



## CMN 131: Strategic Communication in Public Relations

Winter Quarter 2016

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**Instructor:** Jeanette B. Ruiz

Office Hours: Wednesdays, 10 AM – 11 AM  
Other times by appointment.

Office: Kerr Hall, Room 177

Message Line: (530) 752-9933 (unreliable)

Email: jbruiz@ucdavis.edu (reliable)

**Lecture**

Monday & Wednesday, 12:10 – 2:00PM  
Wellman 126

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### Prerequisites

There are official prerequisites but they have been waived for this session.

### Course Objectives

CMN 131 provides an intense introduction to public relations. Much of our attention will be devoted to understanding the theory and research behind the practice but will also provide a good understanding of the practice of public relations. This approach to scholarship acknowledges the value in understanding how and why public relations practice decisions are made.

### Course Materials

#### Required Textbooks

Broom, G.M., & Sha, B. (2012). *Cutlip & Center's Effective Public Relations (11<sup>th</sup> Ed.)*. New York: Pearson.

#### Supplemental Materials

**SmartSite.** Additional readings and information will be provided on SmartSite. Please be sure to check the site often or set it so that you are alerted when there are changes. Also, please be sure to check your school email. Announcements not made in class will be emailed.

**Newspapers** Read at least **ONE** daily (e.g. *New York Times*, *Washington Post*, etc.). A truly great PR professional is a voracious reader. Knowing what is going on in the world is the most basic skill. Start to think about what you are reading (and watching) with a curiosity about how it got there. When you find something interesting, tell us! There will be time to discuss findings.

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**Equal Treatment.** I believe in equal treatment of all students. As such, no student will be given an opportunity to improve a grade that is not made available to all members of the class. Unacceptable requests include “extra credit” work, retaking exams, time extension on assignments, etc. However, this policy is not intended to exclude reasonable accommodation of verified student disability. I will provide appropriate accommodation for documented educational needs.

## Evaluation

**Your Final Course Grade.** Your final point total will be converted to a percentage (points earned/150). A letter grade for the course will then be assigned as described in the table below. **This grading scale will not be curved – scores will not be rounded up or curved.** Your instructor reserves the right to adjust upward individual test scores, but does not promise or expect to do so. **Overview Final** grades are based on a 150-point system as follows:

Grade Component	Points
Midterm Examination	50
Final Examination	50
Infographic/Research Paper	50
<i>Total</i>	<i>150</i>

97.00 – 100%	A+
93.00 – 96.99%	A
90.00 – 92.99%	A-
87.00 – 89.99%	B+
83.00 – 86.99%	B
80.00 – 82.99%	B-
77.00 – 79.99%	C+
73.00 – 76.99%	C
70.00 – 72.99%	C-
67.00 – 69.99%	D+
63.00 – 66.99%	D
60.00 – 62.99%	D-
<60%	F

**Examinations [50 points each]. Exam Format.** There will be one midterm examination and one final examination. These two examinations consist of 50 multiple-choice, true or false questions. You will be tested on text and lecture material. Bring a Scantron Form 2000. **No Electronic Devices!** All electronic devices must be stored under your seat during the exam. Any student found using or even holding an electronic device during an exam will be assumed to be cheating and will be referred to Student Judicial Affairs. **No Early Test Times.** For security reasons, early test times are not available. If you cannot take the final examination at the regularly scheduled time, you will need to complete CMN 131 in a later quarter. **Makeup Exams.** Missing a scheduled exam will result in zero points for that exam. Make up exams will be given only for valid emergencies (proof required). If a makeup exam is granted, the exam will take place at the convenience of the instructor.

**Testing FAQs.** Here are answers to the most common questions I receive about my tests:

- . (1) *Is the final examination comprehensive?* Answer: No.
- . (2) *I missed a lecture. What should I do?* Answer: If you miss a lecture, it is your responsibility to track down and copy a good set of notes from one of your classmates. It is not the responsibility of your instructor to give you your own private lecture for those days you miss.

**Infographic [50 points].** You will create an infographic for an issue or organization of your choice. More information available on SmartSite. **Plagiarism.** You're expected to know and follow the University's policies on academic integrity (<http://sja.ucdavis.edu>). Any suspected cases of academic dishonesty will be handled according to University policies.

**Extra Credit.** On occasion, colleagues and our own doctoral students ask your instructor to make you available (on a voluntary basis) as research participants in their studies. However, such opportunities are not guaranteed. If I receive such requests, and if you participate in these studies, you will receive 1 point for every study you complete, up to a maximum of 2 points. *Once again, these extra credit opportunities do not come up in every quarter.* It is best to assume that your final course grade will be based solely on your two examination and infographic/research paper scores.

## Schedule of Activities

Your instructor reserves the right to make alterations to this schedule, including the midterm test date, as needed.

Date	Topic	Readings & Due Dates
<b>Week 1</b>		
M/Jan 4	Course Intro. / Introduction to PR	Ch. 1
W/Jan 6	History of PR	Ch. 4
<b>Week 2</b>		
M/Jan 11	Theoretical Framework	Ch. 7
W/Jan 13	Communication Theory	Ch. 8
<b>Week 3</b>		
M/Jan 18	<b>HOLIDAY – NO CLASS</b>	
W/Jan 20	Working Within the Law	Ch. 6
<b>Week 4</b>		
M/Jan 25	Ethical Considerations	Ch. 5/SmartSite Reading
W/Jan 27	Media Relations	Ch. 10/SmartSite Reading
<b>Week 5</b>		
M/Feb 1	Internal Communication	Ch. 9
<b>W/Feb 3</b>	<b>MIDTERM EXAM</b>	Scantron/Pencils/Eraser
<b>Week 6</b>		
M/Feb 8	Working Session	Infographic Work
W/Feb 10	Corporate PR	Ch. 15/SmartSite Reading
<b>Week 7</b>		
M/Feb 15	<b>HOLIDAY – NO CLASS</b>	
W/Feb 17	Government Affairs	Ch. 16 & Ch. 17
<b>Week 8</b>		
M/Feb 22	Nonprofits & Education	Ch. 18 & Ch. 20
W/Feb 24	PR in Health	Ch. 19 & Ch. 21
<b>Week 9</b>		
M/Feb 29	Working Session	Infographic Work
W/Mar 2	Problem Assessment	Ch. 11
<b>Week 10</b>		
M/Mar 7	Planning	<b>Ch. 12/Infographics DUE!</b>
W/Mar 9	Implementation	Ch. 13
<b>Week 11</b>		
M/Mar 14	Evaluation – The New Frontier	Ch. 14
<b>Finals Week</b>		
<b>T/Mar 15</b>	<b>FINAL EXAM: 1:00 – 3:00 PM</b> The examination will be held in our regularly scheduled classroom. Other times and earlier times are not available. If you enroll in this course you must take the final examination at this time. If this time does not work for you, you will need to take the class in a future quarter.	