**St. John's University**

**The Lesley H. and William L. Collins**

**College of Professional Studies**

**Division of Mass Communication**

**PRL 2301 - 10694**

Spring 2023 – Monday & Thursday 10:40 a.m. – 12:05 p.m.

ONLINE – Synchronous

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 will allocate 10-minute time slots on various days. Check the course calendar to see what days and times have been allocated. I can be emailed if time and day doesn’t work and we will come up with an alternate day and time.

**IMPORTANT DATES**

January 24, 2023 (T): Last day to add or drop a course.

February 7, 2023 (T): Last day to drop a course without a transcript notation.

March 31, 2023 (F): Last day to withdraw from a course or apply for pass/fail option.

May 4 – May 10, 2023 (R-W): Final exam week.

**COURSE DESCRIPTION**

In this course students will learn the theory and practice of public relations writing. The focus will be on writing as a tool for developing effective messages for audiences through different media outlets using various formats. This course will be a combination of lecture and discussions with in-class and out-of-class assignments that will mimic the expectations of a public relations professional.

**COURSE PREREQUISITES**

PRL 2100

**LEARNING OUTCOMES**

The course prepares students to:

* recognize the role of writing in public relations.
* apply reasoning, persuasion and creativity when presenting a message.
* write clear, concise copy that is accurate & uses correct spelling, grammar and punctuation.
* produce pitch letters, backgrounders, biographies, newsletters, fact sheets, flyers, brochures, news releases & media kits.
* write for television, radio & internet-based media.
* edit & revise copy using the AP style for news writing.

**REQUIRED MATERIALS**

* None

***Recommended Textbooks and materials:***

* The Associated Press Stylebook (most recent) and Briefing on Media Law (one book)
* The Associated Press Guide to Punctuation by Rene J. Cappon

**GRADING POLICY**

***Course Requirements and Evaluation:***

Worksheets/Attendance = **12%**

Quizzes = **12%**

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

Writing Assignments = **30%**

Final Project (Media Kit) = **31% (1% is for client choice submission)**

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

94 -100 = A 90 – 93 = 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. 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.  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](https://www.stjohns.edu/student-life/health-and-wellness/disability-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, [schmittd@stjohns.edu](mailto:schmittd@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.

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

**INTELLECTUAL PROPERRTY**

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 11:59 p.m. on the day it is due. You may also hand it in ahead of the scheduled due date. 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 quizzes or worksheets.  Make-ups will only be given in emergency situations.

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