

## **Journalism 340 — Principles of Public Relations** **Monday, 3:30 to 6:15 p.m., Oviatt Library 25**

**Professor:** Marcy De Veaux

**Office:** Manzanita Hall 365b

**Office Hours:** Mondays, 1- 3 p.m. and Thursdays, 12:30 -1:30 p.m.

**Phone During Office Hours:** (818) 677-7240

**Journalism Office Phone for Messages:** (818) 677-3135 (Manzanita Hall 210)

**E-mail Address:** madeveaux@csun.edu (e-mail is preferred)

### **Course Description**

Public relations is about persuasion. Through weekly lectures and research, with a focus on the principles used in public relations, you will discover how entities gain *your* attention and persuade you to want their products and services. You will conduct the types of research frequently used by public relations practitioners and receive an introduction into effective communications tools employed in the industry. Topics covered include the use of new technology, social networks and public relations for the government.

### **Prerequisite**

English 155 or its equivalent.

### **Assigned Readings**

Throughout the course you will be assigned readings from local and national newspapers, websites and blogs. Other readings included in the syllabus are available online, disseminated via your CSUN e-mail account and on WebCT.

### **Additional Reading**

*Shaking the Foundations: 200 Years of Investigative Journalism in America*,  
Bruce Shapiro

### **Attendance**

Attendance will be taken during each class meeting. Any absences will keep you from learning the principles of public relations. Failure to attend each class meeting will cause you to lose valuable points on quizzes and presentations during class meetings. *Missed assignments cannot be made up*, lost points will significantly lower your final grade.

## **Classroom Conduct**

Cell phones and pagers must be placed on vibrate at the beginning of each class. Students may not take calls or answer text and email messages during class time unless it is a dire, life-threatening emergency. Those who violate this policy will be asked to leave the classroom for the remainder of the class period and will be marked absent. Private conversations are not permitted during lectures.

## **Cultural Diversity**

To ensure that your work reflects the diversity of the community, you are strongly encouraged to broaden your public relations experiences by focusing your assignments on ethnic, racial and religious minorities; the elderly, disabled and poor; gay men and lesbians; and other similar groups.

## **Plagiarism/Cheating**

The CSUN Journalism Department is committed to the highest standards of academic excellence and integrity. Plagiarism and other forms of cheating will not be tolerated, and anyone caught cheating will be reported to the University for possible further action. For a further explanation of the behavior defined as academic dishonesty, and a more detailed discussion of disciplinary procedures, consult pages 587-588 of the 2008-2010 CSUN catalog. Remember, too, that passing off information taken from the Internet as your own is plagiarism and carries the penalties outlined above.

## **About the Professor**

Marcy De Veaux has been a public relations professional for more than 20 years specializing in entertainment public relations and issues around diversity in corporations. She is president and CEO of her own public relations firm, DVG Communications. She is working toward a doctorate degree in Depth and Liberation Psychology and is currently researching and writing a dissertation.

## **Assignments and Evaluation**

You can earn up to 350 points for this course.

**1. Reading Assignments:** You will be quizzed on assigned readings and material generated from student-led presentations and class discussions.

Three quizzes are administered throughout the semester to ensure your understanding of the material. You can earn up to 30 points for each quiz for a total of up to 90 points. **There will be no make-up quizzes.**

**2. Research Assignments:** In this assignment, you will blend research methods used in public relations with a presentation style called the “*elevator pitch*,” a 10 second presentation to media. You will be called upon at random to present your findings to the class in 10 seconds or less. This assignment is worth up to 60 points. **There will be no make up presentations.**

**3. Mid-Term Team Project:** In teams of eight, you will create and administer a questionnaire on a topic determined by your team. You can earn up to 100 points for this mid-term team project. Teams will present their findings to the class. You must be present on the day your team is called in order to earn full credit.

**4. Final Exam:** The semester will culminate with a final exam that tests your knowledge on material presented for the entire semester. You can earn up to 100 points for the final exam. **No make up final exam will be scheduled.**

**5. Extra Credit:** An additional 30 points can be earned as extra credit by participating in the Department of Journalism’s community reading project, *Shaking the Foundations: 200 Years of Investigative Journalism in America*. You will read three entries from *Shaking the Foundations* and write a five-page paper on the impact of investigative journalism in a democratic society. You must commit to completing this assignment by the third class meeting, which is September 14.

### **Grade Range**

350-315 points = A

314-280 points = B

279-245 points = C

244-210 points = D

Below 210 points = Fail

*The + and – grading system will be used.*

### Class Schedule

(pending approval of furlough days for faculty)

August 24

Introduction, Course Overview

August 31

**Reading Assignment:** *Public Relations* (pgs. 4–9)  
**Writing Assignment:** Write a one-page autobiography  
**Lecture/Discussion:** Public Relations vs. Marketing vs. Advertising

September 7

**LABOR DAY – NO CLASS**

September 14

**Reading Assignment:** *Public Relations* (pgs. 20 – 25)  
**Lecture/Discussion:** The Fathers of Public Relations  
**Quiz #1** on pgs. 4-25

September 21

**FACULTY FURLOUGH DAY – NO CLASS**

September 28

**Reading Assignment:** *Public Relations* (pgs. 86 –107)  
**Lecture/Discussion:** Public Relations Research  
**Research Assignment:** Questionnaires (Team Project)  
**Quiz # 2** pgs. 86 –107

October 5

**Reading Assignment:** *Public Relations* (pgs. 296 – 315)  
**Research Assignment:** Bring to class one example from a political website.  
**Lecture/Discussion:** Public Affairs and Government Relations

October 12

**Research Assignment:** Questionnaires (Team Project)  
**FACULTY FURLOUGH DAY – NO CLASS**

October 19

**Midterm Team Presentations:**  
Each team will present their questionnaires and findings to the class.

October 26

**Lecture/Discussion:** Persuasion and Social Influence

November 2

**Reading Assignment:** *Public Relations* (pgs. 174 –179)  
**Lecture/Discussion:** Technology as Game Changer  
**Quiz # 3** on pgs. 174 – 179, pgs. 296 – 315 and lecture/discussion topics

November 9

**FACULTY FURLOUGH DAY – NO CLASS**

November 16

**Research Assignment:** Bring to class three examples of social networks currently being used by public relations professionals.

**Lecture/Discussion:** Social Networks in Public Relations

November 23

**FACULTY FURLOUGH DAY – NO CLASS**

November 30

**Reading Assignment:** *Public Relations* (pgs. 220–240)

**Research Assignment:** Bring to class one example of a public relations blunder.

**Lecture/Discussion:** Public Relations Blunders

December 7

**FACULTY FURLOUGH DAY – NO CLASS**

December 14

**FINAL EXAM 3 to 5 p.m.**

# # # # #