%	= C
60—69%	= D
0—59%	= F

## **Policies**

**Course Withdrawing:** If for any reason you need to withdraw from this course, be certain that you do so according to College procedure. It is your responsibility to know and follow this procedure. If you simply stop coming to class, without officially withdrawing from the course, your grade is an automatic “F.” Please follow official College procedure for withdrawing from this or any course.

*College Academic Policies are located in the College Catalog. A copy of the current catalog may be picked up in any of the division offices or admissions. The list of college policies is also available online at <https://www.terra.edu/register/Collegecat/policies.asp>.*

**Support Services:** The College offers a number of support services to assist in your success in this course and all courses. Among these services are the Writing & Math Center in B105, the Office of Learning Support Services, which coordinates the campus disability services and tutoring programs, the computer labs, and the computers in the atriums.

Any student who feels he/she may need an accommodation based on the documentation of a disability should contact the Office of Learning Support Services privately to discuss his/her specific issues. Please contact the OLSS at (419) 334-8400 X 208 or visit 100 Roy Klay Hall (Building A) to coordinate reasonable accommodations.

***If you have a documented disability and are receiving academic accommodations through the Office of Learning Support Services, please schedule a meeting with your instructor in a timely manner so that we may discuss how these services will be arranged.***

Tutoring services are available to students beginning the second week of every quarter. Students requesting tutoring services should obtain a tutor request form from the OLSS in 100 Roy Klay Hall (Building A) or online at the Terra website. Please note that instructor verification and acceptance of the Student Learner Agreement is necessary for all tutoring requests. All requests should be submitted to 100 Roy Klay Hall (Building A).