MOUNT SAINT VINCENT UNIVERSITY

Public Relations 2200
"Systematic Public Relations Process"

January-April, 1999

PROFESSOR: Patricia Parsons

OFFICE: Seton Annex #33

PHONE: MSVU: 457-6481
Home office: 823-1112; Home (if necessary): 823-1007
Fax: 823-1688; e-mail: biomed@ns.sympatico.ca

OFFICE HOURS: M & F 1100-noon

CLASS TIMES: Section 1 MWF 0905-0955
Section 2 MWF 1005-1055

Course Overview

Building on the overview of public relations presented in Public Relations 1100, this course unites the theory and practice of the discipline by applying a systems framework to the process of public relations. In doing so, the terminal objective of PBRL 2200 is to develop beginning skills in public relations strategic planning and decision-making to solve public relations problems and capitalize upon opportunities. Students will focus on real client issues to develop beginning skills in the systematic approach to planning ethical public relations and will examine specific ethics issues in the field. Public Relations 2200 is the first course in the series of three courses (PBRL 4407 and PBRL 4408 to follow) that develops management skills in beginning practitioners.

THE PREREQUISITE FOR PBRL 2200 IS PBRL 1100 (formerly PRL 100). IT IS THE STUDENT'S RESPONSIBILITY TO ENSURE THAT SHE/HE HAS THE APPROPRIATE PREREQUISITES FOR ALL PBRL COURSES. STUDENTS WILL NOT RECEIVE CREDIT FOR COURSES FOR WHICH THE PREREQUISITES HAVE NOT BEEN MET.
Course Objectives

Upon successful completion of the course, the student will be able to:

1. utilize systems theory as a framework for the development of a conceptual paradigm for communication strategies.

2. discuss the theory and practice of public relations project planning including:
   a) defining problems and opportunities;
   b) defining publics and relationships;
   c) development of messages;
   d) development of outcome & process objectives;
   e) evaluating communications programs.

4. define & plan a simple communications audit.

5. demonstrate knowledge of the strategic planning process by working with a client to produce a plan focussing on either a problem or an opportunity related to a single public.

5. discuss the process of persuasive communication, its uses in the development of messages in modern PR practice and its implications.

6. discuss the theoretical basis for ethical decision-making.

7. identify and discuss important current issues resulting in ethical dilemmas in the practice of public relations.

8. analyse individual ethical dilemmas in public relations practice, the analysis of which results in the solution of the problem.

9. discuss the relationship between the profession's code of ethics and the ideology of professionalism.

10. discuss how ethical public relations process contributes to the overall success of a public relations program for an organization.
Student Responsibilities

The student is responsible for the following:

1. attending class. Class attendance is compulsory. Material upon which assignments/exams are based is drawn from both required reading, and class lectures and discussions.

2. completing assignments by deadline. Assignments are due at the beginning of class on the date assigned. Late assignments will lose a full letter grade per day (including weekend days and including the date of submission). After 5 days, the assignment will receive an F. Late or not, suitable assignments must be submitted to pass the course. If you are going to have difficulty meeting a deadline, discuss it with me and we may be able to make some mutually acceptable arrangements (depending upon the circumstances).

3. using a word processor and laser printer for all assignments.

4. following APA guidelines for academic assignments.

5. reviewing the university regulations regarding plagiarism and cheating. These regulations will be strictly enforced. "Correct use of language is one of the criteria included in the evaluation of all written assignments."

Marking Scheme

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Paper</td>
<td>30%</td>
<td>February 15</td>
</tr>
<tr>
<td>Client-based Strategic Plan (working in pairs)</td>
<td>30%</td>
<td>March 8</td>
</tr>
<tr>
<td>Final, Take-Home Examination</td>
<td>40%</td>
<td>April 19</td>
</tr>
</tbody>
</table>
Required Textbook


Additional Required Reading


Suggested Reading

Books


Periodicals


Recommended Internet Sites

Purdue University On-Line Writing Lab. http://www.spaceland.org/paradigm/docusrms.htm

includes APA guidelines, how to outline, how to write a paper
Tentative Schedule of Classes – 1999

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 6</td>
<td>Intro. To the course</td>
<td></td>
<td></td>
</tr>
<tr>
<td>January 8</td>
<td>&quot;Communications that Count&quot;</td>
<td>text, chapter 1</td>
<td></td>
</tr>
<tr>
<td>Jan. 11, 13, 15</td>
<td>Systems theory and its applications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan 18, 20</td>
<td>The Research Phase</td>
<td>text, chapter 2, 3</td>
<td></td>
</tr>
<tr>
<td>Jan 22</td>
<td>A Research Tool: The Communication Audit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan 25</td>
<td>Audits (cont’d)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan 27</td>
<td>NO CLASS- CARITAS DAY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan 29, Feb 1</td>
<td>Situation Analysis: Defining Problems &amp; Opportunities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb 3, 5</td>
<td>Situation Analysis: Defining Publics &amp; Relationships</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb 8</td>
<td>Adapting the Plan</td>
<td>text, chapter 6</td>
<td></td>
</tr>
<tr>
<td>Feb 10, 12</td>
<td>Setting Objectives</td>
<td>text, chapter 7, 8</td>
<td></td>
</tr>
<tr>
<td>Feb 15</td>
<td>Evaluation</td>
<td>text, chapter 11, 12</td>
<td>PAPER DUE</td>
</tr>
<tr>
<td>Feb 17, 19</td>
<td>Theories of Persuasion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb 22-26</td>
<td>FEBRUARY BREAK</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wk of Mar 1</td>
<td>Persuasion (cont’d)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wk of Mar 8</td>
<td>Ethics</td>
<td></td>
<td>CLIENT PLAN DUE</td>
</tr>
<tr>
<td>Wk of Mr 15</td>
<td>Ethics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wk of Mr 22</td>
<td>Ethics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wk of Mr 29</td>
<td>Ethics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr 2, 3</td>
<td>EASTER BREAK - NO CLASS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr 7, 9</td>
<td>Review and/or catch up</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr 12</td>
<td>Take-Home Exam available</td>
<td></td>
<td>EXAM DUE APR 19</td>
</tr>
</tbody>
</table>
Thirty percent of your grade for Public Relations 2200 is based on an academic paper which is due at the beginning of class on **February 15, 1998**. As usual, the paper is to be typed, double-spaced and laser printed, 2700-3000 words (and give the word count at the end of the text- not including reference list). The style guide to be followed is that set out by the American Psychological Association which is available in the library.

Select one of the following topics as a thesis for your paper:

♦ Modern public relations practice requires practitioners who are more than publicists, more than journalists; they must be managers, strategists, decision-makers.

♦ Research in the practice of public relation is often treated as the poor relation of implementation, but without research in practice, the strategic plan will be flawed and useless to future endeavours.

♦ Journalists have often treated public relations practitioners as "children who have fallen from grace." The modern definition of public relations that embraces the notion of social responsibility places public relations practitioners in a more defensible ethical position than that of journalists.

Your mark will be based on the following:

1. Mechanics
   - grammar, syntax, punctuation, academic writing style
   - correct use of the style guide
   - presentation

2. Content
   - appropriate selection of content; supports thesis and relevant arguments
   - accurate & complete documentation of content
   - accuracy of content

3. Analysis
   - an innovative and logical approach to the analysis