

# PUBLIC RELATIONS PRINCIPLES AND PRACTICE

## PRL 206-M001 (17853)

Three (3) credits. PRL 206 is open to any student who has taken COM 107 and who has an interest in gaining an understanding of, and foundation in, public relations. This is a required course for public relations majors and the first in the major sequence for the Public Relations Department.

### Meeting Day/Time

Tuesdays and Thursdays  
9:30 - 10:50 a.m.  
Newhouse 3, Rm. 141

### Required Books

1. Page, J.T., & Parnell, L.J. (2025). *Introduction to Public Relations: Strategic, Digital, and Socially Responsible Communication*, 3rd Edition. Sage. There is an eBook version available.

### Prerequisite(s)

COM 107

### Professor Info

Joshua Foust, Ph.D.  
Office: Newhouse 2, Rm. 375  
Email: [jrfoust@syr.edu](mailto:jrfoust@syr.edu)  
Office Hours:  
Tues. 11-1, Wed. 10-12

## Course Overview

**Public Relations: Principles & Practice** is the foundation course on which all the other courses in the Newhouse public relations sequence rest. Blending introductory skills with a comprehensive survey of the profession and industry, the course allows the beginning student to determine whether the public relations field is the one they wish to enter as a major area of study and as a profession. The course, like the professional practice of public relations, is demanding and the expectations of the instructor, like those of an employer or client, are high.

### SU Course Catalog Description

Introduction to the field of public relations, its history and future; careers; job requirements; role as a management function building mutually beneficial relationships for organizations and their publics; ethics and social responsibility; social media trends and emerging technology.

### Classroom Facilitator

Gaby Waksberg, Graduate PRL Student. [grwaksbe@syr.edu](mailto:grwaksbe@syr.edu). Her Group.Me: [https://groupme.com/join\\_group/109572214/LoA2rKT2](https://groupme.com/join_group/109572214/LoA2rKT2)

*Please email both Gaby and Prof. Foust for any assignment questions.*

**Attendance:** Should you be unable to make a class for ANY REASON, please email both Prof. Foust and Gaby as soon as you know you are unable to attend. For ANY absence to be considered as an excused absence, you MUST notify both Gaby and Prof. Foust in advance of the scheduled class time.

# Learning Objectives:

This course is an introduction to the growing field of public relations, and seeks to help the student gain a full understanding of the important roles, theories, principles, issues and best practices of public relations. This course aligns with two Syracuse University shared competencies: critical and creative thinking (CCT) and communication skills (CS), which are tagged to learning objectives below.

**After taking this course, students will be able to:**

- Write and explain the full definition of public relations and be able to identify the basic theories behind the practice of public relations (CCT).
- Discuss the pros and cons of various types of public relations careers.
- Explain the technical and managerial roles played by practitioners both within organizations and through outside counseling firms (also known as agencies) (CCT, CS).
- Describe the standards of the profession, the unique challenges of working across borders and cultures, including broad considerations of diversity and inclusiveness, the characteristics of excellent, ethical public relations practitioners, and the techniques used by the profession to measure and monitor its own performance and to improve its practices (CS).
- Discuss the importance of two-way communication (CCT, CS).
- Describe the four-step process of communications: research, analysis, communication and evaluation (CCT, CS).
- Apply introductory writing concepts implemented by the profession, including the understanding of news and its importance to public relations (CCT).

## Diversity Principles

The Newhouse School practices inclusivity in student, faculty, and staff populations in order to create an academic environment that embraces a diversity of thought and acceptance of all people regardless of race, gender, age, sexual orientation or societal, political, cultural, economic, spiritual or physical differences.

## Flexible Syllabus

I reserve the right to revise the syllabus or class schedule as I see fit. You will be notified in class and via Blackboard message of any changes.

## ACEJMC Values and Competencies

As a member of the Accrediting Council on Education in Journalism and Mass Communication the Newhouse School is committed to classroom and learning that achieves ACEJMC professional values and competencies. These include the core areas of freedom of speech, ethics, diversity, critical thinking, research, writing, and use of tools and technologies related to the field. For a full list of ACEJMC values and competencies, see <http://www.acejmc.org/policies-process/principles/>

## Course Assignment Breakdown

- Participation
- PR Case Study Paper
- ePortfolio
- PR Interview Paper
- Midterm Exam
- Final Exam



Assignment	Brief Description	Points
Participation	In-class quizzes and activities	50
ePortfolio	Build a platform to showcase your work	30
Midterm Exam	Short answer test of class material	60
PR Case Study Paper	Analyze a real-world PR scenario	100
PR Interview Paper	Learn firsthand from someone in the industry	100
Final Exam	Short answer test of class material	60
<b>Total Possible Points: 400</b>		

## Grading:

Grade	Value	Points Range
A	93-100	372-400
A-	90-92	360-371
B+	87-89	348-359
B	83-86	332-347
B-	80-82	320-331
C+	77-79	308-319
C	73-76	282-307
C-	70-72	280-291
D	61-69	240-279
F	< 60	0-239

### *Undergraduate Students*

It can be helpful to orient grades within the expectations of the professional world:

- A: represents professional level work—your boss or client would accept this work.
- B: represents good work, but in need of some editing or other improvements.
- C: represents poor quality work, marking you as a novice in need of practice and refinement. Your boss would probably team you with a senior staff member to check all your writing.
- D: represents unacceptable work, if employed, your performance review would indicate problem areas, possible probation, or even worse, termination.

## Content Warning:

I encourage students to understand that professional public relations and the field of communications is quick moving, affecting multiple facets of daily life, and in some cases may unexpectedly cause overwhelming feelings and reactions that are new or disturbing to us as individuals. In this class, we may encounter materials encourage intellectual growth and inquiry that could result in emotional and psychological discomfort. However, if your response to any materials becomes, or you anticipate that it may become, one that makes it difficult for you to learn and engage, please communicate with me so we can ensure your success in the class. My goal is to build a classroom community that allows for learning and growth, meets the course objectives, and fosters engagement and communication among all who share this space. All students should feel comfortable reaching out to me. situation, removing themselves from class if necessary, and/or meeting with me in office hours to discuss any possible alternatives.

## Course-Specific Policies

### *Live Assignments (in-class exercises)*

Live assignments cannot be made up. This includes in-class writing exercises, activities, and presentations. Live means the assignment happens in the present moment and cannot be replicated.

## Course Attendance Policy

This class is an in-person class that builds iteratively on class material from week to week and models in-person workplace expectations. That means attendance is mandatory with the exception of documented medical/family emergencies. Attendance is taken at each class.

You can miss two (2) classes (1 week of class), without question. If you miss more than two classes with unexcused absences you will lose one grade letter off your final grade. At the discretion of the instructor, students who have more than four unexcused absences (2 weeks of class) may fail the course. To *preserve student privacy and provide a protected space to explore ideas, classes will not be recorded.*

If you are unable to attend class on a given day or if you are going to be late, you are required to email both Gaby and Prof Foust before class begins. Please schedule appointments, interviews and other commitments outside of class time. It is your responsibility to get notes from a classmate. Assignments are still expected to be submitted on time, and penalties for late assignments will apply. Special circumstances are to be brought to my attention before missing any class time. Students with absences for other reasons (e.g., family emergencies) should visit Student Services to discuss their situation, and a trained advisor will make a recommendation.

Clear all planned absences with the instructor in advance. Any student who misses class due to a religious reason or verifiable emergency—such as an illness requiring attention by a medical provider, hospitalization, death or serious illness of a family member—shall be excused.

*You are responsible for all information presented in class whether or not you are present.*

### Excuses to miss class

Excuses for class absences for medical reasons will be given only if such absences are advised by a health care professional based on clinical findings and prescribed treatment recommendations. For more, please [visit here](#).

## University Attendance Policy

Attendance in classes is expected in all courses at Syracuse University. It is a federal requirement that faculty promptly notify the university of students who do not attend or cease to attend any class. Faculty will use Early-Semester Progress Reports and Mid-Semester Progress Reports in Orange SUccess to alert the Registrar and Financial Aid Office on non-attendance. For more information visit: [Information for Students: Non-attendance or Stopped Attending](#)

If a student is unable to participate in-person or virtually for an extended period of time (48 hours or more), the student may request an absence notification from their home school/college Dean's Office or through Student Outreach and Retention (SOaR) office. Instructors will be notified via the "Absence Notification" flag in Orange SUccess.

Barnes Center at the Arch (Health, Counseling, etc.) staff will not provide medical excuse notes for students. When Barnes Center staff determine it is medically necessary to remove a student from classes, they will coordinate with SOaR case management staff to provide appropriate notification to faculty through Orange Success. For absences lasting less than 48 hours, students are encouraged to discuss academic arrangements directly with their faculty.

Students should also review the [University's religious observance policy](#) and make the required arrangements at the beginning of each semester.

### *Confidentiality*

This class is inspired by the Chatham House Rule, which says “When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.”

Our classroom may host guest speakers during the semester. To contribute to your learning, guests may share proprietary information and it is expected when instructed by a guest, all specified content will be kept confidential. In order facilitate free and open discussion in the class, please do not record lectures unless there is a specific learning accommodation on file with the Center for Disability Resources.

### *Professionalism*

You are expected to act like a professional. This means arriving to class on time; completing reading assignments in advance, contributing to class and group discussions; maintaining notes and materials in an orderly fashion; adopting a professional, work-oriented demeanor in class/group; meeting deadlines; showing respect and courtesy for fellow classmates, all client representatives, and your professor; and listening attentively. Unless otherwise specified attire for presentations and guests is [business casual](#). Eating food is never permitted in the classroom, so please plan to eat outside of class time. Similarly, please do not be distracting with your laptop or phone; if you become so, Prof. Foust reserves the right to ask you to leave class.

### *Email Correspondence*

I prefer to communicate via email. Please address me as Dr. Foust or Professor Foust. I will acknowledge receipt of all communication within 24-hours Monday through Friday. ALL email subject lines should begin with “PRL 206:” and be followed by the topic of your email such as “Case Study question.” This course recognizes your SYR.EDU email as the official communications channel for course correspondence. Discussing your grades over email is prohibited. *Please do not submit any assignment by email.*

### *Use of Electronics*

*Absolutely no texting, phone calls made or received, working on assignments for other classes or use on the internet for personal reasons during class. Students who do not respect this requirement will be asked to leave class. Violation of this electronics use policy will impact your participation grade.*

### *Use of Blackboard*

This class will use the Blackboard Learning Management to house the syllabus, course content, links to external course materials, assignments, quizzes, exams, feedback, and grades. Grades will also be posted on Blackboard, so you will have easy access to them and always have a sense of your performance in class. Please check Blackboard daily. If you miss a class, you are responsible for reviewing missed instructions as posted on Blackboard. Note that I do not give out material on paper in general.

ALL assignment submissions and course materials will go through Blackboard. Note when submitting materials that the University's Blackboard Learning Management System is on Eastern Time. Information about Blackboard is available on [Answers Blackboard](#); alternatively, you can contact Information Technology Services by sending an email to [help@syr.edu](mailto:help@syr.edu), calling 315.443.2677, or in-person at the ITS Service Center, located at 1-227 CST in the Life Sciences Complex. Business hours for the Service Center can be found on the ITS Website at <http://its.syr.edu/its service center/>

The schedule may change over the course of the semester. These changes will be announced in advance and updated on the course Blackboard website.

All assignments are due on Blackboard by 9:30 a.m. on the dates specified. Missed in-class assignments, quizzes, and activities cannot be made up.

### *Educational Use of Student Work (FERPA)*

I intend to use academic work that you complete this semester for educational purposes in this course during this semester. Your registration and continued enrollment constitute your permission. I intend to use academic work that you complete this semester in subsequent semesters for educational purposes. Before using your work for that purpose, I will either get your written permission or render the work anonymous by removing all your personal identification.

## **Readings and Advance Class Preparation**

The readings and lectures complement one another. Therefore, the quality of class discussions depends on the students having read and analyzed the readings in the required textbook by the assigned dates. (See *Schedule*.) Students should be prepared to respond to questions based on the readings. In addition, there will be required assigned supplemental readings posted on Blackboard or handed out in hard copy format.

**You will have 10 pop quizzes about the reading spread throughout the semester. Staying up to date will make these quizzes trivial; however, you will find them much more challenging if you do not read ahead of the class.**

Examinations will draw from class readings and discussion, as well as additional materials that appear daily in popular media, trade and general media (e.g., *The New York Times*, *The Wall Street Journal*, and *PR Week*), covered in class by the instructor and guest speakers. Any student in a school of public communications should develop a habit of regularly reading a variety of news sources, both local and national; and using relevant online resources including blogs, Twitter and LinkedIn. **Public Relations students should read The New York Times and/or a comparable global publication throughout the course.**

As a PRL 206 student, you have access to *The New York Times* and *Wall Street Journal*, free and available by signing into the [SU online library](#). You are expected to read at least one daily broadsheet regularly and use examples to add to discussion. This gets you in the habit of reading daily news and keeping up on what's happening nationally. Being "plugged in" to current events is a MUST in our field. This will help you develop/ enhance this habit. It will impress your intern sponsors and employers.

You are strongly advised to become familiar with the [SU library resources](#) for PRL 206 students. This guide was prepared by Michael Pasqualoni, the Librarian for Communications and Public Affairs. His contact information is contained on that resource link. Feel free to contact him with questions!

## Assignment Submissions

This course models workplace expectations, which means we take deadlines seriously. All assignments are due by 9:30 a.m. on the dates specified unless otherwise directed by the instructor.

Without prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F. I do not accept make-up assignments. Technology issues and/or malfunction of personal or Newhouse computers are not valid excuses for late work. **Do not use generative artificial intelligence to complete assignments in this class.**

In the case of absence, you are still expected to submit your assignments on time. Make sure to put your name in all submission documents and in the file name, including group projects.

Unless otherwise noted, all assignments should be submitted in PDF format via Blackboard. Assignments received through email and/or in a format other than PDF will result in no credit for the assignment. Please read that again - you will receive ZERO credit.

### *Format of Written Work*

All papers must be typewritten, double-spaced, 12 pt. Times New Roman, standard 1" margins and submitted in Adobe PDF format unless otherwise specified. No handwritten corrections. Always use page numbers. Consider spell checking as only a first step: proofread, edit, and revise all work. Always keep a copy of your work and be sure to make copies of group work for your portfolio. Every member must individually

### **In Brief**

Assignments need to be in a PDF and submitted through Blackboard by 9:30 am the day they are due. No late work is accepted. If you have any questions about the assignments, *please email me*.

submit group work to receive credit. Make sure to put your name in all submission documents and in the file name.

### ***Works Cited***

Most of the documents you will produce this semester would not normally be submitted in a professional setting with a Works Cited page. However, because this is an academic environment, you are required to attach a Works Cited page to every assignment at the time of submission.

### ***Reading Assignments***

It is expected that all reading assignments be completed **prior to** the class day on which they are assigned.

### ***Writing***

Solid writing is a skill that must be practiced; the quality of writing counts in everything you do. Grammar, punctuation, use of appropriate style guides, spelling, flow, etc. will be considered when grading all assignments. In general, you can expect a one-point deduction for every error. Significant or egregious errors such as misspelling a brand name, or your own name, result in larger penalties up to 10 points. The more serious the error, the more points will be deducted. Your assignments will be graded based on both content and form. *Proofread your work – then proofread it again!*

### ***AP Style and APA Style***

You are expected to have mastered the key elements of the Associated Press style and incorporate these elements in written assignments when appropriate. I will deduct at minimum one point per AP style error. Additionally, this course will use APA Style. I will deduct at minimum one point per style error.

### ***Deadlines and Revisions***

All assignments are due via Blackboard at 9:30 a.m. on the day due. You are expected to meet all deadlines, and the use of Blackboard ensures that your submissions are time coded. Assignments turned in >1 minute late will automatically be graded down twenty-five percent (25%) and fifty percent (50%) on the second day. After that, a grade of zero (0%) will be given. Technology issues and/or malfunction of personal or Newhouse computers are not valid excuses for late work as it is expected that your work is completed well before class begins. In the case of absence or class cancellation, you are still expected to hand in your assignments on time via Blackboard.

I support student learning by offering opportunities for students to revise and resubmit (R&R) assignments that upon initial, on-time submission, earned an F. Students choosing to revise assignments will have the opportunity to earn up to a C letter grade on the assignment. It is the student's responsibility to request a revise and resubmit opportunity within 48 hours of the failed grade posting. The revised assignment is due within seven days.

Revision and resubmission is OPTIONAL. It is NOT acceptable to request a revise and resubmit if a student received an F due to failure to submit an assignment. This does not apply to the final project, or live/in-class assignments or certifications.

## Syracuse University Policies

Syracuse University has a variety of other policies designed to guarantee that students live and study in a community respectful of their needs and those of fellow students. Some of the most important of these concern:

**Diversity and Disability** (ensuring that students are aware of their rights and responsibilities in a diverse, inclusive, accessible, bias-free campus community) can be found [here](#), at: <https://www.syracuse.edu/life/accessibilitydiversity/>.

**Religious Observances Notification and Policy** (steps to follow to request accommodations for the observance of religious holidays) can be found [here](#), at: <https://policies.syr.edu/policies/university-governance-ethics-integrity-and-legal-compliance/religious-observances-policy/>

**Orange SUccess** (tools to access a variety of SU resources, including ways to communicate with advisors and faculty members) can be found [here](#), at: <http://orangesuccess.syr.edu/getting-started-2/>

**Disability-Related Accommodations:** Syracuse University values diversity and inclusion; we are committed to a climate of mutual respect and full participation. There may be aspects of the instruction or design of this course that result in barriers to your inclusion and full participation in this course. I invite any student to meet with me to discuss strategies and/or accommodations (academic adjustments) that may be essential to your success and to collaborate with the Center for Disability Resources (CDR) in this process.

If you would like to discuss disability-accommodations or register with CDR, please visit Center for Disability Resources. Please call (315) 443-4498 or email [disabilityresources@syr.edu](mailto:disabilityresources@syr.edu) for more detailed information.

CDR is responsible for coordinating disability-related academic accommodations and will work with the student to develop an access plan. Since academic accommodations may require early planning and generally are not provided retroactively, please contact CDR as soon as possible to begin this process. <https://disabilityresources.syr.edu/>

## Academic Integrity

Syracuse University's [Academic Integrity Policy](#) reflects the high value that we, as a university community, place on honesty in academic work. The policy holds students accountable for the integrity of all work they

submit and for upholding course-specific, as well as university-wide, academic integrity expectations. The policy governs citation and use of sources, the integrity of work submitted in exams and assignments, and truthfulness in all academic matters, including course attendance and participation. The policy states that any work a student submits for a course must be solely their own unless the instructor explicitly allows collaboration or editing. The policy also requires students to acknowledge their use of other peoples' language, images or other original creative or scholarly work through appropriate citation. These expectations extend to the new, fast-growing realm of artificial intelligence (AI) as well as to the use of websites that charge fees or require uploading of course materials to obtain exam solutions or assignments. Students are required to ask their instructor whether use of these tools is permitted - and if so, to what extent - before using them to complete any assignment or exam. Students are also required to seek advance permission from instructors if they wish to submit the same work in more than one course. Failure to receive this permission in advance may violate the Academic Integrity Policy. Under the policy, instructors who seek to penalize a student for a suspected violation must first report the violation to the Center for Learning and Student Success (CLASS). Students may not drop or withdraw from courses in which they face a suspected violation. Instructors must wait to assign a final course grade until a suspected violation is reviewed and upheld or overturned. Upholding Academic Integrity includes abiding by instructors' individual course expectations, which may include the protection of their intellectual property. Students should not upload, distribute, or otherwise share instructors' course materials without permission. Students found in violation of the policy are subject to grade sanctions determined by the course instructor and non-grade sanctions determined by the School or College where the course is offered, as outlined in the Violation and Sanction Classification Rubric. Students are required to read an online summary of the University's academic integrity expectations and provide an electronic signature agreeing to abide by them twice a year during pre-term check-in on MySlice.

The Violation and Sanction Classification Rubric establishes recommended guidelines for the determination of grade penalties by faculty and instructors, while also giving them discretion to select the grade penalty they believe most suitable, including course failure, regardless of violation level. Any established violation in this course may result in course failure regardless of violation level.

## Artificial Intelligence Statement

As a pre-eminent and inclusive student-focused research institution, Syracuse University considers academic integrity at the forefront of learning, serving as a core value and guiding pillar of education. Syracuse University's Academic Integrity Policy provides students with the necessary guidelines to complete academic work with integrity throughout their studies. Students are required to uphold both course-specific and university-wide academic integrity expectations such as crediting your sources, doing your own work, communicating honestly, and supporting academic integrity. The full Syracuse University Academic Integrity Policy can be found by visiting [class.syr.edu](http://class.syr.edu), selecting, "Academic Integrity," and "Expectations and Policy."

Upholding Academic Integrity includes the protection of faculty's intellectual property. Students should not upload, distribute, or share instructors' course materials, including presentations, assignments, exams, or other evaluative materials without permission. Using websites that charge fees or require uploading of course material (e.g., Chegg, Course Hero) to obtain exam solutions or assignments completed by others, which are then presented as your own violates academic integrity expectations in this course and may be classified as a Level 3 violation. All academic integrity expectations that apply to in-person assignments, quizzes, and exams also apply online.

Students found in violation of the policy are subject to grade sanctions determined by the course instructor and non-grade sanctions determined by the School or College where the course is offered. Students may not drop or withdraw from courses in which they face a suspected violation. Any established violation in this course may result in course failure regardless of violation level.

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**This course has zero tolerance for artificial intelligence use.**

All generative-AI tools are prohibited in this course because their use inhibits achievement of the course learning objectives. This policy applies to all stages of project and writing processes including researching, brainstorming, outlining, organizing, and polishing. Do not use Generative-AI tools to create any content (i.e., images and video, audio, text, code, etc.). If you have any questions about a feature and whether it is considered Generative-AI, ask your instructor.

**Note: You will have opportunities in your Syracuse career to develop competencies in artificial intelligence. However, you must first learn the fundamentals of this field and its conventions in order to use artificial intelligence effectively.**

## **NEWHOUSE Earning Research Credit through the CITRA Portal**

This course participates in the Communication, Information, and Technology Research Alliance (CITRA) Research Pool. This is a shared resource for students interested in participating in scientific research being conducted by Newhouse or iSchool faculty and students, and you can earn credit for this course in exchange for volunteering for those studies.

At any time during the semester, you can visit <https://syr-citra.sona-systems.com/Default.aspx> to (a) sign up for a SONA account using your syr.edu email address (required to participate in studies) and then (b) read more about the study participation opportunities. Note that there may not *always* be studies available and you might not be eligible for all studies, but that the list of studies is updated frequently. So, you should check for new studies throughout the semester. For each study listed there are specific instructions for how to sign up and participate—if you have questions, please email the researcher listed directly.

When you sign up for a CITRA Pool study, you will earn credits equal to roughly 1 credit for each 30 minutes of study-participation time (although some studies could be worth more or less, depending on what you are asked to do). For our particular class, each credit is worth **one percent (1%) extra credit**, and you are limited to earning **three (3) CITRA credits** for the semester. Each CITRA Pool credit can be assigned only to one course, and study participation must be completed by the last class day of the semester.

Finally, it is important to understand that it is *not mandatory* that you participate in research to earn course credit. If you would still like to earn course credit but are not interested in volunteering for any of the CITRA Pool studies, you may contact the coordinators of the CITRA Pool for more information about alternative credit activities. For Newhouse courses, your contact is the CITRA coordinator Dr. Nick Bowman ([nbowman@syr.edu](mailto:nbowman@syr.edu)). You may also email those contacts for any other questions, comments, or concerns you have about the CITRA Pool system.

## Weekly Schedule

This is a tentative weekly schedule. It may change as the semester proceeds, but these changes will be posted and announced on Blackboard so please log in frequently to ensure you are up to date.

	Activity	Readings from textbook	Assignments Due
<b>Week 1: Aug. 26 &amp; 28</b>	Introductions, Surveying the world of PR	- Chapter 1	<b>8/27: Student Profile 8/29: Syllabus Quiz</b>
<b>Week 2: Sept. 2 &amp; 4</b>	History & Ethics	- Chapter 2 (Tues.) - Chapter 4 (Thurs.)	
<b>Week 3: Sept. 9 &amp; 11</b>	Research and Theory	- Chapter 5	
<b>Week 4: Sept. 16 &amp; 18</b>	Public Relations Writing: Persuasion and Audience	- Chapter 7	
<b>Week 5: Sept. 23 &amp; 25</b>	Digital and Social Media	- Chapter 8	<b>9/25: e-Portfolio</b>
<b>Week 6: Sept. 30 &amp; Oct. 2</b>	Media Relations	- Chapter 9	
<b>Week 7: Oct. 7 &amp; 9</b>	Strategic Planning	- Chapter 6	<b>Midterm Review</b>
<b>Week 8: Oct. 13 &amp; 15</b>	October 13: FALL BREAK		<b>10/15: Midterm</b>
<b>Week 9: Oct. 21 &amp; 23</b>	Corporate Social Responsibility and Environmental Sustainability	- Chapter 3	

	Activity	Readings from textbook	Assignments Due
<b>Week 10: Oct. 28 &amp; 30</b>	Employee Relations, Corporate Culture, & Social Responsibility	- Chapter 10	<b>Oct. 30: PR Case Study</b>
<b>Week 11: Nov. 4 &amp; 6</b>	Corporate Communication & Reputation Management	- Chapter 11	
<b>Week 12: Nov. 11 &amp; 13</b>	Issues Management and Crisis Communication	- Chapter 12	
<b>Week 13: Nov. 18 &amp; 20</b>	Nonprofit & Health Communication	- Chapter 13	
<b>Week 14: Nov. 25 &amp; 27</b>	THANKSGIVING BREAK		
<b>Week 15: Dec. 2 &amp; 4</b>	Global and Political Considerations	- Chapter 14 (Tues) - Chapter 15 (Thurs)	
<b>Week 16: Dec. 9</b>	Sports and Tourism	- Chapter 16	<b>Dec. 9: PR Industry Paper</b>
<b>Dec. 11</b>	Final Exam		<b>Dec. 11: "Final" Exam</b>