

JOUR 523 – Principles of Public Relations

Spring 2012 Lecture, Reading and Assignment Schedule

(Subject to change)

Date	Lecture	Chapters Assigned	Assignment
January			
W-18	Course introduction		
M-23	Foundations of public relations	1 & 2	Monday Memos assigned
W-25	History of public relations	3	
M-30	Ethics	6	
February			
W-1	Research and Introduction to group project	7	Research memos assigned
M-6	Research		MM: 7.1, 7.2
W-8	Research		
M-13	Research		
W-15	TBA		
M-20	Exam #1		
W-22	SWOT		Research memos due
M-27	Communication theories	5	MM: 5.1, 5.2
W-29	Public Opinion		Leap!
March			
M-5	Planning grid		MM: 8.1, 8.2; Planning grids assigned
W-7	Planning - management by objectives		Group project assigned
M-12	Media Selection – Part 1		MM: 9.1, 9.2
W-14	Media Selection – Part 2		Planning grids due
M-19	Spring Break		
W-21	Spring Break		
M-26	Publics of PR – Part 1		MM: 4.1, 4.2
W-28	Publics of PR – Part 2		Goals & objectives and first evaluation due
April			
M-2	Exam #2		
W-4	PR in the Digital Age	11	
M-9	Crisis Communications	12	MM: 12.1, 12.2
W-11	TBA		
M-16	PR and marketing	13	MM: 13.1, 13.2
W-18	In-class presentations and evaluations		Group plans and evaluations due
M-23	In-class presentations and evaluations	13	
W-25	Public relations and the law	15	
M-30	Litigation PR		TM: 15.1, 15.2
May			
W-2	Last Class – The Future of PR	16	
F-4	Stop Day		
M-7	Final Exam Period (7:30-10:00 a.m.)		