

Fall 2009

University of Texas at San Antonio
Writing for Public Relations COM 3513

Sallyanne Holtz

Office Hours: Main Building 2.248, No. 6, Faculty Offices, hours TBA
sallyanne.holtz@utsa.edu (I check about 2 times a week while school is in session)

Required Texts: Public Relations Writing: Form & Style, Wadsworth
–8th edition

Associated Press Stylebook and Libel Manual /Removable USB
media//Bedford Handbook for Writers, Hacker

Course Description: Exposure to techniques and skills associated with writing for PR to create internal and external documents. Designed to enable students to become competent with a variety of publics.

Prerequisites: COM 3523 and ENG 2413

Students with Documented Disabilities: Students should contact that office (Office of Disability Services) BEFORE beginning class. Accommodations cannot be made unless students register with this office and provide the instructor with a letter from that office. Accommodations are not applied retroactively.

Objectives: This course is designed to introduce students to the writing-related experiences of the media. Students will learn the communications role of the writer, become aware of their individual writing skills and learn to write for a variety of media and professional audiences.

Academic Honesty: You are expected to write your own papers and do your own assignments. If you are caught cheating, you will receive an F on the assignment and may receive an F in the course. Do not take chances. Cheating is NOT a minor offense.

Grading: This grading scale applies: 90-100=A; 80-90=B; 70-80=C; 60-70=D; minus 60, F. Remember, attendance is a variable in this calculation.

Attendance/ 25% - -3 points are taken off final grade for every absence. No excused absences.

Written Assignments: 25%

Final Project: 25%

Exams and quizzes: 25% (No make-up exams will be given.)

Written/oral assignments: A variety of written responsibilities will be assigned during the semester, including written and in-class exercises based on chapter topics. All written assignments **MUST BE** typed, double-spaced and submitted at the end of the class period and on time. Grading criteria include content and mechanics (AP style, proper grammar and punctuation). **NO LATE PAPERS.**

Final project: Students will prepare a media kit on an assigned project.

Schedule of reading assignments, class preparations, discussion topics and other assignments will be announced in class.

Assignments include, but are not limited to, letters, press releases, PSA's, backgrounders, feature story, profile, media kit(s).

Feel free to stop by my office during office hours or call me at home (above number). I am always available for consultation - except, obviously, after 9 p.m.

Fall 2009 – First Day of Classes

Wednesday, August 26, 2009

HOLIDAY – Labor Day – No Classes

Monday, September 7, 2009

Fall 2009 CENSUS DATE

Friday, September 11, 2009 – 5:00 pm

MID-TERM GRADES DUE

Monday, October 12, 2009, 2pm

THANKSGIVING BREAK

Thursday through Saturday, November 26-28, 2009

Fall 2009 – Last Day of Classes

Friday, December 4, 2009

NO ADMINISTRATIVE DROPS AFTER THIS DATE

Fall 2008 Incompletes due

Friday, December 4, 2009

Fall 2009 Study Dates

Monday and Tuesday, December 7-8, 2009

Fall 2009 Exam Dates

Wednesday, December 9, 2009 through Tuesday, December 15, 2009

Please verify your exam date and time using the Fall 2009 Exam Schedule on ASAP

Exam dates and locations cannot be changed, no exceptions

Fall 2009 Faculty Enter Final Grades

Wednesday, December 9, 2009 through Friday, December 18, 2009

ALL STUDENTS MUST RECEIVE A GRADE

Fall 2009 Final Grades due in ASAP

Friday, December 18, 2009

2pm **STRICTLY** enforced

Automatic W grade (last day to drop an individual class with an automatic W)

Students with 30 hours or more – Thursday, October 29, 2009

Fall 2009

Com 3523 Introduction to Public Relations

Sallyanne Holtz

Office: MB 2.248-office number: 458-7742/Hours TBA

Required text: Public Relations: Strategies and Tactics, Wilcox, Cameron
9th ed. (find a used text)
Easy access to a major newspaper

Course description: Introduction to the principles and practices of PR with emphasis on strategies and executions of campaigns. For those planning a career in PR, this provides a foundation for the major. The course also is an overview for those planning other professional and managerial careers that require an understanding of PR concepts and management practices.

Prerequisite:!! Completion of Com 3023/Com

Course Objectives: This course will provide students with useful conceptual tools for understanding the principles and practices of PR. Students who complete this course should be able to:

Understand the concept of PR and the roles and functions of PR

Develop skills and techniques of PR practice, including writing for PR (an introduction to the types of writing), media use and media design

Design strategies for a successful PR campaign

Understand the relationship among PR, the media and new technologies

Academic honesty: You are expected to write your own papers and do your share of group assignments. If caught cheating, you will receive an F on the assignment and maybe an F in the course. A letter will be sent to the department chair and the dean. Scholastic dishonesty is a serious offense. See UTSA policy at www.utsa.edu/OSJA/section203.htm

Class policies: No cell phones or texting. Leave for no more than 5 minutes for bathroom break; otherwise, not to take phone calls. If you do not adhere to classroom rules, you may be asked to leave the class. Respect is hallmark.

Grading:

Quizzes/tests: 25%

Attendance/participation: 25%-I will explain in class.

Written assignments: 25%

Media kit project: 25%

*Syllabus is subject to change by instructor