HTMT 310 - Public Relations & Special Events
Fall 2015

Instructor Information:
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Office Hours:
By appointment only via email, office is located at 87 S. Market Street, Suite C.

Class Information:
This course is an express class, which meets Mondays from 5:30 p.m. to 8:15 p.m. in the Education Center room 115. The class begins August 31, 2015 and finishes on September 28, 2015. It is suggested that students attend an event the afternoon of Tuesday, September 22, 2015, as part of a class assignment.

Required Materials:
No textbook is required for this course. The Instructor will distribute handout materials and articles for study in class.

Course Description:
Course presents basic concepts and theories of public relations as a management function for planning and promoting special events, fundraisers and festivals. Students will create a strategic communications plan and discover ways to implement the plan through traditional and social media outlets, and then adapt techniques to measure results through analytic tools and insights.

Topics:
• Media Relations
• Social Media Marketing
• Community Relations
• Fundraising
• Special Event Promotion
• Branding
• Strategic Communications
• Content Marketing
• Story Telling/Feature Writing
• Event Planning and Logistics

School of Business Learning Goals:
• Effective Communication: Students demonstrate the ability, via both written and spoken word, to effectively present, critique and defend ideas in a cogent, persuasive manner.

• Quantitative Fluency: Students demonstrate competency in logical reasoning and data analysis skills.
• **Global and Civic Responsibility**: Students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students integrate knowledge and skills in addressing these issues.

• **Intellectual Innovation and Creativity**: Students demonstrate their resourcefulness and originality in addressing extemporaneous problems.

• **Synthesis**: Students demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

**Course Goals:**
This course will provide students the opportunity to improve their communication skills through learning the fundamentals of public relations practices in addition to hearing from real-world practitioners.

Upon completion of the course, students should have an understanding of how and when to apply different techniques, applications and tools that can be used in the implementation of a public relations campaign or day-to-day communications with target publics and media outlets.

**Course Learning Objectives:**
- To attain knowledge about public relations as a profession.
- To develop an understanding of public relations strategies and practices.
- To improve oral and written communication skills through reflective writing assignments and class presentations.
- To understand how to manage an organization’s reputation online, in the news and among key publics.
- To increase understanding of real life public relations problems through case studies and make decisions about strategy based on those problems.
- To understand ethical implications of public relations practice, considering the social effects.
- To learn how to develop innovative and creative online content and measure results through analytic tools and insights.
- To master networking within a professional interest and the greater community.

**Class Attendance:**
Class attendance is crucial for any course, students are expected to attend all classes and meetings of each course in which they enroll. Attendance for this course is mandatory and students are responsible for the entire content of the course.

**Assignments:**
**Participation Assignment & One-sheet (5 pts.):** Each week one student from the class will be assigned to present a current public relations issue in the news and how it relates to the material of study. A one-sheet brief should be distributed to classmates.
LinkedIn Profile (5 pts.): (www.linkedin.com)
Students will sign up for a new account or update an existing account. An important online networking tool, LinkedIn is an ideal place to connect with local and national business professionals and search for jobs.

All students will post a professional photo of themselves on their page. An updated or new profile includes previous work experience with job descriptions and possible recommendations from previous supervisors. Students should seek to add the people they meet in class and guest speakers throughout the course to their contacts.

Strategic PR Plan (45 pts.): Working in groups, students will draft a strategic public and media relations plan complete with goals, objectives, tactics and measurement for an in-store event at Mercantile & Mash or a promotional event at The Cedar Room in the Cigar Factory. The plan should include the following:

- **Situation Statement:** First describe your client including its mission, intended audiences and identify problems/opportunities using the SWOT analysis method. (10 pts.)
- **Goals/Objectives:** Outline research steps that would be necessary to finalize the detailed action plan. (10 pts.)
- **Action Plan:** A detailed summary of the situation, strategies recommended and plan for evaluating/measuring success. (25 pts.)

Case Study Essay (15 pts.): One case study will be assigned in class and will introduce students to the case study method of solving public relations problems. An in-depth analysis of the case study should be presented in a 3-5-page paper.

Press Release (20 pts.): Writing a press release is a critical element of media relations. Students will be assigned two press release assignments and must draft the release using the Associated Press Style guidelines.
1. Basic news release (10 pts.)
2. Feature news release (10 pts.)

Grading:
- Participation Assignment: 5 points
- LinkedIn Profile: 5 points
- Case Study Essay: 15 points
- Press Release 1: 10 points
- Press Release 2: 10 points
- Strategic PR Plan: 45 points
- Presentation: 10 points

**TOTAL: 100 points**

This class will be based on a system of 100 points. Your final grade assignment will be based on your total score and the standard criterion will be used for this grade assignment.

**Grading Scale:**

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<tr>
<th>Grade Level</th>
<th>Description</th>
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<tr>
<td>A</td>
<td>94 or above</td>
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<td>A-</td>
<td>90-93</td>
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<td>D</td>
<td>60-69</td>
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<td>F</td>
<td>Below 60</td>
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Course Calendar:

*Note: This syllabus is subject to change.*

Week 1: August 31
- Course Introduction
- Client/Project Overview
- What is Public Relations?
- The Public Relations Process

Week 2: September 7
- Public Relations Tactics
- Press Releases

*Assignment Due: Personal Bio and LinkedIn Profile (printed)*

Week 3: September 14
- Guest Speaker/Panel – Careers in PR & Special Events
- Public Opinion and Persuasion
- Ethics

*Assignment Due: Basic News Release and Feature News Release*

Week 4: September 21
- Reaching Audiences
- Traditional Media Outlets
- Social & New Media

*Assignment Due: Case Study Essay*

Special Event: Tuesday, September 22 from 5:30 p.m. to 8:30 p.m.
- Grand Opening of Mercantile & Mash/ The Cedar Room
- PR and special event volunteers needed

Week 5: September 28
- Course Review
- Portfolio Elements
- Prepare for Final Presentation

*Assignment Due: Final Strategic Plan and Presentation Due*

*Assignment: Course-Instructor Evaluations open Wednesday, September 30*

Final Exam: October 12
- Client Presentation
- Portfolios Due

**Writing Assignments:** Written assignments should be typed (no larger than 12 point) and double-spaced with one-inch margins. When references are included, they should follow APA guidelines. Pay special attention to spelling, grammar and punctuation. Grammatical errors will cost one (1) point each. Spelling errors will cost two (2) points each.

**Center for Student Learning**
I encourage you to utilize the Center for Student Learning’s (CSL) academic support services for assistance in study strategies and course content. They offer tutoring, Supplemental Instruction, study skills appointments, and workshops. Students of all
abilities have become more successful using these programs throughout their academic career and the services are available to you at no additional cost. For more information regarding these services please visit the CSL website at http://csl.cofc.edu or call (843)953-5635.

**Academic Honesty/Honor Code:**
Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are related more to a misunderstanding will be handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration—working together without permission—is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the *Student Handbook* at: [http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php](http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php)

**Disability Statement from the SNAP Office:**
The College will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsibility for notifying me as soon as possible and for contacting me one week before accommodation is needed.