

**COMM 210 Principles of Public Relations**  
**Fall 2020**  
**Asynchronous Online Class**

Instructor: Dr. Chris

Yim [myim@luc.edu](mailto:myim@luc.edu)

211, School of Communication

\*Virtual Office Hours: Th 2:00 to 5:00 pm by zoom

- ◇ Each online video lecture lasting two weeks, and please watch the lecture and follow up assignments on time. Your follow-ups include forum post, online quiz, group, or individual assignments on the Sakai.
- ◇ We have zoom live meetings (30 mins) on Sept.3, Oct. 08, Nov. 5, Nov. 19 at 4:00 PM, Chicago, Central Time (CT). It is designed to support your individual or group mission.
- ◇ If any questions or things to discuss in person, please ask for a zoom meeting during my office hours at your convenience.

**1. Course Description**

- a. This is an introductory course to lead students to understand the role of PR in society.
- b. By exploring the past, current, and future of PR, students will understand the theories and their reflection into real practices.
- c. Topics include the definition of public relations, PR ethics, Media Relations, PR writings, PR campaign planning, and global PR.

**2. Student Learning Outcomes:**

By the end of this course, you should be able to

- a. To understand how organizations establish relationships and make a dialogue with diverse publics
- b. To understand the fundamental concepts of public relations and exercise hands-on experiences leveraging PR strategies and tactics
- c. To experience peer learning and experiential learning through group activities.

**3. Prerequisites: COMM 175 or DMST-MC (Digital-Media & Storytelling Masters program)**

**4. Reference book and reading materials**

- a. THINK PR by Dennis L. Wilcox et al. Publisher: Pearson  
Print ISBN: 9780205857258, 0205857256  
eText ISBN: 9780205912742, 0205912745
- b. Additional Readings valuable: students will be expected to be regular readers of some or all of the following: PRWeek, the Holmes Report, IPR Research Letter, O'Dwyer's Daily, PR News, AdAge Daily, Adweek and other selected trade and business publications and sites that cover aspects of the PR business.

- c. Blogs and video clips will be posted for a weekly mission or course schedule
  - d. Class materials will be posted on Sakai.
- \*To make the assignments, quiz and final exam successful, please read reference book before class and revisit course materials.

### 5. Participants' role :

- a. It is the participants' responsibility to contact the instructor if s/he has questions on course content or assignment by email or Q&A section on Sakai. The response will be made within 24 hours.
- b. Participants should log into Sakai several times a week to check for updates and instructor feedback
- c. Please respect the due date for quizzes, group, and individual assignments.
- d. Participants are expected to complete readings and assignments on time. Any work turned in after the deadline will receive one letter grade reduction for each week it is late, even if by one day.
- e. **No plagiarism and respect academic integrity:** plagiarism will result in an automatic failure in this course. Further information, refer to at [https://www.luc.edu/academics/catalog/undergrad/reg\\_academicintegrity.shtml](https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml)
- f. **Special needs:** Please give me written notice in the first week of class about any medical or other conditions that may interfere with your performance. Further information, refer to <http://www.luc.edu/sswd/index.shtml>
- g. **Managing life crises and finding support**  
Should you encounter an unexpected crisis during the semester (e.g., securing food or housing, addressing mental health concerns, managing a financial crisis, and dealing with a family emergency, etc.), I strongly encourage you to contact the Office of the Dean of Students by submitting a CARE referral (LUC.edu/csaa) for yourself or a peer in need of support. If you are uncomfortable doing so on your own, please know that I can submit a referral on your behalf – just email me or schedule a meeting with me during office hours. To learn more about the Office of the Dean of Students, please find their websites here: LUC.edu/dos or LUC.edu/csaa (Further information, please contact 773-508-8840/ deanofstudents@luc.edu)

### 6. Grading policy:

Please follow up the below tasks on time, and late submission is subject to the point deduction

- a. *Group mission*
  - ◇ Forum posts (group assignment) : 30%
  - ◇ Group campaign (PowerPoint) 10 pages: 25 %
- b. *Individual mission*
  - ◇ Quizzes: 25%
  - ◇ Press release writing (200 words): 20%

\*Performance Evaluation and Grading

100-93% = A. 92-90% = A- 89-88% = B+ 87-83% = B 82-80% = B- 79-78% = C+  
77-73% = C 72-70% = C- 69-68% = D+ 67-63% = D 62-60% = D- 59% ≥= F

### 7. Assignments - point deduction reasons:

- Grammar and writing errors: misspelled words, incomplete sentences, or sentences that are poorly written, and factual errors.
- The overall structure of contents and writing style
- No solid rationale to support your arguments
- Refer to the writing style guide: The Associated Press Stylebook
- Group Activity Evaluation Criteria

Team dynamics/organization	Did they work well together? Did they split responsibilities? Were all views heard? Were the strengths of individuals exploited? Was there a clear leader?
Response	Quick enough? Appropriate? Key messages identified and clear? Appreciate the needs of different media? Prioritize?
Key Learning	Highlight strengths/weaknesses and critical learnings

### 8. Course schedule

- It consists of five modules of studies with weekly objectives: the definition of public relations, PR ethics, Media Relations & PR writings, global PR and PR campaign development.
- Each module has a quiz or forum post, group, or individual assignment; please follow up on your mission on time within the deadline.
- Course schedule and assignment topics are subject to change. Please refer to the module guideline in Sakai session of lesson on weekly basis

Dates	Subjects	Assignments & Quizzes
WEEK 1 Aug. 27	Introduction to the course and syllabus review  Please read the syllabus carefully and find the quiz to assess your understanding.	Syllabus quiz 1
WEEK 2- Zoom live Sept. 3 (Th) @ 4:00 PM your self- introduction & group breakup (30 mins)		
WEEK 3 Sept. 10 UNIT 1. Definition of PR	Chapter 1 /2 What is PR? ◇ PR and its difference from advertisement and journalism ◇ Career Paths in Public Relations	Quiz 2

WEEK 4 Sept. 17 UNIT 2. PR Ethics	Chapter 9 PR Ethics	1st forum post (group assignment)	
WEEK 5 Sept. 24 UNIT 3. Media Relations & PR Writings (1)	Chapter 11. 12 Media and PR Tactics ◇ PESO model : Paid, Earned, Shared, and Owned media ◇ PR tactics	Quiz 3	
WEEK 6 Oct. 01 UNIT3. Media Relations & PR Writings (2)	Social media writing I  Press release writings : How to make a headline, lead and complete a press release	2nd forum post (group assignment)  1st draft press release writing (400words) submission to Sakai due Oct. 6	
WEEK 7 Oct. 08 Zoom live group meeting Select one of 15 min. slot from 2:00 PM through 6:00 PM	Please bring your press release draft	Final press release submission to Sakai due Oct. 14	
WEEK 8 Oct. 15 Guest Lecture	Media relations from journalist point of view Jill Geisler Bill Plante Chair in Leadership and Media Integrity, Loyola University Chicago	Quiz 4	
WEEK 9 Oct. 22 UNIT 4. Global PR	Chapter 8. Global PR	3rd forum post (group assignment)	
WEEK 10 Oct. 29 UNIT5. PR Campaign PR CAMPAIGN(1)	Chapter 5/ 6 /10 PR campaign: research and practice  How to make a campaign proposal Select your group brand and why you select the brand for campaign development on the forum (120 words) due Nov. 3		
WEEK 11 Nov. 5 Zoom live @ 4:00 PM	Present why you select the brand a and hear the feedback for your next step in zoom live meeting		
WEEK12. Nov. 12 PR CAMPAIGN(2) (3)	SWOT analysis and one big idea suggestion How to write SMART objectives, strategies and tactics	Quiz 5	
WEEK 13 Nov. 19 Zoom live group meeting	Group meeting to status check for your campaign development *Select one of time slots between 2:00 to 5:00 PM		

from 2:00 to 5:00 PM	on Nov. 19	
WEEK 14 Nov. 23 No Class	Thanksgiving break	
WEEK 15 Dec. 3	Group presentation(10 pages) in powerpoint format Please submit campaign presentation by Dec. 3 on Sakai.	

###

