Required Text:

Recommended Texts:

Required Technology
eCampus – http://ecampus.tamu.edu

Learning Outcomes:

- Analyze public relations needs of individuals, organizations, etc. through monitoring of news and emerging issues.
- Use research to find reliable sources of information.
- Apply critical thinking and reasoning, as well as persuasion and creativity, throughout the writing and editing process.
- Develop key messages and tailor them to specific audiences and organizational objectives.
- Produce clear and concise copy quickly and efficiently, that is accurate and well-organized based on key messages.
- Write with correct grammar, spelling, and punctuation, using AP Style.
- Effectively tailor content for multimedia platforms and communication methods.
- Develop a final portfolio suitable for a professional job interview.
Grades

Online Exams (300 total points) - 100 pts for each exam
Thorough preparation for each exam is necessary if you are wanting to do well in this class, not studying for one exam and doing poorly can be detrimental to your final grade. You MUST work hard every day. You will earn your grade, you are not owed or entitled to a grade. If you are truly concerned about your grade in this class then you will come to class having read the material every day, take excellent notes, and will ask questions if you have them. Please note: all material covered in the assigned readings is “fair game”, even if we do not talk about it in class.

- If you miss an exam you will not be allowed to make it up unless it is a University Excused Absence. The instructor must be notified of this absence via email as soon as possible and documentation of the excused absence must be provided within 2 class periods of the missed day. The form that must be filled out is located on eCampus and requires documentation from a healthcare, legal, or other professional source. After you have shown me documentation you will then be required to set up your make-up exam time and take your make-up exam within a week of showing me your documentation.
- If you would like to look over your exam you have 1 week from the date of the test in order to review your exam. After that time has passed you will not be able to look at the exam.
- Optional Final Exam - there will be an optional cumulative final exam that you may take to replace an exam grade if you choose to do so. Not taking it will not hurt your grade.

Online Quizzes (100 total points) - 10 pts per quiz
There will be a total of 10 online quizzes. Quizzes will be located on ecampus and open on Fridays at noon and will close on Sunday night at 11:59pm. There will not be a quiz every week, but most weeks. So make sure to check ecampus regularly. Do not wait until the last minute to take your quiz, as technically difficulties can ensue and will prevent you from being able to complete it on time. Failure to remember to take one of these quizzes means you earn a 0 for that quiz and cannot be made up.

Labs (200 total points) - 20 pts per lab
You will be completing a series of labs during class time related to the readings assigned that week. The labs will be due by the end of class unless otherwise indicated.

Client Media Kit (400 points)
Over the course of a semester you will work in small groups and compete with the other groups in the class to have your tactics chosen by client. For this project you will do a communication audit, develop a news release, a broadcast news release or PSA, and prepare additional media pieces based on the results of your communication audit and the client’s wants. More details about this assignment and deadlines will be given throughout the semester.

Ideas Related to Grading

Grades for exams and quizzes will be posted to eCampus at the end of the exam period. You will have 1 week from the time the exam has been given to come to my office and review your exam if you have questions and would like to look over it.

If you have a question about an item on the exam you will have to make an argument as to why the answer you chose should be considered correct and you must back up your argument with evidence from the book and/or your notes, so bring them with you. I will not be answering questions like “Well why is this answer x and not y?” The test questions come from information in the book and lecture notes so if you look at those sources you will be able to answer that question yourself. Self-reflection and learning are valuable parts of the learning process.

Grading Scale for Final Grade:  
A = 900-1000;  B = 800-899;  C = 700-799;  D = 600-699;  F = 599 or less