

MGMT 652
Public Relations and Public Affairs
Spring 2016
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Office Hours: Monday 5:00-7:00

PURPOSE AND METHOD

This course focuses on how managers can better establish and maintain mutually beneficial relationships with external groups, individuals and organizations. The course will focus applying a strategic planning perspective in the development of public relations plans. Accordingly, students will leave the course prepared to develop public relations initiatives for real-world organizations.

COURSE OBJECTIVES

Upon completion of this course, the student will be able to:

- Demonstrate an understanding of the foundational elements of public relations and its application
- Develop, in an organizational setting, a public relations program involving problem identification, program research, planning implementation and evaluation.

TEXT AND/OR OTHER READINGS

1. Strategic Planning for Public Relations (4th Ed) by Ronald D. Smith
3. Two Cases
 - After job 1: Actions and reactions in the Ford/Firestone recall (Babson Case #BAB113)
 - BP and corporate greenwash (Ivey Case #905C10)

PERFORMANCE MEASURES and GRADING

Your grade will be determined by your performance on the following assignments.

- 1) Two exams (100 points each) = 200
- 2) Two case studies (50 points each) = 100
- 3) Group public relations plan = 100 points

Total: 400 points

PERFORMANCE COMPONENTS (Note: Specific, detailed information regarding each component will be given out in class)

Exams

There will be 2 examinations in this course. All material assigned and presented in class may be covered, this includes cases and articles as well as all assigned chapter texts. The exams will focus on application of concepts as well as reviewing materials for the public relations professional entry-level accreditation exam. **If you miss the exam you will receive no grade for the exam you missed.**

Case Studies

Two case studies will be assigned. Students will submit a case analysis and provide a case analysis handout to the class in order to facilitate discussion. Case rubric and handout guidelines are provided in separate documents.

Public Relations Program

Students will create a public relations plan for a local organization. The plan will follow the public relations program components covered in the text

GRADING SCALE

360-400 points.....A
320-359 points.....B
280-319 points.....C
240-279 points.....D
< 240 points.....F

ACADEMIC INTEGRITY

Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty. By enrolling in any course at Anderson, the student accepts the Anderson Academic Honesty Code and affirms the following pledge:

I will not lie, cheat, fabricate, plagiarize or use any other dishonest means to gain unfair academic advantage.

Any violation of the code of conduct will be taken very seriously and appropriate sanctions will be applied. FOR FULL TEXT OF ANDERSON'S ACADEMIC HONESTY CODE, please visit <http://www.mgt.unm.edu/honesty>

ADA Statement

Reasonable accommodation will be given to any individual with a legitimate disability. Please contact the instructor privately for arrangements. If you are a qualified person with disabilities who might need appropriate academic adjustments, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs in a timely manner. Frequently, we will need to coordinate accommodating

activities with other offices on campus. Course materials can be made available in alternative formats.