

Miami-Dade Community College

Wolfson Campus

PUR 2000 - Public Relations
ROSENTHAL Rm. 3704 (305) 237-3151

COURSE OBJECTIVES: An introduction to the principles and practice of public relations. Major topics include: origin, ethical and legal considerations and media and media relations.

INSTRUCTIONAL STRATEGIES: This course utilizes a mixture of lecture, class discussion, case analysis in-class exercises. Students are encouraged to actively participate in the discussions and problem analyses, as this enhances the ability to translate the academic material to the reality of the work environment.

TEXTBOOK: *Public Relations*, by Newson, Turk, and Kruckeberg (6th Edition)

ATTENDANCE PROCEDURES: Regular attendance is mandatory since the student is responsible for all material covered in the lecture, class discussions, hand-outs and text. There is typically a high correlation between good classroom attendance and satisfactory performance attendance is taken only at the beginning of the class session. Do not ask me to mark you present if you are late. If you miss three class sessions without a verifiable medical or work-related excuse, the instructor has the right to lower your class grade.

EXAMINATIONS: All exams are comprised of multiple choice and/or true/false questions. The units are non-cumulative but include material from the class discussions and hand-outs. The exam dates will be given with adequate notice but generally follow after every five chapters. Students taking all exams will be able to drop their lowest grade. All others will use the exam missed as their one drop option, as there are No make-up exams. You must remember to bring a sharpened number 2 pencil with you to all exam sessions as the cards are electronically graded.

STUDENT DROP PROCEDURE: It is the responsibility of the student who is unable to complete the course to request a "W" through the Registrar's office prior to the above date. Failure to comply with this procedure will result in the grade earned as of the date of last attendance. Incompletes are given only in unusual circumstances and when a student is unable to complete a major portion of the required work due to illness, injury to the student, or death of a member of the student's immediate family.

COURSE COMPETENCY DISCLAIMER: Any deviation from the stated competencies is at the discretion of the instructor and is based on time and any other restrictions.

FOOD OR SMOKING RULES: No food or smoking is permitted.

OFFICE HOURS: If you are unable to contact me during my posted office hours, please leave a local phone number where you can be reached before 3:00 p.m., Monday through Thursday, with the receptionist in room 3704 (237-3151). Beepers or long-distance numbers cannot be used for contact. I will return your call as promptly as possible, probably during my next day=s office hours

CLASSROOM ETIQUETTE: No audible beepers or cellular phones.

GRADING PROCEDURES:

4 examinations (top 4 of 5 grades)	400 pts. total
Class participation and attendance*	25 pts. total
Written Assignment I	50 pts. total
Writing assignment II	50 pts. total

*Based on attendance and participation in class discussions.

The following scale will determine the final grade:

A	484-525
B	429-483
C	374-428
D	319-323
F	Below 319

INCOMPLETES: An INCOMPLETE (I) will only be considered for extraordinary circumstances and if 80% of the material is satisfactorily completed by the final drop date.