



**SUFFOLK**  
**UNIVERSITY**  
MADRID CAMPUS

**Madrid Campus Programs**

8 Ashburton Place  
Boston, MA 02108 USA  
617.573.8000

Calle de la Viña, 3  
28003 Madrid, Spain  
(+34) 91-533-5935

[www.suffolk.edu/madrid](http://www.suffolk.edu/madrid)

**CJN 277 – PUBLIC RELATIONS**

Fall 2016

**Instructor Information:**

**Instructor:** Erik Baum, Ph.D.

**Email:** [ebaum@suffolk.es](mailto:ebaum@suffolk.es)

**Phone:** 91-533-5935

**Office:** Top Floor faculty offices

**Office Hours:** Monday and Wednesday 17:00 – 17:45

**Homepage:** [www.suffolk.edu/academics/18429.php](http://www.suffolk.edu/academics/18429.php)

**Course Information:**

**Meetings:** Mondays and Wednesdays, 17:45 – 19:15

**Catalog 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.

**Prerequisites:** None

**Credit Hours:** 4

This course follows the US Federal Government's Credit Hour definition: "An amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutional established equivalence that reasonably approximates no less than:

- (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out of class student work each week for approximately fifteen weeks for one semester or trimester hour of credit, or ten to twelve weeks for one quarter hour of credit, or the equivalent amount of work over a different amount of time; or
- (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours."

**Textbook/Course Materials:**

Allen H. Center & Patrick Jackson. *Public Relations Practices (8th ed)*, Prentice Hall, 2014. Barbara Diggs-Brown. *The PR Style Guide (2nd ed)*, Thomson Wadsworth, 2007.

Other readings will be assigned and put on blackboard.

**Course Goals & Learning Objectives:**

Upon successful completion of this course, students will know/understand:	Upon successful completion of this course, students will be able to:	How the student will be assessed on these learning outcomes
<ul style="list-style-type: none"> <li>• Theory of organizations' approach to communication with their publics</li> <li>• Theory behind modern public issue campaigns</li> <li>• Organizations' communication with employees, communities and consumers</li> </ul>	<ul style="list-style-type: none"> <li>• Identify key publics from an organization point of view</li> <li>• Cite real world cases involving successes and failures of communication with key publics</li> <li>• Develop communication strategies for public issue campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Quizzes over reading and class discussion.</li> <li>• Class discussion/participation.</li> <li>• The Midterm exam with cover this material.</li> <li>• Assignment of a paper/presentation that will analyze a public issue campaign</li> </ul>
<ul style="list-style-type: none"> <li>• Interaction between PR specialists and the news media</li> <li>• Goals of modern corporate public relations in an interconnected world</li> <li>• Crisis communication theory and practice</li> </ul>	<ul style="list-style-type: none"> <li>• Develop press kits and write press releases</li> <li>• Analyze corporate efforts to enlist support of key publics</li> <li>• Analyze corporate responses to crises resulting in a loss of public confidence</li> </ul>	<ul style="list-style-type: none"> <li>• Quizzes over reading and class discussion.</li> <li>• Class discussion/participation.</li> <li>• The Final exam with cover this material.</li> <li>• Press Release assignment</li> <li>• Crisis Communication paper/presentation assignment</li> </ul>

**Grading/Evaluation:**

The final grade for this course is determined as follows:

<i>Attendance and class participation</i>	<i>10%</i>
<i>Mid-term Exam</i>	<i>15%</i>
<i>Final Exam</i>	<i>15%</i>
<i>4 Biweekly Quizzes</i>	<i>5% each</i>
<i>2 Papers/Presentations</i>	<i>20% each</i>

The grade scale is the following:

A= 95% +	A-= 93%+	B+= 90%+	B= 85%+	B-= 83%+
C+= 80%+	C= 75%+	C-= 73%+	D= 65%+	F= 65%-

**Course Policies:**

**Punctuality:**

Arriving more than ten minutes late to class will be considered an absence. The student might not be allowed to enter class. Students are also expected to remain in the classroom during class except, of course, in an emergency situation.

**Cellular phones and laptops:**

Cell phones should be turned off during class. Laptops may be used, as long as that use is related to class activities. Laptops should be off/closed when other students make presentations.

**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; no other kind of drinks and no food may be brought to class.

**Canceled class:**

In the event that a class meeting is unexpectedly cancelled, students will be expected to continue with readings or other assignments as originally scheduled. Any assignments due or class activities (e.g., a quiz, exam or presentation) planned for such a cancelled class are due at the next class meeting unless other instructions are communicated.

**Participation/Attendance Policy:**

The SUMC Student Handbook states the following:

*Once a student is registered for a course, attendance at every meeting of every class is expected, including those held in the first week of the semester. A maximum of two unjustified absences is permitted. Each additional absence will cause the final course grade to be lowered by one-third of a letter grade, i.e., from A to A-; A- to B+; B+ to B, etc.*

*Excessive absences in a course will have a negative effect on the final grade. When a student is absent, the quality of his or her work in a course will deteriorate since material missed in class sessions can rarely be made up satisfactorily, even though the student remains responsible for that work.*

*Please note that even when a student has a justified reason for missing class, such as illness, the negative academic impact on learning will be the same as if the absence were for spurious reasons.*

In this course, any absence due to illness should be justified by a note from the student's physician or other health professional confirming the day(s) on which the student was unable to attend class. A written excuse from a student's host parent or residence supervisor is also acceptable. Students are responsible for all material and assignments for the days missed, regardless of the reason for the absence.

In the event that a class meeting is unexpectedly cancelled, students will be expected to continue with readings or other assignments as originally scheduled. Any assignments due or class activities (e.g., a quiz, exam or presentation) planned for such a cancelled class are due at the next class meeting unless other instructions are communicated. **There will be at least one mandatory night activity during the semester such as movie, theater play or conference.**

**Disability Statement:**

If you anticipate issues related to the format or requirements of this course, please meet with me. I would like us to discuss ways to ensure your full participation in my classroom.

If formal, disability-related accommodations are necessary, it is very important that you be registered with the Office of Disability Services (ODS) at the main Campus in Boston so that I am notified of your eligibility for reasonable accommodations. We can then plan how best to coordinate your accommodations. Check the ODS web site at <http://www.suffolk.edu/campuslife/3797.php> for information on accommodations.

**Student Resources:**

SUMC provides a range of student services, both academic and personal. To learn more about course-related tutorials and academic workshops, refer to the SUMC Student Handbook, Section 5 “Living in Madrid”, which contains information on the medical and mental health resources, including an English-speaking therapist, available to you.

### **Midterm Review:**

At midterm, around week 6, you will be given a midterm grade based on your progress to date and performance on assignments, class participation and midterm exam. Midterm grades of C- or below will be reported to the Madrid Campus Academic Standing Committee, with an explanation of what I believe has contributed to that grade: excessive absences, poor time management or study skills, lack of effort, difficulty with the course material or with writing or language skills, etc. The Academic Standing Committee or I may contact you to suggest strategies for addressing these difficulties. I strongly encourage you to visit me during my office hours so we may discuss how you can be successful in this class.

### **Academic Misconduct:**

Suffolk University expects all students to be responsible individuals with high standards of conduct. Students are expected to practice ethical behavior in all learning environments and scenarios, including classrooms and laboratories, internships and practica, and study groups and academic teams. Cheating, plagiarism, unauthorized collaboration, use of unauthorized electronic devices, self-plagiarism, fabrication or falsification of data, and other types of academic misconduct are treated as serious offenses that initiate a formal process of inquiry, one that may lead to disciplinary sanctions.

Student work will be thoroughly examined for academic integrity and may be scanned using plagiarism detection software. A faculty member suspecting academic misconduct will contact the student using the Suffolk email address to schedule a meeting and will make all effort to do so within five business days of detecting the incident. During the meeting, the faculty member will present the documentation that led to suspected academic misconduct. Resolution of the incident will be according to the procedures outlined in the SUMC Student Handbook, 2016-2017.

### **Course Schedule:**

The schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better student learning.

<b>Week</b>	<b>Subject, Reading and Activities</b>	
Aug. 31	Introduction to PR, duties of the profession	chapter 1
Sept. 5	Proactive is the fashion <b>Quiz # 1</b>	chapter 2
Sept. 12	Public issue campaigns <b>Paper/Presentation Assignment</b> <b>Due Oct. 26</b>	chapter 8
Sept. 19	Political PR in America	Blackboard
Sept. 26	Employee Relations <b>Quiz # 2</b>	Chapter 3
Oct. 3	Community Relations	Chapter 4
Oct. 10	<b>Midterm Exam</b>	
Oct. 17	“The New Age of Walmart” film	Blackboard
Oct. 24	Walmart Adapts	Blackboard

Oct. 26	<b>Presentations/Paper Due</b>	
Oct. 31	Crisis Management <b>Crisis Communication Analysis for Nov. 28</b>	Chapter 9
Nov. 7	Crisis Management Case Studies <b>Quiz # 3</b>	Blackboard
Nov. 14	Press Relations with Traditional Media	Chapter 7
Nov. 21	Writing and Packaging Information	Style Guide, Chapters 6 – 10
Nov. 28	Ethics and PR	Chapter 10
Nov. 30	<b>Crisis Communication Analysis Presentations</b>	
Dec. 12	<b>Final Exam 16:30</b>	

**This syllabus is subject to change**