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CJN 277 – PUBLIC RELATIONS (4 credits)

Course Description

Public Relations will introduce the student to how public relations functions in corporations, government and other institutions. The course will cover the recent history, latest trends and growing role of public relations in the United States, Europe and Spain. Students will analyze case studies and real examples to understand the effects of public relations on the community.

Course Objectives

At the completion of this course the student should be able to:

1. Understand the development of public relations over the last century.
2. Appreciate the role of communication in the modern corporation.
3. Understand the connection between mass media and public relations.
4. Analyze the role of the World Wide Web in public relations.

Course Format

Lecture, reading and discussion, student presentations.

Assignments

Students will complete a 2,000 word term paper. There will also be an 8 minute presentation, involving an analysis of public issue campaign.

Required Readings

Allen H. Center & Patrick Jackson. *Public Relations Practices (7th ed)*, Prentice Hall, 2008. Barbara Diggs-Brown.

The following articles are on reserve at the library and will be assigned to accompany the text: "Corporate Integrity: Paradise Lost and Gained", *Business Horizons*; "The Payoff from a Good Reputation", *Fortune*; "The Myth of Full Disclosure", *Business Horizons*; "Serving Up Apologies (at Denny's)", *Sales and Marketing Management*; "Lord of the Lies (Hill & Knowlton)", *Washington Monthly*; "How Coke Stumbled...", *New York Times*; "Coca-Cola Chairman Uses Ads to Apologize...", *New York Times*.

Evaluation

The final grade for this course is determined as follows:

Attendance and class participation	10%
Paper	30%
Mid-term Exam	20%
Final Exam	20%
Presentation	20%

Attendance Policy

The Suffolk faculty and administration believe that attendance is critical to understanding and applying knowledge and skills taught. The policy is that students must attend all classes. If a student has more than two absences the final grade will be lowered by a grade, (for example, a B will become a B-). For every additional absence, the grade will be lowered by another grade.

Punctuality

Arriving more than ten minutes late to class will be considered an absence. Students are expected to remain in the classroom throughout the class period.

Cellular phones and laptops

Cell phones and laptops should be turned off during class.

Assignment submissions

The term paper and any other required assignments must be submitted as **hard copy (!)** at the beginning of a scheduled class (please see above).

Late submissions

Late work will not be accepted. There will be no alternative to completing all required work as scheduled. Hence, failing to hand in required assignments on time results in a **loss of points** or – as in the case of the term paper – in a **grade of “F”** (i.e. the student will lose 20% of the total of his/her final grade). In the event of illness, documentation must be provided.

Food and drinks

Students may only consume water during class but no other kind of drinks and no food may be brought to class.

Topical Outline

Class 1 Introduction to PR, duties of the profession

Class 2 Proactive is the fashion

Class 3 Public issue campaigns

Class 4 PR and election campaigns

Class 5 Research techniques and public opinion
Presentation Assignment Due Feb. 14

Class 6 **Midterm Exam**
PR and the mass media

Class 7 Media Kits and Lists

Class 8 Government and Public Relations

Class 9 Case studies and government PR

Class 10 PR and organizational climate, community relations

Class 11 Consumer relations and marketing

Class 12 Employee relations
Term Paper Due

Class 13 Corporate PR, crisis communication

Class 14 Crisis communication using the web

Class 15 **Final Exam**