



JTC 350 Public Relations

Fall 2022

Instructor Information

Instructor

Lead: Dr. Katie Abrams
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Meet with Me

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General Information

Description

You'll learn about the theory and practice of public relations, how public relations operates in organizations, its impact on publics and its functions in society. You will study the professional development of the field; concepts, issues, and principles in the practice; and models and theories guiding the practice.

Objectives

1. Define theories, key roles, and common practices of public relations
2. Awareness of the types of public relations work, and the various technical and managerial roles played by practitioners both within organizations and through counseling firms;
3. Awareness of the standards of the profession, the characteristics of excellent public relations practitioners, and the techniques used by the profession to monitor its own performance to and improve its practices;
4. Characterize and reflect on ethical and social justice roles of public relations
5. Define and characterize the strategic process of public relations
6. Identify and apply steps for navigating a crisis
7. Utilize social media (simulations) to build mutually beneficial relationships and increase brand recognition
8. Practice basic PR skills, techniques, and decision-making
9. Readiness to make a confident decision on whether to pursue public relations as an academic track and/or career.

Course Materials

REQUIRED: Stukent Digital Book and Mimic Public Relations Simulator

Details about how to purchase these are on Canvas > Modules > Course Info > Required Course Materials. **You must have access to these resources by end of day, Aug. 23.**

How You'll Be Evaluated

Assessment Breakdown

15%	Multiple Learner Reflections (each worth a range from 0.75% to 2%)
10% x 3	Apply and Practice Assignments 1-3*
15%	Simulation Series (each worth about 2%)
10%	E-book Chapter Quizzes x13 (each worth 0.83%)
15%	Midterm Exam
15%	Final Exam (Cumulative)

Grading Scale

A+	100% - 96.67%	B-	83.32% - 80.0%
A	96.66% - 93.33%	C+	79.99% - 76.67%
A-	93.32% - 90.0%	C	76.66% - 70.0%
B+	89.99% - 86.67%	D	69.99% - 60.0%
B	86.66% - 83.33%	F	59.99% - 0.0%

Note: Grades will not be rounded any differently than this grading scale shows.

About Evaluations

Directions and exact deadlines for these will be posted on Canvas. The exception to that is for Learner Reflections, which will be posted to Canvas only after they are announced and completed in class.

Each type of assignment has its own safety net to use in the event of illness (including covid), hardship, and other things that arise. You must work with CSU Case Management if you require additional accommodations beyond these safety nets.

Learner Reflections: Periodically, during class lectures, you'll have opportunities to reflect and practice the material from assigned preparation materials (readings, etc.) and class lecture. These will sometimes be done with partners or small groups. Sometimes, it may be a very short quiz related to assigned preparation materials other than the e-textbook. They are not announced in advance and can only be completed and submitted during class meetings.

Safety Net: Your lowest 3 scores are dropped to account for absences, so there are no make-ups or late submissions. They are graded, but the minimum you'll earn for *completing* the assignment is a 70%.

Apply and Practice Assignments: There will be three of these assignments to submit at different dates throughout the semester. Full details for each assignment will be made available on Canvas no later than 2 weeks in advance of their deadline.

Safety Net: Accepted up to 48 hours late for 7% off within the first 24 hours and 59 minutes and 14% off within 25-48 hours. Not accepted after 48 hours.

Simulation Series: Using Stukent Mimic Public Relations, you'll complete one introduction and seven simulations that allow you to practice PR skills and decision-making you're learning about in class. Due dates throughout the semester.

Safety Net: One no-penalty late pass can be granted by email request to the TA within 48 hours of deadline missed. No make-ups or additional late submissions.

E-Book Chapter Quizzes: Each week, you'll complete a multiple-choice question quiz related to the material from the e-book.

Safety Net: Your lowest two scores are dropped to account for illnesses, busy weeks, whatever may come up that would make it necessary for you to skip a quiz or two. Because of this, no make-ups or late submissions.

Midterm and Final Exams: Exams will be multiple choice with potentially a few short answer questions. See "final exam skip option" under policies.

Safety Net: These cannot be made up or taken at a different time without an accommodations request from CSU Case Management.

Policies

Absences

Do not come to class if you have covid. You may miss class for any variety of reasons, but you should carefully consider how you're using the safety nets provided. Again, safety nets are for all circumstances that do not warrant involvement of CSU Case Management. For point opportunities missed, use your assignment safety nets (see above). To catch up on what was covered in a class you missed, I call the safety net the "2 by 4 rule", further described below.

- Use Canvas Inbox to send Dr. Abrams an email **within 2 days** (48 hours) of the class you missed to receive a link to the Echo 360 recording.
- You get up to **4 Echo 360 recordings**. You are not required to disclose what is going on to take advantage of this safety net, but you should use it wisely!

Covid and Academics

Please see this resource from CSU regarding your options if you have documented quarantine orders or test positive for covid: <https://covid.colostate.edu/kb/resources-for-faculty-and-instructors>. I will not accept photos of at-home tests for additional arrangements beyond the safety nets provided to everyone.

Late Assignments/Missed Point Opportunities

Please plan to complete everything in a timely fashion and give yourself a cushion to submit assignments online. Files uploaded to Canvas are time-stamped when uploaded and this will be the official time submission taken into account for grading. Each type of assessment has a unique policy for how they are handled to account for any reason you can't meet a deadline. See p. 2, "safety net" subheading with each type of assessment.

"CSU does not have a policy for excused absences for circumstances other than university sanctioned events and religious holidays. Instructors and departments are responsible for establishing attendance policies for classes and examinations. These policies must accommodate student participation in University-sanctioned extracurricular/co-curricular activities. There is no "excused absence" for illness, injury, or other personal circumstances. However, in the event of extenuating circumstances, with proper documentation, the student can request consideration and a Case Manager (<http://www.studentcasemanagement.colostate.edu>) may assist with this request." (quoted from CSU's Student Case Management office)

Inform Your Instructor of Any Accommodations Needed

Students with learning, psychiatric, or health issues that may impede your full participation in this course are encouraged to see me and the Student Disability Center (SDC). To obtain disability-related academic adjustments and/or auxiliary aids, students are responsible to notify the instructor of this need by presenting them with an accommodations letter/memo from SDC. Students are not required to use SDC services or disclose disabilities to the instructor, but the instructor is under no obligation to

provide any accommodations without an accommodations letter/memo. Students are encouraged to schedule an appointment with SDC as soon as possible since accommodations are generally NOT retroactive and verification may take some time. **If you have a standing accommodation memo from SDC at the start of the semester, I need to receive it before Sept. 9.** Once the accommodations letter/memo is obtained by the instructor, it may still be reviewed and adapted in cooperation with your SDC counselor to achieve the same learning outcomes as all students. **See Canvas for a special announcement regarding plans for the fall 2022 semester due to an SDC timeline problem.**

Academic Integrity

We take academic integrity seriously. At minimum, academic integrity means that no one will use another's work as their own. This applies to using a template or stock assets in any of your visual communication work in this class unless explicitly permitted on the assignment.

Plagiarism is the unauthorized or unacknowledged use of another person's academic or scholarly work. Done on purpose, it is cheating. Done accidentally, it is no less serious. Regardless of how it occurs, plagiarism is a theft of intellectual property and a violation of an ironclad rule demanding "credit be given where credit is due." (Source: [Writing Guides: Understanding Plagiarism](#))

If you plagiarize in your work, you could lose credit for the plagiarized work, fail the assignment, or fail the course. Plagiarism could result in expulsion from the university. Each instance of plagiarism, classroom cheating, and other types of academic dishonesty will be addressed according to the principles published in the CSU General Catalog (see page seven, column two: <http://www.catalog.colostate.edu/FrontPDF/1.6POLICIES1112f.pdf>).

Of course, academic integrity means more than just avoiding plagiarism. It also involves doing your own reading and studying. It includes regular class attendance, careful consideration of all class materials, and engagement with the class and your fellow students. Study groups and peer review are perfectly acceptable! Academic integrity lies at the core of our common goal: to create an intellectually honest and rigorous community. Academic integrity, and the personal and social integrity of which academic integrity is an integral part, is central to our mission as students, teachers, scholars, and citizens.

Technology Issues Affecting Your Timely Submission of Work

You are responsible for ensuring that your computer is in working order. CSU provides some free and some reasonably priced [tech support](#). You may [borrow a laptop](#) and/or qualify for financial assistance from the university if you need a new laptop or other technology resources.

Because of [excellent cloud storage available to students from CSU](#) (via Google Drive and Microsoft OneDrive), you should always be saving your files to cloud storage. Working in or saving to "the cloud" is the new professional norm for most media industries and in blended work environments (remote/in-office). Campus Internet is always available to you, so should yours go out, you'll need to get to somewhere like campus to use Internet.

Technology-related excuses will generally NOT be accepted without some kind of strong evidence that is clearly not fabricated. A physical, dated receipt from a repair, for example, would be strong evidence for consideration. Excuses NOT accepted include but are not limited to Internet outage (unless it is a *documented* major outage due to storm, natural disaster), forgetting to attach a file, attaching the wrong file or a corrupt file, unable to open/edit a file, losing unsaved work, or losing a USB drive. If we find you attached the wrong or a corrupt file to an assignment in Canvas, a late deduction of 10% will automatically apply no matter when submitted, so always double check which file you're uploading. In the event a student is caught fabricating a technology problem, it is considered a violation of the student code of conduct. Repercussions would be getting a 0 on the assignment and it would be reported to the university.

Give yourself a cushion to submit assignments online. Files uploaded to Canvas are time-stamped when uploaded and this will be the official time submission considered for grading.

Another reason I offer lowest dropped scores and accept Reflect & Practice assignments late is also to account for technology-related issues.

Canvas Information & Technical Support

Canvas is where course content, grades, and communication will reside for this course. That includes updates to class policies, schedule, deadlines, and assigned work.

Support: canvas.colostate.edu/support.

For passwords or any other computer-related technical support, contact the Central IT Technical Support Help Desk. Voice: (970) 491-7276 | Email: help@colostate.edu

Final Exam Skip Option

If you have an 86% or higher grade (excluding Apply & Practice 3) by December 7, you can elect to skip the final exam. Your final grade calculation will ultimately include whatever score you earn on Apply & Practice 3. Should you wish to know your grade sooner on that assignment to make a more informed decision, you must submit it **on or before Nov. 18**. A deadline to make a decision about opting out of the final exam will be posted to Canvas near the end of the semester.

Unanticipated Hardships Affecting Course Performance

Resources are available at CSU for students having difficult problems or lacking clear career and academic goals that interfere with their academic performance during the semester. We encourage students to use these resources with qualified professionals, but your instructors are also here to support you if you need an ear. Resources include: (1) [CSU Health Network](#) for mental health, substance abuse, or a variety of medical health problems, and (3) [The Career Center](#) for career development and guidance in exploring majors/occupations. An online tool for self-guided support is [You @ CSU](#).

Feeling overwhelmed and stressed? CSU has a portal to free resources for students at <https://health.colostate.edu/stress-management/>.

In the event of other hardships or crisis situations not covered by one of the aforementioned resources or if you're unsure of the best resource to use, go to CSU's Student Case Management. The point of using Case Management is to get the verification faculty desire to request consideration for turning in work late or completing make-up work for opportunities missed. Case Management works with you to obtain the documentation needed to provide ALL of your instructors at CSU a request for consideration of the extenuating circumstances. This can be for illness, mental health, abuse, death/illness of a loved one, and more. The reason remains confidential.

Mental Health and Wellness

CSU is a community that cares. You are not alone. CSU Health Network Counseling Services has trained professionals who can help. Your student fees provide access to a wide range of support services.

Feeling overwhelmed and stressed? CSU has a portal to free resources for students at <https://health.colostate.edu/stress-management/>.

Call Counseling Services at (970) 491-6053, and they will work together with you to find out which services are right for you.

If you are concerned about a friend or peer, use Tell Someone by calling (970) 491-1350 or visiting <https://supportandsafety.colostate.edu/tell-someone/> to share your concerns with a professional who can discreetly connect the distressed individual with the proper resources. Rams Take Care of Rams. Reach out and ask for help if you or someone you know is having a difficult time.

CSU Principles of Community

Inclusion: We create and nurture inclusive environments and welcome, value and affirm all members of our community, including their various identities, skills, ideas, talents and contributions.

Integrity: We are accountable for our actions and will act ethically and honestly in all our interactions.

Respect: We honor the inherent dignity of all people within an environment where we are committed to freedom of expression, critical discourse, and the advancement of knowledge.

Service: We are responsible, individually and collectively, to give of our time, talents, and resources to promote the well-being of each other and the development of our local, regional, and global communities.

Social Justice: We have the right to be treated and the responsibility to treat others with fairness and equity, the duty to challenge prejudice, and to uphold the laws, policies and procedures that promote justice in all respects.

Diversity and Inclusion

“In our structured and unstructured discussions and dialogues, we also will have many opportunities to explore some challenging issues and increase our understandings of different perspectives. Our conversations may not always be easy; we sometimes will make mistakes in our speaking and our listening; sometimes we will need patience or courage or imagination or any number of qualities in combination to engage our texts, our classmates, and our own ideas and experiences. Always we will need respect for others. Thus, an additional aim of our course necessarily will be for us to increase our facility with the sometimes difficult conversations that arise as we deepen our understandings of multiple perspectives - whatever our backgrounds, experiences, or positions.” ([Portnoy, 2014](#))

Undocumented Student Support

Any CSU student who faces challenges or hardships due to their legal status in the United States and believes that it may impact their academic performance in this course is encouraged to visit [Student Support Services for Undocumented, DACA & ASSET](#) for resources and support.

Food Insecurity

Any CSU student (along with faculty and staff) who is experiencing food insecurity can receive support from the [Rams Against Hunger](#) program. Services include a food pantry, a meal-swipe program, pocket pantries, and in-person assistance with navigating federal aid eligibility. The RAH page includes numerous resources as well as county, state and federal programs which are described and linked.

Title IX and Interpersonal Violence

For the full statement regarding role and responsibilities about reporting harassment, sexual harassment, sexual misconduct, domestic violence, dating violence, stalking, and the retaliation policy please go to: [Title IX - Sexual Assault, Sexual Violence, Sexual Harassment](#).

If you feel that your rights have been compromised at CSU, several resources are available to assist:

Student Resolution Center, 200 Lory Student Center, 491-7165

Office of Equal Opportunity, 101 Student Services, 491-5836

A note about interpersonal violence: If you or someone you know has experienced sexual assault, relationship violence and/or stalking, know that you are not alone. As instructors, we are required by law to notify university officials about disclosures related to interpersonal violence. Confidential victim advocates are available 24 hours a day, 365 days a year to provide support related to the emotional, physical, physiological and legal aftermath of interpersonal violence. Contact the Victim Assistance Team at: 970-492-4242.

Religious Observances

CSU does not discriminate on the basis of religion. Reasonable accommodation should be made to allow individuals to observe their established religious holidays.

Please see [CSU's Religious Observances Calendar](#).

Students seeking an exemption from attending class or completing assigned course work for a religious holiday will need to fill out the Religious Accommodation Request Form and turn it in to the Division of Student Affairs, located on the second level of the Administration building.

Once turned in, the Division of Student Affairs will review the request and contact the student accordingly. If approved, the student will receive a memo from the Dean of Students to give to their professor or course instructor.

Students are asked to turn in the request forms as soon as the conflict is noticed. Similarly, unanticipated conflicts requiring a religious observance, such as a death in the family, can also be reviewed.

Student Parents/Guardians/Caregivers

CSU recognizes that student parents and *legal* guardians and caregivers face distinctive challenges in succeeding academically, and we are committed to supporting those of you who are parents to achieve course learning outcomes. If you encounter challenges in meeting course expectations - for example, fulfilling attendance and participation requirements or submitting assignments due to a child or person in your care's illness, essential appointment, school closure, etc. - please contact your instructor as soon as possible (beforehand if feasible or as soon afterward you reasonably can if not). Work with your instructor to develop a plan for you to make up missed work. Also, please see the course syllabus for related course policies. If you need to bring your child or person you care for to class, for example because you're nursing or planned childcare became unavailable, check with your instructor about whether you may do so if you believe it's feasible for you to participate in class and support your child or person in your care. **Taking care of roommates or friends is not considered a part of this policy.**

Group work assignments should be designed to provide flexible approaches to participating, and all groups should develop plans that enable all members to contribute equitably. If your group encounters challenges in doing so, please reach out to me to devise a solution.

Finally, know that pregnant and parenting students are guaranteed equal educational opportunities by Title IX; know your rights, the protections provided, and how to advocate for yourself.

Self-identified adult learners and student parents have amazing support and resources from <https://alvs.colostate.edu>. A few examples include tutoring, peer advising, financial aid for bills, childcare, computers, lounge with refrigerator, etc.

Grading Timelines and Disputes

Grades will be posted within 2 weeks of the deadline or when *you* submit the assessment if submitted late. Sometimes they may be posted sooner. If grades will be posted later than 2 weeks due to rare or extreme circumstances, we will inform you. Qualitative feedback will be minimal on Learner Reflections and usually only included if done exceptionally well, is incomplete, or far off the mark. Additional feedback can be provided upon request; email the teaching assistant. Qualitative feedback will always be provided on Apply and Practice assignments.

24-7 Rule: To review or discuss quiz or exam questions, you must request an **in-person meeting** with the teaching assistant to prevent photographing or copying questions or answers. If you wish to dispute a grade, you must **wait at least 24 hours** to review your grade, the assignment directions, and rubric before emailing us. Then, submit a **meeting request within 7 days of when the grade was posted**. Your rationale must be based on evidence from the course content and/or rubric. Your grade is subject to

remain the same, increase, or even decrease upon closer review of your assignment. Reasoning along the lines of “your expectations are too high” will not be considered.

Copyrighted Course Materials

Copyright 2022 Katie Abrams as to this syllabus, all lectures, recordings, custom created resources/guides, and assignments. During this course students are prohibited from selling notes to or being paid for taking notes by any person or commercial firm without the express written permission of the professor teaching this course. In addition, students in this class are not authorized to provide class notes or other class-related materials to any other person or entity, other than sharing them directly with another student taking the class for purposes of studying, without prior written permission from the professor teaching this course. To ensure the free and open discussion of ideas, students may not record classroom lectures, discussion and/or activities without the advance written permission of the instructor, and any such recording properly approved in advance can be used solely for the student’s own private use.

Syllabus Subject to Change

Deadlines, assessments (including their value), and policies are subject to change during the semester. Reasonable notice of at least 1 week will be given for major changes whenever possible; however, university closures, instructor illness or family emergencies, and other unpredictable events may affect notice given. Minor changes, such as edits to reading or other light preparation (sometimes worth a fraction of a percentage of your grade) may be given with less notice but never less than 3 days. Changes will be announced and posted on Canvas. You are responsible for paying attention to such notices and using the most current information.

Last revised: August 22, 2022



JTC 350 Public Relations

Fall 2022 Schedule | *Last revised: 8/22/2022*

Weeks, Date of Tue. Class Meeting	Topic	Prepare	Assignment Due
Week 1, 8/23	Orientation + Characterizing PR	Ch. 1	Introduction Discussion Post
Week 2, 8/30	History	Ch. 2	Quiz: Ch. 1-2
Week 3, 9/6	Ethics	Ch. 3	Quiz: Ch. 3
Week 4, 9/13	Integrated Marketing Comm.	Ch. 4	Mimic Public Relations (MPR) Introduction Quiz: Ch. 4
Week 5, 9/20	Research	Ch. 5	Apply & Practice 1 Quiz: Ch. 5
Week 6, 9/27	Planning	Ch. 6	MPR Round 1 Quiz: Ch. 6
Week 7, 10/4	Implementation	Ch. 7	MPR Round 2 Quiz: Ch. 7
Week 8, 10/11	Midterm Exam		10/13: Midterm Exam
Week 9, 10/18	Evaluation	Ch. 8	MPR Round 3 Quiz: Ch. 8
Week 10, 10/25	Writing and Storytelling	Ch. 9	MPR Round 4 Apply & Practice 2
Week 11, 11/1	Crisis Management	Ch. 10	MPR Round 5 Quiz: Ch. 9-10
Week 12, 11/8	Social Media + PR	Ch. 11	MPR Round 6 Quiz: Ch. 11
Week 13, 11/15	Global PR	Ch. 12	MPR Round 7 Quiz: Ch. 12
Week 14, 11/22	Fall Break		
Week 15, 11/29	PR Careers	Ch. 13	Apply & Practice 3 Quiz: Ch. 13
Week 16, 12/6	Final Exam or Pushback Week		Final Exam or Pushback Week
Monday, 12/12	Final Exam Alternate Date		6:20-8:20 p.m., 12/12: Final Exam

Schedule Notes: 1) Schedule and due dates subject to change. Consult Canvas announcements, calendar, modules, and deadlines posted on tasks and assignments for most current and detailed schedule. 2) Learner Reflection assignments are NOT on the schedule nor announced in advance unless additional preparation beyond assigned readings/podcasts/videos will be necessary. 3) Additional preparation materials besides the e-book reading will be in the week's Canvas module.