



WALSH UNIVERSITY

DIVISION OF BUS, ECON, AND COM

COM 360

INTRODUCTION TO PUBLIC RELATIONS AND ADVERTISING

(8-WEEK FORMAT)

**ASSIGNMENT DUE ON THE FIRST NIGHT
OF CLASS: SEE PAGE 4**

PREREQUISITE: NONE

DIVISION OF COMMUNICATION
COM 360
Introduction to Public Relations/Advertising

COURSE: COM 360, Introduction to Public Relations/Advertising, Communication Division, [Catalog # 8W1F, fall 2006](#), 3 Credit Hours.

Instructor: Lee Horrisberger

Phone Number: 330/490-7040

Email: LHorrisberger@walsh.edu

Office: Science Center, Room 020

Office Hours: [M 8:00—9:00 a.m.](#) , [T & R 8:00-9:30 a.m.](#) or by appointment

Meeting Dates: [August 23, 30, September 6, 13, 20, 27, and October 4, 11](#) from 6-10 p.m.

COURSE DESCRIPTION: History, concepts, and theories on how business and industry interact with various media to disseminate messages and establish images. Introduction to Public Relations/Advertising is taught every fall semester. No pre-requisites.

COURSE OBJECTIVES: This course will introduce the fundamentals of public relations and advertising, and explore the roles that advertising and public relations play within mass media.

COURSE LEARNING OUTCOMES: After completing COM 360/Intro to Public Relations and Advertising, a student should:

- Understand the role of advertising and public relations in our society
- Develop skills to research, organize, develop programs and evaluate effective public relations
- Determine the effectiveness of advertising messages

REQUIRED TEXT: *Effective Public Relations*, 9th Edition, Cutlip, Center, and Broom. (Prentice Hall, 2005)

READINGS: Please keep up with the reading assignments and come to class prepared to discuss the readings for the day they are assigned.

SAKAI: Course material, assignments, tests and grades are available on Walsh Sakai--
<http://sakai.walsh.edu>

COURSE POLICIES

Attendance: Students are expected to attend all classes (mandatory), be punctual, and participate in class discussions and activities. See Student Handbook for more information.

Academic Integrity: A student assumes responsibility for the content and integrity of the academic work he/she submits, such as papers and presentation of project topics. A student is guilty of violating the policy, if he/she:

1. Knowingly represents the work of others as his/her own
2. Uses or obtains unauthorized assistance in any academic work, or gives fraudulent assistance to another student
3. Fabricates topic information or sources
4. In addition-subject matter and topic selection should be in good taste. Use good judgment and common sense.
5. Students who violate the policy may fail the assignment, and possibly the course.
6. See Student Handbook for complete information.

REQUIREMENTS AND EVALUATION:

Assignments:

| | | |
|------------------------|------|------------------|
| Public Relations Paper | 25 % | Due: Workshop #4 |
| Case Study | 25 % | Due: Workshop #8 |
| Exam | 25 % | Due: Workshop #7 |
| Advertising project | 25 % | Due: Workshop #8 |

Total 100 %

Presented together

Make-Up Work: Late assignment(s) or make-up assignment(s)/exam are at the discretion of the course instructor.

SUGGESTED GRADING CRITERIA

| GRADING SCALE | |
|---------------|----------|
| A | 95-100% |
| A- | 92-94% |
| B+ | 89-91% |
| B | 86-88% |
| B- | 83-85% |
| C+ | 81-82% |
| C | 78-80% |
| C- | 75-77% |
| D+ | 72-74% |
| D | 69-71% |
| D- | 66-68% |
| F | Below 66 |

Assignments to be completed before Workshop One

1. Read Chapter 1, 2, 3, 4
2. Write a one-page sheet summarizing the following—the definition of Public Relations, explain how public relations is going to fit into your personal career goals, what do you want from the course, and describe how the course objectives will help you achieve those goals.

WORKSHOP ONE—THE ROLE CONCEPT, PRACTITIONERS, ORGANIZATIONAL SETTINGS, AND PUBLIC RELATIONS ORIGIN

OBJECTIVES:

- Define Public Relations.
- Define publics of Public Relations.
- Distinguish between Advertising, Marketing and Public Relations.
- Explain how Public Relations can function in the workplace.
- Identify where the jobs in Public Relations exist and explain the different roles and responsibilities Public Relations practitioner follow.
- Summarize and explain the contribution of some historical events and explore some of the key PR pioneers and their contribution to the field.

ACTIVITIES:

- Introduction of the class/instructor, and students
- Explanation of course objectives, learning outcomes, requirements, and methods of evaluations, and projects.
- Discussion of course projects.
- Demonstrate the resources available for the course, and online access.
- Presentation and discussion of material in Chapters 1-4.
- *Public Relations Paper assigned.*
- Interning/portfolio building.

RESOURCES:

Public Relations Society of America
Videos

<http://www.prsa.org/>
The Image Makers

Assignments to be completed before Workshop Two

1. Read Chapter 5-7, 9
2. Bring in a newspaper section that you read regularly to share and discuss media relationship building.

WORKSHOP TWO—THE FOUNDATIONS ETHICS, COMMUNICATION MODEL, MEDIA BUILDING

OBJECTIVES:

- Explain the communication model and its importance to the practice of Public Relations.
- Identify the major components of the communication model.
- Point out problems with the model.
- Introduce five theories and their significance to the practice of Public Relations. (*Magic Bullet, Two-step Flow, N-step, Diffusion, and Agenda Setting theories*)
- Identify internal/external communication and how it functions.
- Compare the internal department with an outside Public Relation's firm; cite the advantages and disadvantages.
- Explain media relationship—the building and importance of media relationships.
- Distinguish between controlled and uncontrolled media.

ACTIVITIES:

- Presentation and discussion of material in Chapters 5-7, 9
- Present examples of fact sheets, media advisories, media kits, press releases, pitch letters, and new releases.
- Discussion of media relationship, sharing newspaper contributions.
- Ethics in the workplace—examples and scenarios to discuss.
- Library Researching for Public Relations paper.

RESOURCES:

| | |
|--------------------|---|
| Walsh Library | http://library.walsh.edu/maincategory.htm |
| The Beacon Journal | http://www.ohio.com/mld/ohio/ |
| The Repository | http://www.cantonrep.com/ |
| The Plain Dealer | http://www.plaindealer.com/ |
| Videos | <i>The Company Grapevine</i> |

Assignments to be completed before Workshop Three

1. Read Chapter 10-13
2. Complete assigned exercises and assignments.

WORKSHOP THREE—MANAGEMENT PROCESS ROPE=RESEARCH, OBJECTIVES, PROGRAM, AND EVALUATION

OBJECTIVES:

- Define the ROPE/RACE process.
- Determine through research who are the client, publics and problem/opportunity.
- Explore the objectives of the process—input and output.
- Organize a program for the process.
- Determine the success by evaluation.
- Apply the ROPE process to case study.

ACTIVITIES:

- Presentation and discussion of material in Chapters 10-13
- Explanation and discussion of case project, presentation, requirements and methods of project evaluations.
- Team building, explore cases.
- *Assignment of Case studies.*

RESOURCES:

Class handout of case studies.

Assignments to be completed before Workshop Four

1. Complete assignments.
2. Review chapters 10-13
3. Find one example of a public relations crisis example, either poorly orchestrated, or one that was handled well. Be able to explain why. Use the guidelines from Crisis website or your PR paper to guide your search.

WORKSHOP FOUR—THE APPLICATION THE PRACTICE, CRISIS PLANNING

OBJECTIVES:

- Define Public Relations in the corporate, nonprofit arena.
- Explain how ethics affects the role of public relations.
- Explain crisis planning in the public relations field.
- Explain how Public Relations can function in the workplace.

ACTIVITIES:

- Writing the Crisis Plan.
- Scenarios of crisis for the public relations practitioner in the work world.
- Review the case assignment and prepare for presentations.
- *Public Relations Paper Due.*

RESOURCES:

Crisis Management <http://www.bernsteincrisismanagement.com/newsletter.html>

Assignments to be completed before Workshop Five

1. Complete assignments.
2. Be prepared to present Case Presentation and explain how the ROPE method applies to each case.
3. Review chapters 10-13

**WORKSHOP FIVE—THE CASES
PRACTITIONERS**

OBJECTIVES:

- Be prepared to present Case Presentation and explain how the ROPE method applies to each case.
- Discuss how cases show the importance of research, client and problem.
- Demonstrate the importance of a communication plan and the implementation of program with the cases.

ACTIVITIES:

- Prepare presentation of Case studies.
- *Team presentation of ROPE Case Presentations.*

Assignments to be completed before Workshop Six

1. Complete assignments.
2. Compare different corporations' approach to advertising—which is more successful at building brand image?

WORKSHOP SIX—INTRODUCTION TO ADVERTISING THE STRUCTURE OF THE INDUSTRY

OBJECTIVES:

- Define Advertising and explain what it can do.
- Distinguish between Advertising, Marketing and Public Relations.
- Describe the different ways advertising functions in the business process.
- Determine the type of advertising to use.
- Discuss different media for advertising to reach target publics.
- Explain the life cycle of a product in terms of advertising.

ACTIVITIES:

- Review for Exam.
- Discussion of projects and assigned exercises.
- Discuss Successful advertising campaigns—reference resources.
- *Assignment of Advertising Project.*

RESOURCES:

Coke www.cocacola.com

Volkswagen www.vw.com

Apple Computer www.apple.com

Got Milk www.gotmilk.org

Wendy's www.wendys.com

Hardee www.hardees.com

Assignments to be completed before Workshop Seven

1. Do exercise included in the resources section of workshop seven.
2. Review for Exam, review chapter 1-4, 5-7, 9, 10-13, and in-class notes, and handouts.

WORKSHOP SEVEN—ADVERTISING OBJECTIVES CHANNELS, CREATIVE STRATEGIES

OBJECTIVES:

- Determining “What’s the big idea?”
- Explain the art of creating print advertising.
- Look at the role of art in radio and TV Advertising.
- Understand Positioning: How advertising shapes perception.

ACTIVITIES:

- Continuation of Advertising Workshop—strategies and creative development.
- Presentation and explanation of creative exercise.
- Discussion of projects and assigned exercises.
- *Exam for course.*

RESOURCES:

- Adidas www.adidas.com
- Energizer www.energizer.com
- Nintendo www.nintendo.com
- Nissan www.nissan-usa.com
- Pacific Bell www.pacbell.com
- Sea World www.seaworld.com
- Taco Bell www.tacobell.com

Videos:

Positioning: How Advertising Shapes perception

Assignments to be completed before Workshop Eight

1. Complete Advertising project Assignment.
2. Review all handouts and exercises.

WORKSHOP EIGHT—ADVERTISING PRESENTATION

OBJECTIVES:

- Define the best media for advertising placement.
- Discuss the best method for persuasive advertising.
- Explore smart targeting and dumb advertising.
- Look at new media formats, mini movies, desktop toolbars, integrated campaigns, i.e.: Chanel, Toyota, etc.

ACTIVITIES:

- *Presentation of Advertising Projects*
- Discussion of projects and assigned exercises.
- Course Wrap up.

RESOURCES:

BMW <http://www.bmwfilms.com/>