



**MKTK 3312 - 115  
Public Relations  
Founder's Hall - Room 312  
MW: 2:30 – 5:15  
June 4 – July 27  
Summer Semester 2018**

**CRN 60146 MKTG 3312.115**, Public Relations - rev. 05.28.2018 Texas A&M University-Central Texas

**INSTRUCTOR AND CONTACT INFORMATION**

Instructor: Lana Kay Carey Office: Phone: 254-702-1290 Email: [lcarey@tamuct.edu](mailto:lcarey@tamuct.edu)

Office Hours: I am available either before or after class.

**Mode of instruction and course access:**

This course meets face-to-face. This course uses the A&M-Central Texas Canvas Learning Management System [<https://tamuct.instructure.com>].

Student-instructor interaction: I will routinely check and reply to student emails. Available by phone 10:00 am to 9:00 pm daily. If I don't answer please leave a message with your return phone number and name.

**Emergency Warning System (911 Cellular)**

Emergency Warning System for Texas A&M University – Central Texas 911Cellular is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in 911 Cellular through their myCT email account. Connect at 911Cellular [<https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management>] to change where you receive your alerts or to opt out. By staying enrolled in 911Cellular, university officials can quickly pass on safetyrelated information, regardless of your location.

**Mode of instruction and course access:**

This course meets face-to-face. This course uses the A&M-Central Texas Canvas Learning Management System [<https://tamuct.instructure.com>].

**Course Overview:** Study of the administration of effective public relations in a growing global information society in the 21<sup>st</sup> century. PR practitioners are professionals who manage the public relations function and build the relationships an organization has with its various constituencies. Prerequisites: MKTK 301 (or 314).

**Course Objectives:**

- ◆ Describe the basic types of MPR opportunities and some fundamental rules for marketers who pursue them.
- ◆ Describe the key elements in the marketing communications mix and explain how these elements work together with MPR.
- ◆ Describe the importance of MPR in building and supporting a brand value.
- ◆ Explain the need for measuring the effectiveness of an MPR effort.
- ◆ Describe the concept of media convergence and how it is affecting the media industry and marketers.
- ◆ Explain why word of mouth is such a powerful marketing tool.
- ◆ Explain the process of choosing connectors for a specific MPR campaign.
- ◆ Explain the major elements of a press release and how they contribute to the release's effectiveness.
- ◆ Describe the concept and impact of "newsworthiness."
- ◆ Explain what social media are and differentiate between the different types.
- ◆ Explain the value of creating experts within the firm.
- ◆ Describe the elements of a crisis plan and explain the rules of crisis management.
- ◆ Construct a formal MPR plan.

**Required Reading & Textbook(s):**

Text: ***Marketing Public Relations: A Marketer's Approach to Public Relations and Social Media***, Gaetan T. Gianninik Jr., Upper Saddle River, New Jersey: Pearson Education, Inc., copyright 2010, ISBN 978-0-13-608299-6.

**Note: A student of this institution is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.**

## **Course Requirements:**

### **READING ASSIGNMENTS**

Students will be required to read the text for this course. Specific assignments will be given to meet the class needs.

### **PRESS KIT: 200 points**

You will design and develop a press kit for a special event. You will use the Falcon's Lair as your organization.

### **EXAMINATIONS: 800 points**

This course will have 4 examinations. Each exam is worth 200 points. These exams will be true/false/multiple choice and will be taken in class.

### **CONCEPT CASE PORTFOLIO: 400 points**

Your text features Concept Cases, which take you through the entire MPR process for a fictitious company, The Falcon's Lair. As you move through the text you will think about and apply each chapter's MPR topics to the Falcon's Lair. These activities will allow you to contribute to an MPR portfolio that you will be able to use as evidence of your abilities as a marketing professional. The Concept Case Portfolio will be typed, APA Format, and stored in sheet protectors in a 3 ring binder. You will also create a table of contents for this portfolio.

### **PARTICIPATION: 100 points**

You will be issued 6.25 points for each class day that you participant in class discussion and group work.

## **Grading Criteria:**

### **Grading Computations:**

Students are evaluated on the following aspects:

		Points Value:
Press Kit		400
Examinations		800
Concept Case Portfolio		400
Participation		<u>100</u>
<b>Final Grade Total</b>	100%	1700

**Grading scale is:**

	<u>Points</u>
A	1530
B	1360
C	1190
D	1020

**Course Calendar:**

**Caveat:** Like all schedules, the following is **TENTATIVE**. As your instructor I reserve the right to make changes as needed to this schedule. If changes are necessary, they will be announced in class. It is your responsibility to learn of any changes announced in your absence.

**NOTES:**

1	M	6/4	<b>Introduction WELCOME TO PR</b>
2	W	6/6	<b>Chapter 1 &amp; 2 Lecture</b>
3	M	6/11	<b>Chapter 3 &amp; 4 - Lecture</b> <i>(Ch. 1 &amp; 2 Concept Case Due)</i>
4	W	6/13	<b>EXAM 1 – CHAPTER 1 - 4</b>
5	M	6/18	<b>Chapter 5 &amp; 6 - Lecture</b> <i>(Chapter 3 &amp; 4 Concept Case Due)</i>
6	W	6/20	<b>Chapter 7 &amp; 8 – Lecture</b> <i>(Chapter 5 &amp; 6 Concept Case Due)</i>
7	M	6/25	<b>EXAM 2 – CHAPTER 5 - 8</b>
8	W	6/27	<b>Chapter 9 &amp; 10 - Lecture</b> <i>(Chapter 7 &amp; 8 Concept Case Due)</i>
9	M	7/2	<b>Chapter 11 &amp; 12- Lecture</b> <i>(Chapter 9 &amp; 10 Concept Case Due)</i> <b>EXAM 3 – TAKE HOME EXAM – Due 7/9</b>
10	W	7/4	<b>HOLIDAY</b>
11	M	7/9	<b>Chapter 13 &amp; 14 – Lecture</b> <i>(Chapter 11 &amp; 12 Concept Case Due)</i>
12	W	7/11	<b>Review PR</b> <i>(Chapter 13 &amp; 14 Concept Case Due)</i>
13	M	7/16	<b>EXAM 4 – CHAPTER 13 &amp; 14</b>
14	W	7/18	<b>Press Kit Presentations</b>
15	M	7/23	<b>Press Kit Presentations/Article Review (xpts.)</b>
16	W	7/25	<b>Press Kit Presentations/Article Review (xpts.)</b>

## **TECHNOLOGY REQUIREMENTS AND SUPPORT** Technology Requirements.

This course will use the A&M-Central Texas Instructure Canvas learning management system. Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com>].  
 Username: Your MyCT username (xx123 or everything before the "@" in your MyCT e-mail address) Password: Your MyCT password  
 Technology Support. For log-in problems, students should contact Help Desk Central. 24 hours a day, 7 days a week:  
 Email: [helpdesk@tamu.edu](mailto:helpdesk@tamu.edu) Phone: (254) 519-5466 Web Chat: [<http://hdc.tamu.edu>]  
 Please let the support technician know you are an A&M-Central Texas student. For issues with Canvas, select "chat with Canvas support," submit a support request to Canvas Tier 1, or call the Canvas support line: 1-844-757-0953, links to all are found

inside of Canvas using the “Help” link. For issues related to course content and requirements, contact your instructor.

## **UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES**

**Drop Policy.** If you discover that you need to drop this class, you must complete a Drop Request Form [[https://www.tamuct.edu/registrar/docs/Drop\\_Request\\_Form.pdf](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf)].

Professors cannot drop students; this is always the responsibility of the student. The Registrar’s Office will provide a deadline on the University Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar’s Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar’s Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

**Academic Integrity.** Texas A&M University-Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community.

Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student’s academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student’s work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university’s Office of Student Conduct. Ignorance of the university’s standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

**Academic Accommodations.** At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier free education. The Department of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the University’s programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Department of Access and Inclusion at (254) 501-5831. Any information you provide is private and confidential and will be treated as such.

For more information please visit our Access & Inclusion webpage [<https://www.tamuct.edu/departments/access-inclusion>].

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. For more information, please visit <https://www.tamuct.departments/index.php>. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these requirements and guidelines online, please visit the website [<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>].

Tutoring. Tutoring is available to all A&M-Central Texas students, both on-campus and online. On-campus subjects tutored include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111. If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or any other question, contact Academic Support Programs at 254-519-5796, or by emailing Larry Davis at [Imdavis@tamuct.edu](mailto:Imdavis@tamuct.edu).

Chat live with a tutor 24/7 for almost any subject on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log-in and receive FREE online tutoring and writing support. This tool provides tutoring in over forty subject areas. Access Tutor.com through Canvas.

The University Writing Center. Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University-Central Texas is a free workspace open to all TAMUCT students from 10am-5pm Monday-Thursday with satellite hours in the University Library on Mondays from 6:00-9:00pm. Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via WCOOnline [<https://tamuct.mywconline.com/>]. In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) to schedule an online tutoring session. Tutors are prepared to help writers of all levels and abilities at any stage of the writing process.

While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper

citation practices, or just want a quiet place to work, the University Writing Center is here to help!

If you have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu).

University Library. The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 72,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On-campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available twenty-four hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our Library website [<https://tamuct.libguides.com/>].

**OPTIONAL POLICY STATEMENTS: A Note about Sexual Violence at A&M-Central Texas** Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at A&M-Central Texas, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Counseling Services (254-501-5956) located on the second floor of Warrior Hall.

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the Title IX webpage [<https://www.tamuct.edu/departments/compliance/titleix.php>].





