Course Outline

Jour 305: Public Relations and Persuasion

Lecture: Tuesday & Thursday 11:00-12:15 pm.
Room Turner: A 265
Instructor: Dr. Shafiqur Rahman, Professor
Office: Turner A- 275, Tel. 536-8787

Course Description:

Public Relations is the fastest growing area of study and activity in the field of mass communications. With the dynamic changes in the strategies of human relations due to vast and pervasive changes in the means of communication, technology, multiculturalism and globalization, working in the fields of business, government, national, international, national and local private and public organizations have become a challenge for most professionals.

Lately, the basic human relationships have become a more of a process of persuasive, influencing, marketing, advertising and public relations activity. In order to establish basic human relationships, people are continuously trying to influence and manage their images, reputations, goodwill, and their personal traits, ideas, products, services and organizational and institutional characters. Most politicians, celebrities, for or non-profit businesses, churches and corporations are more concerned and careful regarding their images and reputations. And they are more interested and active in employing PR professionals to fulfill their needs. Because the public relations professionals help protect, improve and enhance the images, reputations and goodwill of the companies and the publics they serve, public relations have become a major field of studies and academic program in most colleges and universities.

Materials Covered:

In this course, students will study how the public relations practitioners serve as an intermediary between the organizations they represent and all of that organization’s publics. The course will emphasize the history of PR, how the PR agencies operate, why they operate as they do, why PR has become successful, and the skills, policies and legal and ethical practices they use in this profession. The course will include information on the concepts, contexts and origins of PR, the profession and practice of PR, identifying the publics, techniques and mediums used in reaching, persuading and influencing the publics, the characteristics of the public relations business, audience, the implications of continued changes of PR techniques, methods and ethical practices. The course will discuss and evaluate the role of media and media relations in PR and possible work opportunities for the students in public relations and communications industry. Some of the major criticisms and challenges faced by the PR industry will also be discussed in this course.
Required Texts:


Recommended Readings:


Read Two Newspapers:
One National (N.Y. Times, USA Today Wall Street Journal) and
One Local: The State, or The Times and Democrat

Read These Magazines
The Black Commentator
The Journal of Black Issues
Journal of Public Relations
Publications of the Public Relations Society of America (PRSA)
The Editor and Publisher and Broadcasting and Cable
Internet Search on the News of Most Mass Media & PR organizations

Expected Outcomes:

1. Students will become familiar with the history of the Public Relations and PR organizations in the United States.

2. Students will learn about Public Relations concepts and theories, who is a PR professional, what skills you need to be a PR practitioner.

3. Students will be able to analyze and understand the role planning and programming of PR projects for companies and organizations. They will plan their own mini PR campaign projects.

4. Students will learn about the structures of and matrixes in which the modern PR firms and industry operate and find their impacts on the students' own economic, social and cultural milieu and job opportunities.

Course Expectations and Requirements:

1. Students will be expected to attend classes regularly and complete all assigned readings on time.

2. Students will complete 6 class or take home assignments/projects, a midterm and a final exam/a project covering the assigned readings.
3. Each student will create a portfolio of him/herself as a public relations practitioner. Portfolio should include: your resume, an essay about yourself: (why you should be hired for a PR Job) your creative works, recommendation letters, and other supportive materials.

4. Each student will make a class presentation, 20-30 minutes on a selected topic on Public Relations, organize a press conference or a PR event.

5. Each student will create a PR campaign for an individual and a company or organization.

6. Any violations of academic or disciplinary rules in class or department will be dealt following the standard university rules.

Grade Distribution:

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