

MCOM 2375 – Introduction to Public Relations
Classroom: Arts and Sciences 106
Tu Th 11:00 AM-12:20 PM
Instructor: Yezi Hu
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Course Description: Welcome to MCOM 2375: Introduction to Public Relations. The objective of MCOM 2375 is to acquaint you with the principles of public relations. This includes increasing your understanding of the theory and practice of public relations, its function in organizations, and its role in society. The primary methods of instruction are in-class lectures and case studies. The lectures and readings generally cover different material.

Student Learning Outcomes: By the end of this course, students will be able to:

1. Demonstrate an understanding of the fundamental principles and concepts of public relations.
2. Demonstrate an understanding of the history and development of public relations as a profession, the functions assumed by practitioners in various types of organizations, and issues and trends in the field of public relations.
3. Identify and analyze emerging trends in public relations.
4. Demonstrate an understanding of professional ethical principles and legal for public relations.
5. Build the mindset of strategic thinking and understand how to identify communication problems and solve them with different PR solutions.
6. Demonstrate an understanding of integrated marketing communication and the relationship between PR and other communicational tools.

Course Requirements

1. **Required Readings:**

A. Introduction to Public Relations, Page & Parnell, 2nd edition, ISBN:
9781544392004

i. Text must be this edition – older editions do not contain updated research and chapters are in a different order.

ii. A free e-textbook version can be found in the school library

<https://libguides.uttyler.edu/c.php?g=1066647&p=8360022>

2. **PR Case Websites:**

<https://www.prsa.org/>

<https://instituteforpr.org/>

<https://www.prweek.com/>

<https://www.provokemedia.com/>

<https://www.campaignlive.co.uk/>

- <https://adage.com/>
- <https://www.canneslions.com/>
- <https://www.holmesreport.com/events-awards/sabre-awards>
- <https://globalprweekawards.com/>

3. **Social media trends and buzz:** Twitter, TikTok, Instagram, Reddit, etc.
4. **Brands and companies:** P&G, L’Oreal, Pampers, Chevrolet, Louis Vuitton, Coca-Cola, Sony, Nike, Google, Chase, Apple, TikTok, etc.

Evaluation and Grade Calculation

Attendance and in-class discussion	10%
Group Assignments	30%
Weekly short paper	50%
Career Opportunity Analysis Paper	10%

Total	100%
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Percent	Letter Grade
90% - 100%	A
80% - 89%	B
70-79%	C
60-69%	D
59% and below	F

1. Group Assignments (30%)
 - a. PR agency case study: Students will collaborate to analyze and present a single PR agency. The presentation has to cover the corporate structure, employees, clients, and a successful campaign. The purpose of these case studies is to aid students in exploring outsourcing PR work in agencies. The topics should be decided by week 2, and the slides will be presented in week 4. The revised and finalized slides should be submitted on Canvas by week 4.
 - b. Media case study: Students will collaborate to analyze and present a single traditional media or an influencer account. The presentation has to cover the target audience, influence, columns, content, PR opportunities, and a PR example. The purpose of these case studies is to aid students in exploring how to conduct PR work in media. The topics should be decided by week 7, and the slides will be presented from week 9. The revised and finalized slides should be submitted on Canvas by week 9.
 - c. Organization & Brand PR case study: Students will collaborate to analyze and present the PR efforts of a single organization or brand. The presentation has to cover the objectives, target audience, communication platforms, tactics, content, campaign themes, key campaign, and evaluation. The purpose of these case studies is to aid students in exploring the in-house PR within corporations and organizations. The topics should be decided by week 13, and the slides will be presented in week 15. The revised and finalized slides should be submitted on Canvas by week 15.

2. Weekly short papers (5*10=50 pts)

- a. 1 PR event log (4 pts): For week 2-5, students need to write a log documenting one PR event of the week. There are four events in total. For each PR event, you should introduce the date, describe the event content, explain why it qualifies as a PR event, and state how or where you learned about this event. The paper should be one page long and is due on Sep.26.
- b. 9 PR event analysis (4 pts for each week): From week 6 to week 15, students will write a two-page current event analysis paper. The event must have occurred within one month, and the analysis should include an event overview, a justification to explain why it is a PR event, an analysis of objectives, strategy, tactics, and your comments. The paper must be uploaded to Canvas every Thursday.
- c. Peer review is part of the assignments (1 pt). All students need to comment on at least two classmates' work by each Friday.

3. Final project: Career Opportunity Analysis Paper (10%)

- a. Students will write a short paper about the plan for personal career development. The paper should include a SWOT analysis of personal situations, an understanding of PR, career goals, and a 4-year plan to achieve goals. The paper should be uploaded to Canvas by week 16 (Dec.13).

4. Extra points:

- a. Any event from the weekly short paper assignments picked up by the professor to discuss in class will earn 1 extra points
- b. Movie appreciation (5 pts) Students will analyze the movie *Air* from the perspective of PR. The review article is 2-page long, analyzing the PR area and cognizations, goal and objectives, strategies, tactics, and your comments. The project is due on July 26.
- c. Essay (5pts) Students will write an essay to reflect on how this course has influenced and changed your perception of Public Relations (PR). You need to discuss specific topics, concepts, and experiences from the course that have contributed to this change. The review article is 2-page long. APA style is required.
- d. Slang sharing (1pt) A three-minute presentation to teach me one slang term from either local culture or Gen Z.

Class Policies and Expectations

1. Classroom Policies and Expectations

- A. Work hard - learning requires constant reading, researching, thinking, discussing, and working with your classmates and me. Everyone has something important to contribute. My job is to present new information and prepare a climate in which you can contribute your own special knowledge. Your job is to be prepared to contribute.

- B. Participate – you must be an active part of the course to succeed. You will also have to give effort outside of class.
- C. Treat each other with respect and display common classroom courtesies.
 - 1. You are responsible for your attitude and how you treat others. I will not tolerate name calling, fighting, students belittling each other for differing opinions, etc. I expect you to act like adults, show each other respect, and to challenge yourself and each other to learn/understand opinions you may not agree with. If you are not treating individuals with respect or are causing a distraction, you will be asked to leave the classroom.
- D. Grading – The grading process begins with the assumption that the work is good, which earns a grade within the range of a “B.” To earn an A, you must show exceptional understanding of the material, utilizing additional sources, examples, and original thought. This means going beyond stating the obvious, the simple answer, or what Google says. Additionally, poor organization, not following assignment instructions, grammar/spelling, lack of depth and thought, failing to illustrate an understanding of the material, etc. will result in your grade being lowered.
- E. I use Canvas and email to communicate, post assignments and readings, present feedback and provide a space for you to communicate with your classmates. I expect you to check both daily and stay aware of what is coming up.
 - 1. It is highly recommended that you download the Canvas application and adjust your settings to allow for notifications.
- F. Communicate - If you have a problem with anything throughout the semester, getting an assignment in on time, needing to be absent from a class, getting your book, checking out equipment, or anything I'm doing as a professor, talk to me about it. I cannot help you or fix the problem if I am unaware of it.

2. Assignment Policies

- A. Assignments do have deadlines and these deadlines need to be met. It is your responsibility to utilize time outside of class in an effective manner so you can ensure that you submit each assignment before the due date and time.
 - a. For many assignments, not all, the submission folder will stay open for one week after the due date. Any assignments turned in after the due date will receive a point per day deduction. Specific point values that will be deducted each day can be found on the assignment overviews on Canvas. It is your responsibility to know when the assignment is due for full credit, when the assignment closes, and the number of points that will be deducted each day for late submissions. Assignments will not be accepted after this final date.
 - b. All the assignments will be graded within one week.
- B. Assignments and due dates may be changed at the instructor’s discretion with fair notice to students.
- C. I will not accept assignments via email unless there are issues with Canvas and the email includes your assignment and a screenshot of the Canvas malfunction.

- D. Merely completing all assignments does not guarantee that you will pass the course. You must put forth effort and show an understanding of the material to earn a satisfactory grade.
- E. Spelling, grammar, and neatness count and you will lose points on assignments if your submissions are not edited.
- F. You are required to utilize **APA format** for any assignment that requires the utilization of outside sources.
- G. I will not accept screenshots of assignments. Unless otherwise indicated, all assignments must be typed, formatted to be a .DOC, .DOCX, PPT, or PPTX.(Pages, Google Drive, and other online word processors must be exported to this specific format), and submitted via Canvas.
- H. Assignments will be discussed in the first class, students will be given a course schedule, Canvas includes a syllabus function that outlines upcoming due dates, due dates can be seen listed on each assignment under the assignment tab in Canvas, assignment due dates can be added to your Canvas calendar, I have provided a list of graded assignments and activities and the date they are due, and each due date will be listed in the course modules.
- I. It is your responsibility to ensure that your assignments are being submitted correctly to Canvas by the due date and time. If an assignment appears to be not submitted beyond the assignment closing, it will receive a zero. If you do not regularly check your grades or check Canvas for technical errors, there is little that can be done at the end of the semester. If you do experience technical difficulties submitting assignments, you must email me before the assignment closes and, if the issue persists, contact IT.
- J. Students will adhere to the highest standards of academic honesty. Plagiarism and cheating will not be tolerated. A student who is caught doing either will earn a “0” for that assignment and will be subject to academic and disciplinary action. If a student is caught a second time, they will automatically fail the course.
 - a. In addition to UT Tyler’s Student Conduct and Discipline policy, plagiarism/cheating includes the use of papers or other materials previously submitted in my classes or other professors’ classes, as well as video and audio recordings. I expect you to submit work created specifically for this class during this semester.
 - b. Artificial Intelligence Statement**

UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools’ ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler’s Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution

from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler’s Academic Integrity Policy.

For this course, I encourage you to explore using artificial intelligence (AI) tools, such as ChatGPT, for all assignments and assessments. Any such use must be appropriately acknowledged and cited, following the guidelines established by the APA Style Guide, including the specific version of the tool used. However, you cannot simply copy and paste answers from AI. The process of training AI and improving answers is required to share. The submitted work should include screen-shots to show the exact prompt you used to generate the content and the AI’s complete response as an appendix. Because AI-generate content is not necessarily accurate or appropriate, you must assess the validity and applicability of any submitted AI output. You will not earn full credit if inaccurate, invalid, or inappropriate information is found in your work.

[APA Style Citation Information](#)

Course Schedule

Date	Agenda	Due today
Week One: Overview		
T 8/27	<u>Lecture:</u> <u>Course introduction:</u> Syllabus, schedule, assignment overview, etc.	<u>Reading:</u> Preface & Ch. 1
Th 8/29	<u>Lecture:</u> Definition and Industry Overview	Group Assign Sheet
Week Two: history, ethics & laws		
T 9/3	<u>Lecture:</u> The history of modern public relations	<u>Reading:</u> Ch. 2

Th 9/5	<u>Lecture:</u> Ethics & law in public relations	<u>Reading:</u> Ch. 3 Decide 1 st group presentation topic
Week Three: movie appreciation		
T 9/10	<u>Movie appreciation:</u> <i>Thank you for smoking</i>	
Th 9/12	<u>Movie appreciation:</u> <i>Thank you for smoking</i>	
Week Four: group presentation		
T 9/17	<u>Group presentation:</u> PR agency case study	
Th 9/19	<u>Group presentation:</u> PR agency case study	Slides submission: PR agency case study (9/20)
Week Five: strategic communication		
T 9/24	<u>Lecture:</u> Strategic thinking and strategic communication	<u>Reading:</u> Ch. 5
Th 9/26	<u>Lecture:</u> Strategic thinking and strategic communication	Weekly short paper 1: PR event log (9/26) Peer review (9/27)
Week Six: research		
T 10/1	<u>Lecture:</u> Research & Theory	<u>Reading:</u> Ch. 4

Th 10/3	<u>Lecture: Research & Theory</u>	Weekly short paper 2 (10/3) Peer review (10/4)
Week Seven: PR tactics		
T 10/8	<u>Lecture: Traditional PR Tactics</u>	<u>Reading: Ch. 7</u>
Th 10/10	<u>Lecture: New PR Tactics in Digital Era</u>	<u>Reading: Ch. 8</u> Decide 2 nd group presentation topic Weekly short paper 3 (10/10) Peer review (10/11)
Week Eight: movie appreciation		
T 10/15	<u>Movie appreciation: Irresistible</u>	
Th 10/17	<u>Movie appreciation: Irresistible</u>	Weekly short paper 4 (10/17) Peer review(10/18)
Week Nine: group presentation		
T 10/22	<u>Group presentation: Media case study</u>	
Th 10/24	<u>Group presentation: Media case study</u>	Slides submission: media case study (10/25) Weekly short paper 5(10/24) Peer review(10/25)
Week Ten: Internal and corporate PR		

T 10/29	<u>Lecture: Internal PR</u>	<u>Reading: Ch. 10</u>
Th 10/31	<u>Lecture: Corporate communication & reputation</u>	<u>Reading: Ch. 11</u> Weekly short paper 6 (10/31) Peer review (11/1)
Week Eleven: crisis management & consumer-based PR		
T 11/5	<u>Lecture: Issues management & crisis communication</u>	<u>Reading: Ch. 12</u>
Th 11/7	<u>Lecture: Consumer-based PR</u>	<u>Reading: Ch. 13</u> Weekly short paper 7 (11/7) Peer review (11/8)
Week Twelve: IMC and campaigns		
T 11/12	<u>Lecture: Integrated communication campaigns</u>	
Th 11/14	<u>Lecture: Global PR campaigns</u>	Decide 3 rd group presentation topic Weekly short paper 8 (11/14) Peer review (11/15)
Week Thirteen: movie appreciation		
T 11/19	<u>Movie appreciation: <i>the Cola wars</i></u>	
Th 11/21	<u>Movie appreciation: <i>the Cola wars</i></u>	Weekly short paper 9 (11/21) Peer review(11/22)
Week Fourteen: Thanksgiving		

Thanksgiving break – No class meetings Monday, 11/25 – Friday 11/29		
Week Fifteen: Group presentation		
T 12/3	<u>Group presentation: Organization PR case study</u>	
Th 12/5	<u>Group presentation: Organization PR case study</u>	Weekly short paper 10 (12/5) Peer review (12/6) Slides submission: Organization case study (12/6)
Week Sixteen: final		
Final's Week: No class meeting		Career Opportunity Analysis Paper (12/13) Extra points (12/13)

NOTE: The instructor reserves the right to adjust the syllabus according to the needs of the class.

Student Resources:

Faculty can update student resources to provide additional supports appropriate for each course.

Resources to assist you in the course

- [UT Tyler Student Accessibility and Resource \(SAR\) Office](#) (provides needed accommodations to students with document needs related to access and learning)
- [UT Tyler Writing Center](#)
- [The Mathematics Learning Center](#)
- [UT Tyler PASS Tutoring Center](#)
- [UT Tyler Supplemental Instruction](#)
- [Upswing \(24/7 online tutoring\) - covers nearly all undergraduate course areas](#)
- [Robert Muntz Library](#) and [Library Liaison](#)
- [Canvas 101](#) (learn to use Canvas, proctoring, Unicheck, and other software)
- Digital Support Toolkit (for supported courses only. Students are automatically enrolled in the toolkit for supported courses)
- LIB 422 -- Computer Lab where students can take a proctored exam
- [The Career Success Center](#)
- [UT Tyler Testing Center](#)
- [Office of Research & Scholarship Design and Data Analysis Lab](#)

Resources available to UT Tyler Students

- [UT Tyler Counseling Center](#) (available to all students)
- [MySSP App](#) (24/7 access to Student Support Program counseling through phone or chat and online wellness resources available in a variety of languages)
- [Student Assistance and Advocacy Center](#)
- [Military and Veterans Success Center](#) (supports for our military-affiliated students)
- [UT Tyler Patriot Food Pantry](#)
- [UT Tyler Financial Aid and Scholarships](#)
- [UT Tyler Student Business Services](#) (pay or set up payment plans, etc.)
- [UT Tyler Registrar's Office](#)
- [Office of International Programs](#)
- [Title IX Reporting](#)
- [Patriots Engage](#) (available to all students. Get engaged at UT Tyler.)

University Policies and Information

Withdrawing from Class

Students may [withdraw](#) (drop) from this course using the [Withdrawal Portal](#). Withdrawing (dropping) this course can impact your Financial Aid, Scholarships, Veteran Benefits, Exemptions, Waivers, International Student Status, housing, and degree progress. Please speak with your instructors, consider your options, speak with your advisor, and visit the One-Stop Service Center (STE 230) or email enroll@uttyler.edu to get a complete review of your student account and the possible impacts to withdrawing. We want you to make an informed decision. UT Tyler faculty and staff are here for you and often can provide additional support options or assistance. Make sure to carefully [read the implications for withdrawing from a course and the instructions](#) on using the [Withdrawal portal](#).

Texas law prohibits students from dropping more than six courses during their entire undergraduate career*. The six courses dropped includes those from other 2-year or 4-year Texas public colleges and universities. Consider the impact withdrawing from this class has on your academic progress and other areas, such as financial implications. We encourage you to consult your advisor(s) and Enrollment Services for additional guidance. **CAUTION #1:** Withdrawing before census day does not mean you get a full refund. Please see the [Tuition and Fee Refund Schedule](#). **CAUTION #2:** All international students must check with the [Office of International Programs](#) before withdrawing. All international students are required to enroll full-time for fall and spring terms. **CAUTION #3:** All UT Tyler Athletes must check with the Athletic Academic Coordinator before withdrawing from a course. **CAUTION #4:** All veterans or military-affiliated students should consult with the [Military and Veterans Success Center](#).

* Students who began college for the first time before 2007 are exempt from this law.

Disability/Accessibility Services

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA), the University of Texas at Tyler offers accommodations to students with learning, physical, and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler/> and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with the Assistant Director Student Accessibility and Resources/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <https://www.uttyler.edu/disability-services>, the SAR office located in the Robert Muntz Library, LIB 460, email saroffice@uttyler.edu, or call 903.566.7079."

Military Affiliated Students

UT Tyler honors the service and sacrifices of our military-affiliated students. If you are a student who is a veteran, on active duty, in the reserves or National Guard, or a military spouse or dependent, please stay in contact with your faculty member if any aspect of your present or prior service or family situation makes it difficult for you to fulfill the requirements of a course or creates disruption in your academic progress. It is important to make your faculty member aware of any complications as far in advance as possible. Your faculty member is willing to work with you and, if needed, put you in contact with university staff who are trained to assist you. The [Military and Veterans Success Center \(MVSC\)](#) has campus resources for military-affiliated students. The MVSC can be reached at MVSC@uttyler.edu or via phone at 903.565.5972.

Academic Honesty and Academic Misconduct

The UT Tyler community comes together to pledge that "Honor and integrity will not allow me to lie, cheat, or steal, nor to accept the actions of those who do." Therefore, we enforce the [Student Conduct and Discipline policy](#) in the Student Manual Of Operating Procedures (Section 8).

FERPA

UT Tyler follows the Family Educational Rights and Privacy Act (FERPA) as noted in [University Policy 5.2.3](#). The course instructor will follow all requirements to protect your confidential information.

Absence for Official University Events or Activities

This course follows the practices related to [Excused Absences for University Events or Activities](#) as noted in the Catalog.

Absence for Religious Holidays

This course follows the practices related to [Excused Absences for Religious Holy Days as noted in the Catalog](#).

Absence for Pregnant Students

This course follows the requirements of Texas Laws SB 412, SB 459, SB 597/HB 1361 to meet the needs of pregnant and parenting students. Part of the supports afforded pregnant students includes excused absences. Faculty who are informed by a student of needing this support should make a referral to the Parenting Student Liaison. NOTE: Students must work with the Parenting Student Liaison in order to receive these supports. Students should reach out to the Parenting Student Liaison at parents@uttyler.edu and also complete the [Pregnant and Parenting Self-Reporting Form](#).

Campus Carry

We respect the right and privacy of students who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>.