

**St. John's University**  
**College of Professional Studies**  
**Division of Mass Communication**

**PRL 3400-72841 – Public Relations Strategies**

Fall 2019 - Wednesday, 10:40 a.m. – 1:30 p.m.

Marillac Hall – Room 334A

**INSTRUCTOR**

Theodora Andreolas

andreolt@stjohns.edu

No set office hours. By appointment only.

**IMPORTANT DATES**

September 10, 2019 (T): Last day to add or drop a course

September 24, 2019 (T): Last day to drop a course without a transcript notation

November 8, 2019 (F): Last day to withdraw from a course without penalty

December 12 – 18, 2019 (R-W): Final exam week.

**COURSE DESCRIPTION**

This class introduces strategic issues and effective practices of communication between organizations and their constituencies. It includes the study of public opinion research, media relations, public communication campaigns, consumer identity, and representational ethics. Students gain practical experience in writing news releases, conducting surveys, and designing integrated campaigns.

**COURSE PREREQUISITES**

PRL 2100

**LEARNING OUTCOMES**

The course prepares students for effective and ethical public communication on behalf of contemporary organizations (profit and non-profit). Students will acquire knowledge about the history of public relations in modern organizations and a variety of theories and paradigms of effective public relations.

Upon completion of the course, students will be able to:

- create market/audience research and analysis.
- produce and implement campaign development.
- create image and text design.
- promote media relations.
- strategize crisis management.
- understand communication ethics.

Throughout the class, students will consider the professional and social obligations associated with a career in public relations.

## **REQUIRED MATERIALS**

*Public Relations Strategies and Tactics – 11<sup>th</sup> Edition*

by Dennis Wilcox, Glen T. Cameron, Bryan H. Reber

Pearson Publishing

## **GRADING POLICY**

### **Course Requirements and Evaluation:**

Attendance & Class Participation: **10%**

PR Newswire Story Analysis/Discussion: **10%**

Midterm: **20%**

Pitch Letter & Press Release: **15%**

Social Media Write-up: **15%**

Final Project: **30%**

Above evaluations will be based on the following 100 point grade scale:

93-100 = A	90 – 92 = A-	87 – 89 = B+	83 – 86 = B
80 – 82 = B-	77 – 79 = C+	73 – 76 = C	70 – 72 = C-
67 – 69 = D+	63 – 66 = D	60 – 62 = D-	Less than 60 = F

## **ATTENDANCE POLICY**

Students are expected to attend each class period. Unexcused absences will be reflected in the student's participation grade. You are allowed **two** absences which will not affect your grade (use them wisely). Anything more than two will affect your grade and can result in failure. I will take attendance at the beginning of each class. If you come in late you will receive NO credit for the class. This is to ensure punctuality and professionalism, as lateness is distracting to everyone involved. Students are responsible for any material missed during an excused or unexcused absence.

## **ACADEMIC INTEGRITY**

All St. John's University students are expected to abide by the Academic Honor Pledge:

<https://www.stjohns.edu/student-life/queens-campus-life/office-student-conduct/academic-honor-pledge>

Any cases of academic misconduct will be forwarded to the Dean of College of Professional Studies for further action, which may include a written reprimand, academic probation, suspension, or expulsion from the University. Detailed information about how allegations of academic misconduct are handled can be found by clicking the link above, then referring to the pull-down menu, "Judicial Process for Violations of the Academic Honor Code."

## **SERVICES FOR STUDENTS WITH DISABILITIES**

Services for students with a documented disability are available through the Office of Disability Services. All documentation is kept confidential and should be submitted directly to the [Office of Disabilities Services](#). Students (not their parents) requesting accommodations should identify their

needs as early as possible. All information regarding the student's accommodations is provided to the student.

The following person has been designated to handle student inquiries regarding the Americans with Disabilities Act and the Amendments Act, the Rehabilitation Act, and related statutes and regulations: **Dorothy Schmitt**, Associate Director of the Counseling Center, Marillac Hall, Room 130, 8000 Utopia Parkway, Queens, NY 11439, [schmitt@stjohns.edu](mailto:schmitt@stjohns.edu); 718-990-1482.

### **NOTICE OF NON-DISCRIMINATION AND EQUAL OPPORTUNITY**

St. John's University does not discriminate on the basis of race, color, national or ethnic origin, sex (including sexual harassment and sexual violence), sexual orientation, gender identity, disability, religion, age, status in the uniformed services of the United States (including veteran status), marital status, status as a victim of domestic violence, citizenship status, genetic predisposition or carrier status in its programs and activities as required by Title IX of the Educational Amendments of 1972, the Americans with Disabilities Act of 1990 and the Amendments Act, Section 504 of the Rehabilitation Act of 1973, Title VI or Title VII of the Civil Rights Act of 1964, and other applicable statutes and University policies.

The following person has been designated to handle inquiries regarding the non-discrimination policies and to serve as the Title IX coordinator for purposes of overall campus compliance: **Keaton Wong**, Director of Equal Opportunity, Compliance and Title IX, 8000 Utopia Parkway, Queens, NY 11439, [wongk1@stjohns.edu](mailto:wongk1@stjohns.edu); 718-990-2660.

### **ADDITIONAL INFORMATION**

All work must be handed in the day it is due at the beginning of class. If you cannot make it to class, make sure a fellow student can hand in the assignment for you (presentations cannot be made up). You may also hand it in ahead of the schedule due date.

**Do not e-mail me assignments. No hard copy - no credit.**

I repeat: *turn work in early* if you anticipate a scheduling problem. You should always begin writing well before the night prior to a deadline so you'll at least have something ready to submit, just in case life gets in the way.

There will be no make-up exams/ presentations. Be on time and in attendance to take exams. Make-ups will only be given in emergency situations (a note from the Dean will be needed).

The use of lap tops and cell phones is prohibited.

**The instructor reserves the right to make changes if necessary to the grading system, syllabus and schedule for this course.**