

Fayetteville State University
College of Arts and Applied Science
Performing and Fine Arts
COMM 235-01 Intro to PR/Advertising
Fall 2009

I. Locator Information:

Instructor: R. Babatunde Oyinate, Ph.D.

Course # and Name: COMM 235-01 Intro. to PR/Advertising Office Location: BU-268

Semester Credit Hours 3 Office Hours : MW 12-2:00pm; T- 10:00a – 2:00.: Others by appt. ONLY

Day and Time Class Meets: T/Th Office Phone: 910-672-1402

Total Contact Hours 3

Email address: boyinate@uncfsu.edu

The following statement should appear on the first page of each course syllabus:

FSU Policy on electronic Mail: Fayetteville State University provides to each student, free of charge, an electronic mail account (username@uncfsu.edu) that is easily accessible via the Internet. The University has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquires and requests from students pertaining to academic records, grades, bills, financial aids, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are no assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail.

Rule and regulations governing the use of FSU email may be found at <http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf>.

II. Course Description:

This course is an overview of the principles, historical, and contemporary practices of public relations and advertising in society. Students will examine the history and trends in public relations/advertising industry focusing on principles, tools, techniques, campaigns, practices, and ethics.

III. Disabled Student Services: In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1991, if you have a disability, or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); 910-672-1203

IV. Textbook: Lattimore, D., Baskin, O., Heiman S.T., Toth, E. L. (2009). *Public Relations: The Profession and the Practice*. McGraw Hill Publishers,; Boston, MA.

IV. Student Learning Outcomes:

Upon completion of this course, students will be able to have an understanding of the practical areas of

- To develop an understanding of how to write for public relations and mass media with an emphasis on writing that is accurate, complete, organized, clear and on deadline.
- To develop an understanding of the basics of editing.
- To develop an understanding of how to use appropriate style.

- To have an understanding of how to write for different media.
- To have an understanding in developing a concrete writing skills.
- To have an understanding of the differences between writing for the media and other forms of writing
- To have an understanding of how to write an advertising copy
- To give students the opportunity to discover various jobs possibilities for media writers.

VI. Course Requirements and Evaluation Criteria--

Success in this course will be based upon several factors including:

- Possessing a textbook
- Attending classes regularly and punctually
- Participating in class discussion
- Performing satisfactorily on quizzes and exams
- Turning in all assignments (typed)

Rubric: What you will be graded on in this course

Criteria for passing the course		Possible Points	Points Earned
News event Stories	1	100	
Writing TV Script	1	200	
PR Writing/Brochure	1	200	
Writing Advertising copy	1	100	
Midterm Exam	1	100	
Final Exam/PR proposal	1	200	
Class Participation		100	
Total	6	1000	

Rubric: Distribution of grades

Criteria	Excellent	Good	Average	Needs Work	Poor
920-1000	A				
830-910		B			
730-820			C		
640-720				D	
0-630					F

Student Behavior Expectations: the instructor will respect all students and will make every effort to maintain a classroom climate that promotes learning for all students; Students must accept their responsibility for maintaining a positive classroom environment by abiding by the following rules:

1. Students are expected to arrive to class on time, remain in class until dismissed by the instructor, and refrain from preparing to leave class until it is dismissed.
2. Student/teacher relationships, as well as relationships among peers, must be respectful at all times.
3. Students are not permitted to wear headphones or other paraphernalia that may be distracting to the classroom environment.
4. Students must refrain from any activity that will disrupt the class; this include turning off cell phones and pagers.
5. Students are not permitted to use profanity in the classroom.
6. Students will not pass notes or carry on private conversation while class is being conducted.

Consequences for Failing to Meet Behavioral Expectations: The first time a student violates one of these rules, the instructor will warn him/her privately, either after class or before the next class. (Faculty members reserve the right to warn students publicly if needed.) The second time a student violates the guidelines; the instructor may deduct as many as twenty points from the student’s next exam grade. If a student violates the guidelines three times, the instructor will report the student to the Dean of Students for disciplinary action according to the FSU Code of Student Conduct.

- VII. Academic Support resources—
 Chestnut Library
 FSU Computer Lab
 Telecommunication Center Radio and (CCTV)

VIII. Course outline and Assignment Schedule.

Week One	Introduction—The Nature of Public Relations/History of PR
Week Two	TheoreticalBasisforPublicRelations (First Assignment)
Week Three	Theoretical Basis for Public Relations (1 st assignment due)
Week Four	Law and Ethics
Week Five	Understanding Public Opinion
Week Six	Strategic Planning for PR Effectiveness (2 nd assignment due)
Week Seven	Action Communication (Examination)
Week Eight	Evaluating PR Effectiveness (3 rd assignment due)
Week Nine	Media Relations/Community Relations/Employee Relations

Week Ten	Writing for Public Relations (4 th assignment due)
Week Eleven	Writing Advertising Copy/Writing and Presentational Skill
Week Twelve	Communication: The Tactics of PR
Week Thirteen	Public Affairs: Relations with Government/PR in Non-Profit Org.
Week Fourteen	Corporate PR/Issues in PR: Crisis Comm, Social Media
Week Fifteen	Revisions and Final Examination

IX. Teaching Strategies

Writing for mass media is designed to give students a balanced perspective on how to write for the various forms of media. The class embraces multiple approaches to reach that goal, including interpersonal interaction, collaborative ventures, student-to-class presentations, discussion, individual research, and lecture. Students will have the chance to explore the fundamentals of script writing, writing advertising copy, public relations writing, news and magazine writing as allowing students to develop awareness of ethical and other aspects of mass media, and become a more active and media consumer.

X. Bibliography

Brader, M. & Roth, R.L. (1997). *Getting the Message Across: Writing for the Media*. Boston, MA: Houghton-Mifflin

Brooks, B.S. & Pinson, J.L. (1995). *Working Words: A Concise Handbook for Media Writers and Editors*. NY: St. Martins Press.

Fedler, F., Bender, J.P., Davenport, L., and Kostyn, P. (1997). *Reporting for the Media*. (6th.ed), FL: Harcourt, Brace & Co.

Guth, D.W. & Marsh, C. (2006). *Public Relations: A Value Driven Approach*. Allyn & Bacon, publishers, New York. (3rd ed.)

Harnack, A. & Kleppinger, E. (1998). *Online: A reference Guide to Using Internet Sources*. NY: St. Martin Press.

Stovall, James Glen (2005). *Writing for the Mass Media*. University of Alaska

The Missouri Group(2004) *Telling the Story: The Convergence of Print, Broadcast, and Online Media*. New York: Bedford/St. Martin's Press.