SECTION I: DEFINITIONS (10 POINTS)
I want you to be familiar with terminology used in the field of Public Relations so you can carry on an intelligent discussion during a job or internship interview. A Glossary is included on pages 571-586 of the textbook. You should know these are terms if you plan to practice public relations. The first ten questions will ask you to demonstrate that you understand the terms used in the discussion of public relations.

SECTION II: TRUE/FALSE (15 POINTS)

SECTION III: MULTIPLE CHOICE (16 POINTS)
These two sections test your knowledge over the reading material in the textbook. The questions will be very similar to the questions you’ve had on your in-class quizzes over the reading material. You will only be responsible for Chapters 1, 2, 4, 6, 7, 8, 9, 10 and 11. You may earn extra credit in Section II by correcting false statements so they are true.

SECTION IV: SHORT ANSWER (19 POINTS)
This section covers material and handouts presented by our outside speakers, classroom lectures and handouts.

SECTION V: ESSAY (40 POINTS)
The last section of the examination asks you to apply your knowledge by creating a public relations campaign for a specific purpose and client. I will base your grade on how well you creatively apply what you’ve learned from the textbook readings and our guest lecturers.

In addition, I will ask you to complete a Course Evaluation. While completing the Final Exam and the Course Evaluation should only take about an hour, you may have as much time as you need.

The exam is Monday night during Finals Week, April 30, 2007, at 7 p.m. All you need to bring is a pen or pencil. Mr. Pocock will bring the pizza. I would wish you “good luck” but I know you’ll study so luck will have nothing to do with your successful performance.

“People who fail to prepare are preparing to fail.”

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