

**Fall 2019 Syllabus**  
**PR 2701, Section 002 - Public Relations Theory**  
Buery Hall Room 162 on Mondays, Wednesdays, and Fridays from 12pm-12:50 pm

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**Welcome to the Public Relations Theory course.**

This course is offered as a part of the Public Relations sequence in the Department of Advertising and Public Relations in the Klein College of Media and Communication at Temple University. It is a required course for Public Relations [majors](#) and [minors](#).

<b>Course Instructor and Teaching Assistant</b>	<b>Lauren Bullock, Assistant Professor of Instruction</b> Department of Advertising and Public Relations Klein College of Media and Communication  Colleen Tolan, Teaching Assistant Media and Communication Studies Doctoral Program <b>Email:</b> <a href="mailto:tuj70464@temple.edu">tuj70464@temple.edu</a>
<b>Office Location and Contact Information</b>	Weiss Hall Room 324 1701 N. 13th Street Philadelphia, PA 19122  <b>Office Phone:</b> (215) 204-2248 <b>Email:</b> <a href="mailto:lauren.bullock@temple.edu">lauren.bullock@temple.edu</a>
<b>Office Hours</b>	Mondays and Wednesdays from 10am-11:30am Tuesdays from 1-2:30pm  <i>*If you need time outside of the available hours, please send me an email to schedule a time that works for both of us.</i>

**Course Rationale and Description**

Using a critical lens, this course shall enable students to explore practical public relations problems and opportunities influencing the field through the application of public relations theory.

**Course Aims and Outcomes**

1. To explore public relations theory building from historic and contemporary perspectives.
2. To use the discovery of public relations theory to examine public relations problems and opportunities in practice; through applied case study analyses.
3. To apply public relations theory as a foundation for developing appropriate strategic directions for organizations' social responsibility (nonprofit and for-profit) globally.
4. To develop an area of expertise in either nonprofit or for-profit public relations.

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#### Course Format and Procedures

This course meets three times per week for 50 minutes. Students are expected to review modules on Canvas prior to Monday's class. At the beginning of each session, I will write the agenda for the day and week on the board. The teaching assistant will make the sign-in sheet available for the first 10 minutes of class. Attendance will be taken daily. During the session, I will use a variety of teaching tools to meet the learning outcomes of the course. If you attend class regularly, ask questions and share your experiences, and review the modules posted on Canvas, you should do well in this course.

Canvas will be the primary method of communicating information, sharing resources and grading assignments. Attendance is posted in the learning management system.

#### My Assumptions

- a. You are enrolled in this class because you want to learn.
- b. You are taking this class to increase your knowledge, skills and abilities in public relations.
- c. You are respectful of my values of inclusion, learning and achievement, and I am respectful of your values (outside of those that demean others).
- d. You understand that theories selected are critical to understanding and practicing in the public relations industry.
- e. Despite the course taking place during the lunch hour, you will complete your meals prior to or after class.

#### Course Requirements

There is no required textbook for this course.

There are assigned readings and videos on Canvas. The information is organized into modules by topic. Modules should be read prior to class to be prepared for the in-class discussion and activities.

#### Course Assignments and Grading

Students earn points for each assignment submitted or exam taken in this course. Final grades are determined by adding the point total for each assignment or exam.

**Grade calculations are made using a point system not using percentages.** For example, if you receive 180 points on a project, that is the equivalent to 90% of the available points for that assignment and translates to an A-. The point ranges for determination of final grades are noted below (all decimals are rounded to the nearest whole number; for example 933.5 will be rounded to 934 and 933.4 will be rounded to 933). Percentages are shown in the gradebook on Canvas but are not used in calculating final grades. All Public Relations courses require a C or better to count towards graduation.

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Assignments	Points	Due Date
<b>Public Relations Theory Papers</b> - Two short papers (3-pages) applying theories discussed in class to current events. Each paper is written on a different theory. Each paper is worth 200 points.	400 points	9/25 and 11/13
<b>Exams</b> - Students will take two closed-book, non-cumulative exams. The exams will include multiple-choice questions from all assigned readings and class presentations. The questions will be a mixture of fact-based and practical application questions. Each paper is worth 200 points.	400 points	10/23 and 12/2
<b>Attendance and In-Class Activities</b> - Regular attendance is taken and graded activities will be facilitated during class sessions. One activity will be graded for each major theory discussed in class.	200 points	9/6, 10/2, 10/30, and 11/20
<b>Extra Credit</b> will be provided during the semester. <b>Additional points will be awarded for 1) attending</b> the <a href="#">Fall Student Leadership Conference</a> at 9 a.m. on 10/26 hosted by the Office of Leadership Development or the <a href="#">Lew Klein Student Conversation</a> hosted by Klein College at 10 a.m. on 10/4/19 <b>OR 2) interviewing a public relations practitioner</b> in an industry that you are interested in working in after you graduate. <b>Students can only receive extra credit for one opportunity.</b>	50 points	12/2

### Final Grading Range

While the course grading rubric below outlines the efforts needed to achieve a score within each range, the total combination of grades will be used to determine the final score. Please note that the descriptions fit the entire range and not just a singular point total.

A: 933-1000	A-: 900-932	
Student regularly participates in class and scores high on in-class activities, exceeds the 360-point mark combined on both exams, submits 2 thorough and detailed theory analysis papers (exceeds 360 combined) and participates in the extra credit opportunity.		
B+: 867-899	B: 833-866	B-: 800-832
Student regularly participates in class and receives average scores on in-class activities, exceeds the 325-point mark on all exams submits 2 theory analysis papers (exceeds 325 combined) and participates in the extra credit opportunity.		
C+: 767-799	C: 733-766	C-: 700-732
Student misses classes regularly or shows up and is not involved, scores below 150 on both exams and submits either theory analysis paper with errors (lacks detail, incorrect citation, etc.).		
D+: 667-699	D: 633-666	D-: 600-632
Student misses class regularly, fails one or more exams OR one or more of the theory analysis papers.		

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F: 599 points and below

Student misses class regularly, fails both exams and theory analysis papers.

#### Important University dates

Temple University publishes an academic calendar that includes important dates for students, faculty, administration, and staff. Please refer to this calendar throughout the academic year in addition to the weekly course calendar provided below.

<b>August 26</b>	First Day of Class
<b>September 2</b>	Labor Day (No classes)
<b>November 4</b>	Priority Registration begins for Spring 2020
<b>November 25-27</b>	Fall Break (No classes)
<b>December 10-11</b>	Study Days (No classes)
<b>December 12-18</b>	Final Exams
<b>December 21</b>	All final grades due

#### Tentative Weekly Course Schedule

<b>Week of</b>	<b>Class Topics</b>	<b>Be prepared by</b>	<b>Assignment due</b>
August 26	Course Overview Intro to Public Relations	Reviewing module on Canvas	
September 2	Applying Theory to Practice	Reviewing module on Canvas	In-Class Activity on 9/6
September 9	Mass Communication	Reviewing module on Canvas	
September 16	Media Relations	Reviewing module on Canvas	
September 23	Excellence Theory	Reviewing module on Canvas. Consulting paper rubric requirements.	Theory Paper #1 due on 9/25

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September 30	Excellence Theory	Reviewing module on Canvas	In-Class Activity on 10/2
October 7	Crisis Communication Theory	Reviewing module on Canvas	
October 14	Corporate Social Responsibility	Reviewing module on Canvas	
October 21	Internal and External Publics	Reviewing module on Canvas. Completing exam review guide.	Exam #1 on 10/23
October 28	Organizational Leadership	Reviewing module on Canvas	In-Class Activity on 10/30
November 4	Digital Media Theories	Reviewing module on Canvas	
November 11	Global Public Relations Theories	Reviewing module on Canvas. Consulting paper rubric requirements.	Theory Paper #2 due on 11/13
November 18	Ethics	Reviewing module on Canvas	In-Class Activity on 11/20
November 25	No class this week	Enjoy Thanksgiving Break	
December 2	Review of Theoretical Concepts	Reviewing module on Canvas. Completing exam review guide.	Exam #2 on 12/4 All extra credit must be submitted by 12/2
December 9	<i>Monday - Last day of class</i> Study days - 12/10 and 12/11	No modules or reviews assigned for this week.	
December 16	No final scheduled during final exam week.		

**COURSE POLICIES**

**Attendance and Class Participation:**

Learning is enhanced significantly when you attend and engage in class lectures and activities. Attendance will be taken at the beginning of each class. Any assignments due on that day can be submitted through e-mail before class starts. If you do not attend class, you are responsible for the

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material covered for that class. You can use office hours to ask questions regarding the material but not for an individual lecture on the content. Please note that arriving late or leaving early will be noted.

**Late Assignments & Communication Policy:**

No late assignments will be accepted unless prior approval is given by the professor. Late assignments will receive a grade of 0%. All assignments are due at the start of class on the due date of the assignment (unless otherwise specified). For example, if class starts at 2 pm, the assignment is due by 2 pm that day.

Students will be expected to write, communicate and present at the level of expectation set for a Temple University Klein School of Media and Communication undergraduate student. The written assignments should be turned in as a Word document through Canvas (no PDFs as they can't be graded with track changes). Papers should be double-spaced and in APA format. Grades will be based on this expectation. If you are not comfortable that your writing is at this level, please visit the writing center (in person or virtually) as they are a great resource.

**Academic Honesty:**

Learning is both an individual and a cooperative undertaking. Asking for and giving help freely in all *appropriate* setting helps you to learn. **You should represent only your own work as your own.** *Personal integrity* is the basis for intellectual and academic integrity. Academic integrity is the basis for academic freedom and the University's position of influence and trust in our society. Plagiarism and academic cheating are, therefore, prohibited. Essential to intellectual growth is the development of independent thought and respect for the thoughts of others. The prohibition against plagiarism and cheating is intended to foster this independence and respect.

University and school rules and standards define and prohibit "academic misconduct" by all members of the academic community including students. You are asked and expected to be familiar with these standards and to abide by them. A link to Temple's Policy on Academic Dishonesty can be found at the following link:

[http://www.temple.edu/bulletin/responsibilities\\_rights/responsibilities/responsibilities.shtm](http://www.temple.edu/bulletin/responsibilities_rights/responsibilities/responsibilities.shtm).

**Cheating or plagiarism will result in automatic failure of the course and referral to the Office of Student Conduct and Community Standards for a case review.**

Plagiarism is the unacknowledged use of another person's labor, another person's ideas, another person's words, and another person's assistance. Normally, all work done for courses -- papers, examinations, homework exercises, laboratory reports, oral presentations -- is expected to be the individual effort of the student presenting the work. Any assistance must be reported to the instructor. If the work has

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entailed consulting other resources -- journals, books, or other media -- these resources must be cited in a manner appropriate to the course. It is the instructor's responsibility to indicate the appropriate manner of citation. Everything used from other sources -- suggestions for the organization of ideas, ideas themselves, or actual language -- must be cited. Failure to cite borrowed material constitutes plagiarism. Undocumented use of materials from the World Wide Web is plagiarism.

Academic cheating is, generally, the thwarting or breaking of the general rules of academic work or the specific rules of the individual courses. It includes falsifying data; submitting, without the instructor's approval, work in one course which was done for another; helping others to plagiarize or cheat from one's own or another's work, or actually doing the work of another person. The penalty for academic dishonesty can vary from receiving a reprimand and a failing grade for a particular assignment to a failing grade in the course, to suspension or expulsion from the University.

#### **Accommodations for Students with Disabilities Statement:**

Any student who has need of accommodation based on the impact of a disability should contact me privately to discuss the specific situation as soon as possible. Students must register with Temple University's Disability Resources and Services (DRS) office at (215) 204-1280 at 100 Ritter Annex to coordinate accommodations for documented disabilities. Please contact DRS within the first week of class to establish your needs, and make any arrangements necessary with me. If you choose not to contact DRS and have difficulty, you will not receive accommodations retroactively, once assignments and exams are completed and/or course grades are submitted. Such decisions are made jointly between the DRS office and the instructor, at their discretion based on circumstances. Accommodation letters must be received by the instructor during the first two weeks of the semester.

*Any student who has a need for accommodation based on the impact of a disability should contact me privately to discuss the specific situation as soon as possible.*

**PLEASE NOTE:** Disabilities are NOT limited to learning difficulties and include medical illnesses (anemia, irritable bowel syndrome, migraines, etc.), and mental or emotional illnesses that have been diagnosed by a medical doctor or therapist. Accommodations can include many things beyond adjusted testing times. Please consult with disabilities services regarding eligibility for accommodations if you feel you have any of these illnesses. **Exceptions to course policies for students with disabilities will not be granted without notification from Disability Resources and Services.**

### **KLEIN COLLEGE POLICIES**

**Klein College of Media and Communication Grievance/Grade Appeal Policy:**

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This course and the instructor follow the Klein grievance policy which can be found on the school website. A grade appeal may only be pursued after the completion of the semester in which the alleged improper, unfair, or arbitrary academic action took place.

### **UNIVERSITY POLICIES**

#### **Academic Freedom:**

A statement on the Student and Faculty Academic Rights and Responsibilities Policy (#03.70.02), such as: *Freedom to teach and freedom to learn are inseparable facets of academic freedom. The University has a policy on Student and Faculty and Academic Rights and Responsibilities (Policy #03.70.02) which can be accessed through the following link:*

[http://policies.temple.edu/getdoc.asp?policy\\_no=03.70.02](http://policies.temple.edu/getdoc.asp?policy_no=03.70.02)

#### **Course & Teaching Evaluations:**

Temple University is committed to high-quality instruction in graduate, undergraduate and professional programs. Student feedback regarding instruction is an integral part of assuring quality in the University's educational programs. Student evaluations of faculty occur toward the end of the semester. This is your opportunity to voice your opinion regarding my effectiveness and the course overall. Also, this process allows you to assist us as we strive to constantly improve upon efforts and make this a better experience for those students who follow you.

### **UNIVERSITY RESOURCES**

#### **Basic Needs Security**

If you are having difficulty affording groceries, accessing sufficient food to eat every day, or lack a safe and stable place to live, and believe this may affect your performance in the course, you are encouraged to visit the [Cherry Pantry](#) and/or contact the Dean of Students (1755 N. 13th Street, 304 Student Center) for support. You may also notify me if you are comfortable doing so.

#### **Medical Care and Mental Health Counseling**

Please be aware that you have FREE medical care available for you as a full- or part-time student at Temple University. The student health center is located at 1810 Liacouras Walk, 4<sup>th</sup> floor. They have early morning, evening, and Saturday appointments. [\(215\) 204-7500](tel:2152047500).

You are entitled to FREE private and confidential mental health counseling as a full- or part-time student at Temple University. There are several walk-in hours available in mornings, evenings, and on Saturdays. The student counseling center is located at 1700 North Broad St., 2<sup>nd</sup> Floor. [\(215\) 204-7276](tel:2152047276). *There is someone available for you to talk to at this number 24 hours a day. You can also call psychiatric services [\(215\) 707-2577](tel:2157072577).*



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#### **University Writing Center for Students**

The University Writing Center provides services to students across the University. These services include tutoring, technology, a computer classroom, a resource library, workshops, and seminars. Many of these services, including tutoring, are accessible online through the Center's Website at <http://www.temple.edu/writingctr/>. All services are free-of-charge to you. Tutoring services are offered on a drop-in basis or by appointment. After reviewing some of your writing efforts, I may recommend some of you take advantage of this center and this service.

#### **Library Services**

There is a tab in the Canvas course that connects directly to the Public Relations Resource Guide. Please visit the tab when researching news and journal articles for this course. Klein College students are welcome to contact [Kristina DeVoe](#) for assistance with navigating the Temple University Library system. Please click here to schedule an appointment with her - <https://library.temple.edu/about/staff/kristina-devoe>.

#### **Additional Resources on Public Relations Theory**

*Complete list of additional resources will be posted here as necessary. Items may also be posted in Canvas.*