

August 25–December 12 | T 6–9:10 p.m. | Copeland Hall, 0246

Office Location: 3510B Gaylord Hall**E-mail:** MKent@OU.Edu**Office Hours:** Tu, W, Th., 2–4 p.m., and by appt.**Telephone:** (405) 325–7346**WWW:** faculty-staff.ou.edu/K/Michael.L.Kent-1**Course Description**

Public Relations Management involves a consideration of communication and public relations theory, persuasion, conflict, and decision-making. Emphasis is placed on practical application and case studies. Topics to be explored, include budgeting, systems theory, scheduling, and strategies for planning, implementing and evaluating public relations activities.

Aside from strong interpersonal, group and public communication skills, Understanding public relations management is one of the central skills noted by business professionals public relations professionals should possess.

Objectives

- To learn management skills like budgeting, planning, MBO, etc.
- To learn about a theories of communication and persuasion relevant to public relations.
- To learn the skills involved in professional interviewing.
- To learn about formative and evaluative research, and creating and evaluating objectives.
- To learn how to deal with conflict and better understand the process of decision-making.

Miscellaneous

- ***Come up with a method to help me remember your name (start with a sign).***
- *Spell-check all your work! Having any (even one) spelling errors will result in a zero on the assignment.*
- All readings, assignments, questions, etc. are due by the date indicated.
- Missed quizzes or exams cannot be made up for *any* reason.
- Exams may only be taken early with prior permission.
- Late assignments will be discounted 10% per *calendar day*.
- If you do not have an assignment ready to turn in, do not skip class! Come anyway.
- Come see me in office hours with questions or for feedback *before* assignments are due. Office hours are there for you; you pay for them so use them.
- Familiarize yourself with Associated Press (AP) style and follow it for all written assignments.

Required Readings available on <Learn.OU>.**Class Policies****Formatting and Writing Expectations**

Public relations is always characterized by effective writing. As a result, professional writing standards are expected on all assignments. Professional standards include: correct grammar, spelling, punctuation, and careful proofreading. Spelling errors are never allowed. *Having even one spelling error will result in a zero for any assignment (except for exams taken in class).*

Attendance Policy

Oklahoma University's attendance policy reads as follows: "A student is responsible for the content of any course in which he or she is officially enrolled. The establishment of a specific policy concerning class attendance requirements, as well as announced and unannounced examinations, is the responsibility of the individual instructor." In other words, having an attendance policy is the prerogative of an instructor. The Strategic Communication faculty endorse a strict attendance policy in order to provide continuity in classes and maximize the learning opportunities for all students.

In the business world, attendance is an important aspect of professionalism. Indeed, "just showing up" is sometimes the most important aspect of job performance and can mean the difference between a promotion or a layoff. Additionally, attribution theory tells us that even the best employees, professors, or students in the world will be perceived as slackers if they do not come to class or work. Getting good grades on tests and assignments is necessary but not sufficient.

Currently, the taxpayers of Oklahoma fund 50-75% of the actual costs of your college education. Your tuition and fees only pay for about ½-¼ of the cost of your education. Because of this, attendance is a required aspect of class just like doing the reading and taking notes. The citizens of Oklahoma do not pay their taxes (and your tuition) so that you can skip class.

Attendance Policy: You may miss one week of classes without penalty. If you miss a second class on a one day a week schedule, or a third class on a two day a week schedule, your final grade will be reduced by 5%. If you miss a second class on a one day a week schedule, or a fourth class on a two day a week schedule, your final grade will be reduced by 10%. *Missing a third class (or a fifth class on a two day a week schedule) will result in a failing grade for the course. There are no excused absences.* Being sick, getting in an automobile accident, having your car break down, going on a job interview, attending an extracurricular event or conference, going to a funeral, getting arrested, etc., will not be excused. *Coming late or leaving early 2 times equals an absence.*

The only other activities that I will excuse, besides religious holidays, are *academic* conferences (PRSSA, IABC, etc.) and jury duty (and only if you are on a jury—some notice from the court will be required).

If you plan to miss a day because of a religious holiday, you should tell me early in the semester what day(s) you will miss. Prepare a one-page memo indicating the religious holidays and dates that you will miss. Notifying me the day *before* or of a religious holiday is unacceptable. All religions know the dates of religious holidays several months in advance.

Note: if you have a long-term or chronic illness (Mononucleosis, Pneumonia, Lyme disease, etc.) which prevents your from coming to class for more than seven to ten days, you are advised to drop the course. The registrar's office has a procedure for compensating students who experience serious illnesses, deaths in the family, etc. There is no reason to sacrifice your education if you have to miss class. You do not have to ask permission to miss class, nor do you need an excuse—although providing one is a professional courtesy. You have two absences without penalty and two more with a grade penalty. Use them judiciously.

E-mail and Telephone Policy

I check e-mail regularly each weekday and once each weekend day (sometimes more frequently). You should treat any e-mail to me as a professional correspondence. All communication should include your name, your class, and a clear, professionally worded, message.

Do not attempt to discuss grades via e-mail or complain about how hard you worked on an assignment, how much time you spent, how everyone in the class thinks something is unfair,

or how shocked and disappointed you are with your grade. Such issues should be raised during office hours in a face-to-face setting.

Plagiarism Policy

Plagiarism is the unauthorized or inappropriate use of the words or ideas of others. Plagiarism occurs when written or spoken material is borrowed (even from oneself), in whole or in part, and passed off as original by a writer or speaker. Plagiarism includes, but is not limited to, presenting someone else's ideas, speech, presentation, essay, book review, or news release as original. Plagiarism also includes failing to document or cite the source of word-for-word or paraphrased material in oral presentations or written assignments. *It is my policy to pursue plagiarism vigorously, to fail students who plagiarize for the entire class, and to report cases of plagiarism to the university administration.*

The University is an academic community of scholars. Academic dishonesty is a very serious offense against the integrity of this community and will not be tolerated. All academic work submitted by you is assumed to be your own *original work* and to contain your own thought, research, and self-expression. Work that borrows the ideas, organization, or wording, from others must be properly acknowledged. Similarly, work that was conducted for another class should not be passed off as original.

Additionally, anytime a student or professional attempts to deceive another by pretending to do work, or take credit for work that s/he did not actually complete, including changing the font size or style, triple spacing, claiming to have submitted an assignment on time that the professor must have "lost" etc., s/he is engaging in academic dishonesty or "cheating." What you are attempting to do is no different than copying from someone else's test. The consequences of this will be just as serious as plagiarism.

NB: Many students are caught each semester and failed for plagiarism. If even one student in one hundred cheats, the number is too high. As you all know, the number is much higher than that. For students planning to graduate, plagiarizing an assignment is quite possibly the stupidest thing they could do. Do not engage in plagiarism in any form. If you are ever unsure of what constitutes plagiarism, ask me or someone else in the department. At the very least, send an e-mail out to me at two in the morning with your question to CYA and explain what you will do to try to be accurate with your citations. When you enter the business world, plagiarism will not only get you fired, but also may ruin your career and get you sued.

There is a very simple rule to follow in order to avoid plagiarism and never get in trouble.

Cite everything that is not your own words or idea. If you know that someone else said it, wrote it, or thought it, anywhere, even someone at a party, cite the source. Do this and you will never get in trouble for plagiarism.

OU's ACADEMIC DISHONESTY STATEMENT

All work submitted for this course must be your work. All sources used for information must be properly cited. Students should adhere to the *A Student's Guide to Academic Integrity* as defined by the office of the Senior Vice President and Provost at <http://www.ou.edu/provost/pronew/content/integritymenu.html>:

"Academic misconduct includes, but is not limited to, cheating, plagiarism, fabrication and fraud. *Cheating* is "the use of unauthorized materials, methods, or information in any academic exercise, including improper collaboration." *Plagiarism* is "the representation of the words and ideas of another as one's own." Examples include: excluding others or claiming the work of others as one's own; presentation of the same material as original in more than one publication; inclusion of individuals as authors who have not made a definite contribution to the work published, and submission of multi-authored publications without the concurrence of all authors." *Fabrication* includes

“the falsification or invention of any information or citation in an academic exercise.” *Fraud* includes “the falsification, forgery, or misrepresentation of academic work, including the resubmission of work performed in one class for credit in another class” (OU Faculty Handbook, 2005).

Diversity and Ethics Policy

The University of Oklahoma and the Gaylord College respect diversity in all of its forms: race, sex, gender, age, religion, political orientation, country of origin, economic status, etc. Everyone in the United States has a right to their opinion and should feel comfortable expressing their opinion. As citizens, we are under no obligation to agree with what others believe, however, we must, as a civil society, support people’s right to worship, act, look, and think, as they want. In this classroom we will not tolerate any mistreatment of others because of how they look, what they believe, where they come from, or because of a lack of knowledge or skills. The only thing that should not be tolerant of is a lack of ethical and moral fiber. As Donald M. Erb wrote:

“DO NOT BE TOLERANT OF MISREPRESENTATION, OF SUPERFICIALITY, OF THE PARADING OF FALSE ISSUES AS THOUGH THEY WERE REAL ISSUES. TOLERANCE DOES NOT EXTEND TO INTELLECTUAL DISHONESTY OR INEPTITUDE.”

PLAQUE, ERB MEMORIAL UNION, UNIV. OF OREGON, 1990

Technology Policy

I taught a professional Master’s course in Prague a few years ago in which I had the Iranian “Charge D’Affaires,” Hossein Rezvani, essentially the Ambassador to the Czech Republic, in my class. At the beginning of class, Rezvani would turn off his cell phone, as would every other student. More recently, while lecturing in Virginia to the U.S. Defense Information School (DINFOS), every officer in the class (Captains, Majors, Colonials, etc.) turned off his/her cellular telephone before class started. When I attend professional meetings and conferences with other important leaders in business and communication, professionals also turn off their telephones. I mention this because ambassadors, military officers, and professional communicators are much more important than you and I are, and yet, they respectfully turn off their cellular telephones during classes and professional gatherings. Since you all want to be professionals some day, we expect you to behave as one now. If you want to know the time, buy a watch, but do not use your cellular telephone as a clock, do not check your messages during class, and be sure that your telephone is turned *off* before class.

Cellular telephones, laptop computers, electronic games, and all other electronic devices are not allowed in my classroom. Please turn off computers and cell phones when you arrive—this includes turning telephones to *vibrate*. Turn them *off*. I will normally remind you at the beginning of class but even if I forget, I expect you to remember. ***A cellular telephone going off in class (including on vibrate) will count as an absence.***

Grade Questions Policy

If you have concerns about a grade, I expect you to explain your question in writing (memo form). Please outline your concern and provide evidence to support your claim (e.g., “On p. 65 of the textbook it says....” or “On the assignment sheet you said we should...”). I do not discuss grades on the tests or assignments in the classroom before, during, or after lecture. Please come to my office hours to discuss your grade.

Assignments: JMC 4463: 900: Public Relations Management

Assignment	Points
Exam I	15%
Exam II	25%
Interviewing: Interviewer	10%
Interviewing: Interviewee	10%
Conflict Exercise (in class, attendance required, plus homework)	5%
Decision Making Exercise (in class, attendance required, plus homework)	5%
MBO Proposal	20%
<u>Participation</u>	<u>† 10%</u>
Total	100%

† “Participation” involves more than just being in class and talking. Participation requires “preparation.” That is, you clearly demonstrate a familiarity with the reading and conduct “environmental scanning” (paying attention to the world around you and what you read and see outside of class and bringing those insight to the classroom). Students who are regularly disruptive (holding side conversations, being asked to quiet down, etc.), or who spend their time on non-class related activities (reading newspapers, checking cell phones—in violation of the class technology policy—etc.), will receive a zero for this portion of their grade. **Note:** *Students who perform exceptionally may receive a few extra credit points on this portion of their grade.*

Tentative Course Calendar

Date	Day	Activity/Reading	Assignment Due
Aug. 26	1	Read: TBA <i>Introduction, Overview, etc.</i>	
Sep. 2	2	Read: MBO (Learn.OU)	
Sep. 9	3	Read: Chapter 3: Theory (Learn.OU)	
Sep. 16	4	Read: Leadership and Motivation (Learn.OU)	
Sep. 23	5	<i>Readings and Activities TBA.....</i>	JMC Week
Sep. 30	6	Read: “Janis” and “Framing” (Learn.OU); <i>Decision Making</i>	Required Class Activity
Oct. 7	7	Read: Chapter 4: Persuasion (Learn.OU) <i>Persuasion and Influence</i>	
Oct. 14	8	Read: Stewart & Cash (pp. x-y); ... (Learn.OU) <i>Interviewing</i>	
Oct. 21	9	Read: Interviewing Case Studies (Learn.OU) <i>Interviewing</i>	Exam I
Oct. 28	10	Employment Interviews
Nov. 4	11	Employment Interviews
Nov. 11	12	Employment Interviews
Nov. 18	13	Read: TBA... <i>Conflict</i>	Required Class Activity
Nov. 25	14	NCA (National Communication Association Conference), No Class.	
Dec. 2	15	Read: McElreath (Learn.OU) <i>Budgeting</i> <i>Evaluations</i>	Required Class Activity
Dec. 9	16	Last Day of class,.....	Exam II
Dec. 11	∅	MBO Proposals due by midnight via e-mail attachment. Paper copies must be submitted before noon on Friday December 12.	