**Course Description**

**Communication 257—Public Relations**

**Instructor:** Rob Pocock  
Martha Miller Center, Room 121

**Contact Information:**  
on-campus office extension: 7137  
mobile: 616 340 4378  
pocock@hope.edu

**Textbook:**  

**Course Goals:**

1. To learn about communication between organizations and their internal and external publics. The organizations we will study include corporations, smaller businesses, non-profit organizations and human service agencies;
2. To identify strategies on the uses of media in public relations;
3. To simulate public relations and management situations using practical experiences and case studies;
4. To complete a project that would be an excellent addition to your professional portfolio in preparation for job interviews; and
5. To interact with professionals from the field of public relations.

**Course Objectives:**

The primary objective of this survey course is to familiarize you with the basic concepts and principles of public relations. It is a foundation course for other courses in public relations and a supplemental course for students majoring in communications studies. At the end of the course, you should have attained the following objectives:

- To understand the different models of public relations.
- To gain knowledge of the history of the practice of public relations, including important case studies.
- To understand the role of values and ethics in public relations.
- To understand the key theories that underlie the practice of public relations.
- To understand and apply the standard processes of the practice of public relations.
- To understand the laws that govern the practice of public relations.
- To work with a group to present an action plan that addresses a public relations problem and/or opportunity for a client.
- To realize the best public relations efforts are ones professionals haven’t previously considered. Superior work requires you to think out of the box and not just check off boxes on the assignment sheet.
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COURSE DESCRIPTION

COURSE EXPERIENCES:
1. The best nine (9) of your eleven (11) quizzes 10 pts. ea. 90 pts.**
2. Tactical Experiences: 150 pts.
   A. Research Plan 25 pts.
   B. Research Document 75 pts.
   C. Backgrounder/Fact Sheet 25 pts.
   D. News Release/Media Advisory 25 pts.
3. Case Study 75 pts.
4. Four (4) Speaker Preparation Forms 20 pts. ea. 80 pts.**
5. Two (2) In-Class Exercises 20 pts. ea. 40 pts.**
   A. Phase One 100 pts.
   B. Final Action Plan and Presentation 250 pts.
7. Final Examination 50 pts.
8. Attendance (45 pts.) and Participation (80 pts.) 125 pts.

TOTAL POSSIBLE POINTS (excluding extra credit): 960 pts.

Note: You may earn Extra Credit (see “Course Policies”) 15 pts.

** The number of quizzes, speaker preparation forms and in-class exercises may vary during the semester. Points will be adjusted accordingly while the grading scale remains constant.

GRADING SCALE:
94% -- 100% = A 73% -- 76% = C
90% -- 93% = A- 70% -- 72% = C-
87% -- 89% = B+ 67% -- 69% = D+
83% -- 86% = B 63% -- 66% = D
80% -- 82% = B- 60% -- 62% = D-
77% -- 79% = C+ 0% -- 59% = E

YOUR EVALUATION OF THE COURSE:
Hope College expects all students to assess each course in an effort to continuously improve student learning. At the end of the semester, you will be asked to assess how well this course met its stated goals. Your responses will be kept anonymous, but I will take the collective results seriously in thinking about how to provide Hope students the best possible education. Your responses matter. You are urged to participate in this important process.

AMERICANS WITH DISABILITIES ACT:
Any student whose disability falls within ADA guidelines should inform me at the beginning of the semester of any special accommodations or equipment needs necessary to complete the requirements for this course. Students must register documentation with the Office of Disability Services and/or Academic Support Center. If you have questions, call Student Development at extension 7800.

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