**Course Outline**

**PRL 2301**

January 19, 2023 (TH) Introduction and Review Syllabus & Course Outline

**HW Assignment: Choose one client for HW and Final Project.\***

**NOT DUE TILL 1/30/23**

January 23, 2023 (M) Chapter 1 & Chapter 3 PPT

January 26, 2023 (TH) Chapter 2 PPT

Grammar & Punctuation PPT

**Worksheet - Wordy & Concise \*\***

**Worksheet – Parallel Structure Short Sheet**

January 30, 2023 (M)Chapter 7 PPT

**HW Assignment #1: Create a folder. (Due 2/6/23)**

**HW Assignment #2: Design a business card. (Due 2/6/23)**

February 2, 2023 (TH) Chapter 4 PPT

**Worksheet - Transitions**

February 6, 2023 (M) Chapter 5 PPT

**HW Assignment: Create a graph. (Due 2/13/23)**

February 9, 2023 (TH**)** Chapters 6 PPT

**Discuss Final Project**

**Worksheet – AP Style Exercises #1**

**Worksheet – Eliminating Unnecessary Words**

February 13, 2023 (M) Chapter 9 PPT

**HW Assignment #1: Write a pitch letter.**

**HW Assignment #2: Write a press release.**

**NOT DUE TILL 3/6/23**

February 16, 2023 (TH) Review AP Style, Grammar & Punctuation

**Worksheet - AP Style Exercises #2**

**Worksheet – Simplify Writing**

**REVISED FOLDER & BUSINESS CARD DUE**

February 20, 2023 (M) **NO CLASS – PRESIDENT’S DAY**

February 23, 2023 (TH) **Worksheet – Related Thoughts**

**Worksheet – Eliminating Puffery**

**QUIZ #1 – AP STYLE, GRAMMAR, SIMPLIFY WRITING\*\*\***

**February 27, 2023 (M) NO CLASS – SPRING BREAK**

**March 2, 2023 (TH) NO CLASS – SPRING BREAK**

March 6, 2023 (M) Chapter 8 PPT

**HW Assignment: Write a Bio on the CEO or president of your**

**company. (Due 3/13/23)**

**PITCH LETER & PRESS RELEASE DUE**

March 9, 2023 (TH)  **Worksheet – Condensing Leads**

**Worksheet – News Release Lead Paragraph**

**REVISED GRAPH DUE**

March 13, 2023 (M) Digital PR PPT

**Discuss Final Project**

**HW Assignment: Create an infographic for your client.**

**(Due 3/20/23)**

March 16, 2023 (TH) In lieu of class, work on writing assignment and/or meet with me one on one to discuss your assignments and/or project.

March 20, 2023 (M) Chapter 10 PPT

**HW Assignment: Write a feature article. (Due 3/27/23)**

March 23, 2023 (TH) In lieu of class, work on writing assignment and/or meet with me one on one to discuss your assignments and/or project.

**REVISED BIO DUE**

March 27, 2023 (M) Chapter 11 PPT

**HW Assignment: Create a front-page newsletter. (Due 4/3/23)**

March 30, 2023 (TH) **Worksheet – Parallel Structure Long**

**QUIZ #2 – CHAPTER 8 & 9 (SHORT ANSWER, MC and T&F)**

**REVISED INFOGRAPHIC DUE**

April 3, 2023 (M) Chapter 12 PPT

**Discuss Final Project**

**REVISED PITCH & PRESS RELEASE DUE**

April 6, 2023 (TH) **NO CLASS – EASTER RECESS**

April 10, 2023 (M)  **NO CLASS – EASTER RECESS**

April 12, 2023 (W) Chapter 13 PPT

**HW Assignment: Write a blog post for your client. (Due 4/17/23)**

April 13, 2023 (TH) Chapter 14 PPT

**Worksheet – Who & Whom Exercise**

**REVISED FEATURE ARTICLE DUE**

April 17, 2023 (M) Chapter 15 PPT

**EXTRA CREDIT: Outer Envelope for Direct Mail (Due 4/24/23)**

April 20, 2023 (TH) Chapter 15 PPT Continued

**Worksheet – Misplaced & Dangling Modifier Exercise**

**REVISED NEWSLETTER COVER DUE**

April 24, 2023 (M) Chapter 16 PPT

April 27, 2023 (TH) Chapter 16 PPT Continued

**Worksheet – Commas Exercise**

**REVISED BLOG POST DUE**

May 1, 2023 (M) **Discuss Final Project**

**May 4, 2023 (TH)** **FINAL PROJECT DUE**

**May 8, 2023 (M) FINAL PROJECT DUE**

**\*All homework assignments are due by the end of day the following Monday unless otherwise noted. For example, homework assignment given on 1/30/23 is due by 11:59 p.m. on Monday, 2/6/23. Detailed description of homework assignment is found in Canvas for each specific assignment. Individual specific rubric attached to each assignment.**

**Once your assignment is graded, you will have the opportunity to make corrections and resubmit it for a higher grade. Please look at the course outline and modules for specific due dates for revised pieces. Only one revision is allowed. Any corrections not incorporated in revised submission should be made before each piece is included in the media kit for the final project.**

**\*\*Worksheets are only available until their due date. We may at times start a worksheet during class. If we do not finish it during class, the worksheet(s) must be completed and submitted on the Canvas assignment to receive credit. You will not receive credit if it is not submitted. For example, a worksheet(s) given on Thursday, 1/26/23 is to be completed and turned in by 11:59 p.m. on Thursday, 1/26/23.**

**\*\*\*Quizzes are due by the end of day. For example, Quiz #1 is due by 11:59 p.m. on Thursday, 2/23/23.**

**GRADING & ASSIGNMENTS**

***Worksheets/Attendance: 12% of final grade***

***Quizzes: February 23, 2023 & March 30, 2023 - 12% of final grade***

There will be two quizzes. The first one will be on AP Style, grammar and eliminating extra words. The second one will be based on Chapter 8 & 9 PPTs.

***Pitch Letter & Press Release:******March 6, 2023*** *-* ***15% of final grade***

***Writing Assignments:******30% of final grade***

There will be regularly assigned writing assignments. Assignments are due by the end of day the following Monday, unless stated differently. Make sure you consider the following when writing your assignments:

* Is AP style used?
* Are spelling, grammar and punctuation correct?
* Is it in the correct format?
* Is content clear, concise and accurate?
* Does it fulfill all rubric requirements?

***Final Project:******May 4 – May 8, 2023*** *-* ***31% of final grade***

*(1% is for client choice submission –* ***January 30, 2023****)*

The final project will be the creation of a media kit for your client. Elements of the kit will include the pieces you have created throughout the semester plus some additional pieces.

**You should be editing and making corrections to your pieces throughout the semester.**

**The media kit will include:**

* Folder Design (*front* & back cover) – ***2 pts***
* Your Business Card – double sided design – ***2 pts***
* Table of Contents **(NEW PIECE)** (Set up as Left Pocket Contents/Right Pocket Contents) –***2 pts***
* Cover Letter **(NEW PIECE)** – responding to media for request of media kit

(business letter format) – ***3 pts***

* Press Release – ***3 pts***
* Infographic – (double sided) – ***3pts***
* Flyer **(NEW PIECE)** (single sided) – ***3 pts***
* Biography Sheet for CEO or President – ***3 pts***
* Blog Post (how it would appear online) – ***3 pts***
* Newsletter (Front page layout– including copy) – ***3 pts***
* Feature Article (incorporated into newsletter front page layout) – not to be submitted on separate page but placed in the actual front page newsletter layout you are creating – ***3pts***
* **Brochure (in layout form and design with copy) – EXTRA CREDIT *5 pts***