



# **WALSH UNIVERSITY**

## **DIVISION OF BUS, ECON, AND COM**

### **COM 360**

#### **INTRODUCTION TO PUBLIC RELATIONS AND ADVERTISING**

**(15-WEEK FORMAT)**

**PREREQUISITE: NONE—THIS COURSE IS FOR  
COMMUNICATION /CORPORATE COMMUNICATION  
STUDENTS**



**DIVISION OF BUS., ECON., AND COM.  
COMMUNICATION  
COM 360**

**Introduction to Public Relations/Advertising**

**COURSE:** COM 360, Introduction to Public Relations/Advertising, Business, Economics, and Communication Division, [Catalog # 20181](#), [spring 2008](#), 3 Credit Hours.

**Meeting Dates:** [MWF—8:10-10:10 a.m. FH202](#)

**Instructor:** Lee Horrisberger

**Phone Number:** 330/490-7040

**E-mail:** [Lhorrisberger@walsh.edu](mailto:Lhorrisberger@walsh.edu)

**Office:** Science Center, Room 020

**Office Hours:** [MWRWF 11:30 a.m.-12:30 p.m.](#), or by appointment

**COURSE INFORMATION**

**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 semester.

**PREREQUISITE:** For communication and Corporate communication students

**COURSE OVERVIEW:** The class is taught in a lecture, problem solving & discussion format. Students will use Sakai as a classroom management tool, course content will be available on line, and assignments will be turned in via Sakai. The class will participate with in-class speakers, and outside field trips to complement topics taught in the class room.

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

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

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

**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

**COURSE POLICIES:**

**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—either visually or written 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. Does not participate fully in team assignments/projects
5. In addition-subject matter and topic selection should be in good taste. Use good judgment and common sense.
6. Students who violate the policy may fail the assignment, and possibly the course.
7. See Student Handbook for complete information.

**ATTENDANCE:** Attendance counts toward your final grade. Students are expected to attend all classes (mandatory), be punctual, and participate in class discussions and activities. Any excused absence will need documentation, with date and time of absence. See Student Handbook for more information. Should you miss a class it is **your** responsibility to gather all pertinent information and assignments missed from another student. Being on time is important—if you are late—you will be counted absent—no exceptions.

**FIELD TRIP AND SPEAKERS:** You are expected to participate in class speakers and attend all field trips.

### **CLASSROOM POLICIES:**

- Follow directions.
- Arrive on time to class. Late arrivals will count against your attendance—so be on time.
- Don't talk while others are talking, turn off cell phone ringers.
- Treat others and university property with respect.
- Come to class prepared to learn: bring paper and pencil, have all assignments and activities completed.
- Stay on task: participate, no work from other classes, and lose the headphones.

**PORFOLIOS:** This is a good class to begin your portfolio; a portfolio will be used for job interviews, and showcases your talents and skills.

### **REQUIREMENTS AND EVALUATION:**

#### **Assignments:**

Public Relations project	20 points
PR project 2	10 points
Advertising project	20 points
Test 1	20 points

Test 2 15 points  
Attendance 15 points

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Total 100 points

**Make-Up Work:** Late assignment(s) or make-up assignment(s)/exam are at the discretion of the course instructor. **No late assignments accepted! Extra credit may be available—it is only assigned by the instructor and available to the entire class.**

**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

Week	Monday	Wednesday	Friday
1	January 7 Introduction to the class, Sakai (Syllabus and Assignments)	January 9 <b>Read: Chapter 1</b> What is Public Relations? Its Function?	January 11 <b>Read: Chapter 4</b> Historical Aspect of PR Video— <i>Image Makers</i>
2	January 14 <b>Read Chapter 2</b> Practitioners	January 16 <b>MATT</b> Topic Continues	January 18 <b>Smiley</b> Researching Issues in Public Relations
3	January 21 <b>No CLASS</b>	January 23 Interning/portfolio building <b>Professor for a day</b>	January 25 <b>Read: Chapter 3</b> The organizational setting
4	January 28 Topic Continues—hospital, crisis, political campaigns <b>Bull</b>	January 30 <b>Read: Chapter 5</b> Ethical Issues <b>Read: Chapters 7- 8</b> Theoretical methods, and Managing Public Opinion Media Policy and Crisis Management.	February 1 <b>Read: Chapter 9</b> Internal communication Video-- <i>The grapevine</i>
5	February 4 <b>Read: Chapters 10</b> External Media and Media Relations	February 6 Topic Continues <b>Korcher/Mast</b>	February 8 <b>Read: Chapters 11</b> The Public Relations Process (ROPE) (Research) (objectives)
6	February 11 <b>Read: Chapters 12</b> The Public Relations Process (program)	February 13 Topic Continues	February 15— <b>Papers due at 9:00 a.m. on Sakai</b> —no late papers accepted
7	February 18 <b>No CLASS</b>	February 20 <b>Read: Chapters 13-14</b> The Public Relations Process (evaluation) Review the ROPE Process	February 22 <b>TEST 1</b> Test will open at 9a.m. and close at 4 p.m. 1 hour open note—multiple choice, true false and fill in the blank—you must log on Sakai covering chapters 1-10 and all speakers up to this point
8	February 25 Case study	February 27 Topic Continues <b>B. Becky</b>	February 29 Case study
9	<b>SPRING BREAK MARCH 2-MARCH 8</b>		
10	March 10 Intro to Advertising Advertising vs. PR vs. Marketing The structure of the advertising Industry	March 12 Careers in advertising <b>advertising project assigned</b>	March 14 Topic continues <b>Joel Jim</b>
11	March 17 Advertising Objectives and Budget	March 19 Advertising Channels Media Evaluation & Media Plan	March 21-- <b>NO CLASS</b>
12	March 24— <b>NO CLASS</b>	March 26 Designing to communicate <b>MARK</b>	March 28 Development of Creative Work
13	March 31 How to make an Advertising evaluation	April 2	April 4 <b>Advertising Presentations</b>
14	April 7 <b>Advertising Presentations</b>	April 9 <b>Advertising Presentations</b>	April 11 <b>Advertising Presentations</b>
15	April 14 <b>Advertising Presentations</b> (Wrap up) Discussion of Projects Course evaluation/ Review	April 16 No class— <b>REVIEW</b> for exam	April 18 <b>TEST 2</b> Test will open at 8a.m. and close at 4 p.m. 1hour. open note—multiple choice, true false and fill in the blank—you must log on Sakai covering c11-14 and Adv. Notes & speakers.

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