

JOUR 523

Principles of Public Relations

Spring 2012 Syllabus

Line No. 53388

Associate Professor David W. Guth, APR

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KU Blackboard: <http://courseware.ku.edu> Prof. Guth's: <http://people.ku.edu/~dguth>

Class Schedule: 9:30 – 10:45 a.m. Mondays and Wednesdays, 2092 Dole

Office Hours: 11:00 a.m. – 12:00 p.m. Monday – Thursday and by appointment

Course Description/Objectives:

- To create an understanding of the practice of public relations, as well as the profession's history, contemporary issues facing and role in democratic societies.
- To emphasize critical thinking – especially that used in the research and planning phases of the public relations process.
- To encourage problem-solving skills in both individual and collaborative environments.
- To establish a professional and ethical foundation on which the future practitioner can build a successful and distinguished career.

Your Instructor: David Guth is an associate professor at the William Allen White School of Journalism and Mass Communications at the University of Kansas. Prior to joining the faculty in August 1991, Guth served in several public information positions within the administration of North Carolina Governor Jim Martin. That included four years as the chief spokesman for the state's prison, probation and parole systems. He was also a broadcast journalist in Kentucky, Indiana, Georgia, New York and North Carolina and is a recipient of numerous reporting honors, including the prestigious Peabody Award. In addition to teaching responsibilities, Guth serves as a private public relations consultant. He has made four trips to St. Petersburg, Russia, and one trip to Ashgabat, Turkmenistan, at the invitation of the U.S. State Department. His areas of special research interest are crisis communications and history. He has co-authored four books, including the text used in this class. Guth is also an accredited member of the Greater Kansas City Chapter of the Public Relations Society of America.

Required Text: Guth, David W. and Marsh, Charles. *Public Relations: A Values-Driven Approach*, Fifth Edition Allyn & Bacon. Boston. Copyright © 2012.

Grading:	First exam	150 points
	Second exam	150 points
	Final exam	200 points
	Research memo	100 points
	Monday Memo #1	50 points

Monday Memo #2	50 points
Planning grid	50 points
Goals and strategies draft (group activity)	50 points
Public relations plan (group activity)	150 points
Presentation of plan	50 points
Attendance/Professionalism	100 points
Total (undergraduate)	1100 points

The grading scale for this course will be as follows: A = 92-100%, A- = 90-91.9%, B+ = 88-89.9%, B = 84-87.9%, B- = 82-83.9%, C+ = 80-81.9%, C = 76-79.9%, C- = 74-75.9%, D+ = 72-73.9%, D = 68-71.9%, D- = 66-67.9%, and F = 0-65.9%. With only a few specific exceptions, what you earn is what you get. "Being close" does not merit a bump in the grade. Unless otherwise noted, all assignments are due at the start of class on the designated date. A penalty will be assessed for late papers. Handwritten materials or materials with handwritten corrections will not be accepted.

Tests: Tests will be based on assigned reading and classroom lectures, including guest lectures. The lectures are designed to complement textbook readings. However, they will not be identical. For that reason, students are advised to keep up with both. The university has set the time for the final exam. It will not be administered at any other time. Adjust your travel plans accordingly.

Research Memo: Preparatory to the group project described below, each student will write a short research memorandum. Students will be encouraged to take advantage of the various research tools available on campus. Detailed instructions for this paper will be made at the time of its assignment.

Planning Grid: Preparatory to the group project described below, each student will complete a planning grid. Detailed instructions will be given at the time of the assignment.

Monday Memos: Each student will be assigned two case studies from the textbook and will be required to write a brief summary and analysis of each. These will be discussed on selected Mondays - hence the name. Detailed instructions will be given at the time of the assignment.

Group Project: Since public relations practitioners must often work in collaboration with other professionals, each student will be assigned to a group consisting of three to five individuals. Each group will be responsible for preparing a public relations plan based upon a realistic scenario. The plan will be developed in a three-step process that is designed to give students meaningful feedback. Students will also be required to submit an evaluation of their group and individual work. Specific instructions will be presented at the time of the assignment.

It is important that every member of the group contribute to the total effort. Each student in the group will receive the same grade for group assignments. To recognize individual extra effort and to minimize an individual's failure to do one's fair share, grades awarded in connection with the group term project may be subjected to a *performance adjustment* based upon student evaluations and other information deemed appropriate by the professor. When such an adjustment occurs, an individual's grade may rise or fall from the group's assigned grade. (See "Academic Misconduct" below)

Graduate Paper: In addition to the abovementioned course requirements, students receiving graduate credit are required to write a 10-20 page research paper on a topic relevant to the practice of public relations. The paper is worth 250 points. Graduate grades in this class will be based on a percentage of 1350 points. Specific details about the paper will be discussed in class.

Attendance/professionalism: Each student can earn up to 100 professionalism points. Fifty percent of this calculation is based on classroom attendance. The remaining 50 percent will be based on classroom and group participation. Professor Guth reserves the right to consider other factors, such as disruptive or unethical behavior, in determining this grade. Attendance will be checked against assigned seating. All absences will be counted without regard to the reason. This class will begin promptly 9:30 a.m. Tardiness will also be figured into the attendance/professionalism grade.

Students are expected to have read that day's assigned reading and be prepared to discuss it in class. Persons who engage in behavior that is distracting to either the professor or other students, such as talking or sleeping, will be asked to leave the classroom. Cellular telephones must be turned off. Professor Guth reserves the right to amend this policy if absenteeism becomes a problem. (See "School Attendance Policy" below)

Academic Misconduct: Article II, Section 6 of the Rules and Regulations of the University Senate: "Academic misconduct by a student shall include, but not be limited to, disruption of classes, giving or receiving unauthorized aid on examinations or in the preparation of notebooks, themes, reports or other assignments, or knowingly misrepresenting the source of any academic work, falsification of research results, plagiarizing of another's work, violation of regulations or ethical codes for the treatment of human and animal subjects, or otherwise acting dishonestly in research." Sanctions imposed for academic misconduct can include a reduction of grade, disciplinary probation, suspension or expulsion from the university. **Make no mistake about it: Plagiarism in any form will not be tolerated.**

Policy on Plagiarism and Fabrication/Falsification -- Adopted May 7, 2004:

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor(s) of this course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism

Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification

Unauthorized alteration or invention of any information or citation in an academic exercise.

Journalism School Policy on Classroom Attendance:

"No student may add a journalism class after the 20th day of a semester.

"Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

"The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting."

"The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.

"Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid."

Inclement Weather – The Pentagon doesn't trust Professor Guth with the nuclear launch codes, nor does KU allow him to decide whether classes will be held during periods of bad weather. In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether snow and/or icy conditions or have canceled classes, please call 8647669 (864-SNOW).

Students with Special Needs - The Office of Disability Resources (DR), 22 Strong Hall, (785) - 864-2620 coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted ODR, please do so as soon as possible. Please also contact your professor privately in regard to this course.