

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

PRL 4601-15586 Public Relations Portfolio Seminar

Spring 2021 – Online Asynchronous Course

LMS – Canvas Platform will be used for this class.

INSTRUCTOR

Theodora Andreolas
andreolt@stjohns.edu
516-643-8298 – cell

Individual conferences are by appointment only through Canvas. I have designated 30-minute time slots in the weeks specified on the course outline throughout the semester. I can be emailed if days and times don't work and we will come up with an alternate day and time.

IMPORTANT DATES

February 3, 2021 (W): Last day to add or drop a course.

February 17, 2021 (W): Last day to drop a course without a transcript notation.

April 8, 2021 (R): Last day to withdraw from a course or apply for pass/fail option.

May 6 - 12, 2021 (R-W): Final exam week.

COURSE PREREQUISITES

PRL 2100 and PRL2301

REQUIRED MATERIALS

Free WIX Hosting Web Account and a Free LinkedIn Account

COURSE DESCRIPTION

This course provides students with an opportunity to develop a digitally designed, print based portfolio book, and a multimedia-based web portfolio. Instruction includes conceptualization through personal reflection, categorization of works, and production of a public relations portfolio for print and the Internet. Portfolio-based interview techniques, résumé, and cover letter development, and professional interviewing and presentation skills are covered. Students use a variety of digital tools to create their portfolios. Final grading is assessed on completion of an effective portfolio(s) that meets public relations industry standards.

LEARNING OUTCOMES

At the end of the course students should be able to:

- Understand and explain why portfolios are important tools.
- Conceptualize, plan, design, and output a print-based portfolio.
- Conceptualize, plan, design, and output a web-based portfolio.
- Evaluate and execute content collection decisions and processes.
- Develop assets and thematic content.
- Apply any number of industry standard software packages (MS Word, Acrobat, Photoshop, and WIX.com) for design, print layout, content development, web authoring, and multimedia.
- Critically review and evaluate created portfolios to insure they meet specific disciplinary criteria, industry standards, and specific career goals.
- Perform effective business writing in the form of a resume, cover letter, and portfolio.
- Create well developed LinkedIn account.

GRADING POLICY

Course Requirements and Evaluation:

Job Placement Ads – 5 points

Final Cover Letter – 10 points

Final Resume - 10 points

Final LinkedIn Account - 20 points

Final Portfolio Pieces – 20 points

Final Blog post – 5 points

Final WIX webpage – 30 points

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

Since this is an asynchronous class there is no official attendance policy. Students are expected to read material posted in Canvas and turn in assignments on due dates. Grades will be reduced for work turned in late.

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; 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; 718-990-2660.

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The University's policy on Copyrighted Material:

<https://www.stjohns.edu/computer-and-network-use-policy>

INTELLECTUAL PROPERTY

As course professor, I may make recorded sessions available to students to meet ADA, accreditation, or other needs. Under no circumstances should recordings/lectures be sold and/or otherwise transferred for someone else's use. Students are prohibited from distributing recordings or other materials, a situation analogous to prohibiting students from recording a course with their cell phones.

ADDITIONAL INFORMATION

All work must be emailed by the time and date on the course outline. You may also hand it in ahead of the schedule due date. Work turned in late will be subject to a grade reduction.

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.

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