



Course Overview

General Class Information

Instructor Name: Dr. R. Kay Green

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Office Hours: T-TH 3:00 – 5:00 PM EST; Virtual

Subject Area and Catalog Number: Public Relations NCBM 107

Year and Term: Spring 2017

Class Title: Introduction to Public Relations

Level: Undergraduate

Credit Type: Noncredit

Class Description: Addresses the history of public relations (PR) and examines how PR is practiced today. Reviews key elements of the PR process and introduces ethical/legal issues. Introduces a four-step process to create an effective PR planning model that includes goals, objectives, strategies, and tactics. Provides guidelines for working with the media, doing effective interviews, and responding to inquiries.

Required Text: Seitel, F. (2014). *The Practice of Public Relations*. 12th Ed. *Prentice Hall*. ISBN: 978-013-038-357-8

Additional Reading: Press releases found on www.prnewswire.com

Learning Outcomes:

By the end of this course, each student should be able to:

1. Apply basic principles of public relations.
2. Understand basic principles involved in the public relations process.

3. Implement practical experience in analyzing public relations case studies and campaigns.
4. Synthesize principles and terms into a coherent thesis as to how these relate to the behavior of a current company or brand.
5. Analyze how companies use PR principles to promote their person or product.
6. Understand how companies manage their corporate brand.
7. Demonstrate as an aspiring PR professional, a method to respond to a PR crisis, product launch, or fluctuations in brand-marketing value.
8. Articulate, upon studying a situation, what principles of Public Relations applies to various companies and situations.

Assessment Components: There are a series of assessment components designed to help you learn the components of preparing for and planning good research.

Assessment components of the course students will be required to complete include: assignments, case studies, projects, discussions, and the final exam.

Delivery Mode Expectations: Internet and Web-based classes

Technical Specifications: Computer Hardware

- Minimum Operating System
 - Windows 7 SP1 (Professional preferred)
 - Mac OS X 10.8 or 10.9
- Minimum Processor Speed: Equivalent to an Intel Core 2 Duo (1.5 GHz)
- Minimum RAM: 4 GB
- Minimum Hard Disk Space: 150 GB of free hard disk space (after all programs are loaded)
- Networking Capability: Wireless networking (802.11g or n) and an Ethernet port
- Strongly Recommended Accessories:
 - An Ethernet cable (Even if you will primarily use wireless, a wired connection is faster and more reliable for video-streaming, live online meetings and large file uploads and downloads.)
 - A power surge protector
 - CD/DVD drive and/or “thumb” or flash drive(s), plus a backup storage mechanism

Technical Support Contacts

- Login/Password: scpshelpdesk@virginia.edu
- UVaCollab: collab-support@virginia.edu
- BbCollaborate Support: <http://www.tinyurl.com/uvabbc>

UVa Policies

SCPS Grading Policies: Courses carrying a School of Continuing and Professional Studies subject area use the following grading system: A+, A, A-; B+, B, B-; C+, C, C-; D+, D, D-; F. S (satisfactory) and U (unsatisfactory) are used for some course offerings.

For noncredit courses, the grade notation is N (no credit). Students who audit courses receive the designation AU (audit). The symbol W is used when a student officially drops a course before its completion or if the student withdraws from an academic program of the University. Please visit www.scps.virginia.edu/audience/students/grades for more information.

Attendance: Students are expected to attend all class sessions. Instructors establish attendance and participation requirements for each of their courses. Class requirements, regardless of delivery mode, are not waived due to a student's absence from class. Instructors will require students to make up any missed coursework and may deny credit to any student whose absences are excessive. Instructors must keep an attendance record for each student enrolled in the course to document attendance and participation in the class.

University Email Policies: Students are expected to check their official UVa email addresses on a frequent and consistent basis to remain informed of University communications, as certain communications may be time sensitive. Students who fail to check their email on a regular basis are responsible for any resulting consequences.

End-of-Class Evaluations: Students are expected to complete the online end-of-class evaluation. As the semester comes to a close, students will receive an email with instructions for completing this. Student feedback will be very valuable to the school, the instructor, and future students. We ask that all students please complete these evaluations in a timely manner. Please be assured that the information you submit online will be anonymous and kept confidential.

University of Virginia Honor System: All work should be pledged in the spirit of the Honor System at the University of Virginia. The instructor will indicate which assignments and activities are to be done individually and which permit collaboration. The following pledge should be written out at the end of all quizzes, examinations, individual assignments and papers: "I pledge that I have neither given nor received help on this examination (quiz, assignment, etc.)". The pledge must be signed by the student. For more information, visit www.virginia.edu/honor.

Special Needs: It is the policy of the University of Virginia to accommodate students with disabilities in accordance with federal and state laws. Any SCPS student with a disability who needs accommodation (e.g., in arrangements for seating, extended time for examinations, or note-taking, etc.), should contact the Student Disability Access Center (SDAC) and provide them with appropriate medical or psychological documentation of his/her condition. Once accommodations are approved, it is the student's responsibility to follow up with the instructor about logistics and implementation of accommodations. Accommodations for test taking should be arranged at least 14 business days in advance of the date of the test(s). Students with

disabilities are encouraged to contact the SDAC: 434-243-5180/Voice, 434-465-6579/Video Phone, 434-243-5188/Fax. Further policies and statements are available at www.virginia.edu/studenthealth/sdac/sdac.html

For further policies and statements about student rights and responsibilities, please visit www.scps.virginia.edu/audience/students