

**Cedar Crest College**  
**MRK 240 – Applied Public Relations**  
**Fall 2009**

Location: Alumnae Hall, Little Theater  
Day/Time: W, 7:00 – 9:30 PM (Meets 9/2,  
9/16, 9/30, 10/14, 10/28, 11/11, & 12/2)

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Format: HYBRID

Office Hours:  
Monday & Friday: 9:30-11:00 AM  
Wednesday: 5:30-7:00 PM

Professor: Gaetan Giannini

Required Text

Marketing Public Relations, Giannini, Gaetan, Pearson-Prentice Hall, 2010

Suggested Reading

Full Frontal PR: Building a buzz about your business, Laermer, Richard,  
Bloomberg Press, 2003

Citizen Marketers, McConnell & Huba, Kaplan Publishing, 2007

Resources

- Hoovers Online (via Cressman Library website, full text area)
- First Research (via Cressman Library website, full text area)
- Marketline (via Cressman Library website, full text area)
- Stat-USA (via Cressman Library website, full text area)
- Lexus-Nexus Academic Universe (via Cressman Library website, full text)
- See class's E-College Webliography for example PR documents and other support material.
- Professor Giannini's sites:
  - [Blog](#)
  - [Delicious \(Bookmarks\)](#)
  - [Twitter](#)
  - [Facebook](#)
  - [YouTube](#)

### Required Materials

Each student must be able to view web videos from various sources including YouTube.com.

Each student must be able to use Real Player to listen to narrated lectures. A current version of Real Player can be downloaded for free at [www.real.com](http://www.real.com)

Each student is required to use her/his Cedar Crest email account for communication with the professor and fellow classmates. Students should check their email regularly.

### Course Description

Applied Public Relations will introduce the student to the PR function within an organization and give them a solid understanding of PR as a process and its place in a company's overall marketing mix. The student will learn how to identify PR opportunities; conduct the appropriate research; identify audiences and media; plan and create a PR campaign; work with the media; and evaluate a campaign's results. Prerequisites: BUA 110, MRK 230

### Course Outcomes

At the completion of this course, students should be able to:

- Explain how and why public relations plays a critical role in marketing strategy
- Demonstrate the many ways PR can add value to marketing efforts
- Implement their understanding of the roles and uses of different media types within the PR environment
- Compose a comprehensive and persuasive corporate media kit
- Create a PR plan that includes a situation analysis, realistic objectives, actionable strategy & tactics, and metrics

### Assignments

Students will be given 12 assignments requiring them to apply the concepts of public relations to a real or hypothetical marketing situation. (The ***ten best*** will be counted.) All assignments to be submitted into the appropriate e-College drop box. Assignments will not be graded before due date. ***LATE ASSIGNMENTS WILL NOT BE ACCEPTED.***

### Assignment Grading Rubric:

To achieve a grade of "A" on an assignment you must:

- Clearly demonstrate that the assignment was understood, follow all directions and complete all parts of the assignment.
- Relate assignment topic to lecture discussion and assigned readings.
- Demonstrate research beyond the course text and lecture material.
- Demonstrate a depth of analysis that proves an understanding the concepts in question.
- Communicate clearly and thoroughly.
- Put forth an effort that goes beyond merely answering the assigned questions or completing the given task.
- Submit the assignment on time.

### Practice Portfolio Project

Students will submit a written PR plan that requires a situation analysis, setting of objectives, strategy development, an implementation framework, and a logical set of metrics by which to evaluate the campaign.

The assignments require students to delve deeper into the most critical of these elements, and will gage their depth of understanding and ability to think within a PR context. The project pulls all of these elements together and places the students in a situation that is an approximation of a real world setting, in which they will be assessed on their knowledge of the individual elements and their ability to synthesize them into a comprehensive PR plan. **Students must select real companies and they must be approved by the instructor by September 16, 2009.**

Steps of the Practice Portfolio are spelled out in the "Practice Portfolio" tab on e-College. **The entire portfolio is due on December 2, 2009.**

### Online Discussion

Discussion topics will be posted on off weeks. You are expected to contribute in a meaningful fashion that demonstrates preparation and depth of thought. You are expected to spend 1 ½-2 hours per week (off weeks) engaged in online discussion. This includes time researching and preparing your responses. You should respond to every topic posted by the instructor and comment on the responses of classmates. Responses to the instructor's postings should be completed within a week of their being posted. Responses to classmates' responses can be made at any time during the semester.

### Online Discussion grading:

- Relate discussion topic to lecture discussion and assigned readings.
- Demonstrate research beyond the course text and lecture material.
- Demonstrate a depth of analysis that proves an understanding the concepts in question that goes beyond "your opinion."
- Quality of responses to instructor's postings as well as classmates' responses.
- Communicate clearly and thoroughly.

The discussion thread entitled *Questions and Comments* will be used to allow you to post questions about the class (ex: clarifying assignment requirements) and for me to comment on common themes that I discover while reviewing your assignments or other elements of the class discussion. While it is vitally important that you check in with this thread frequently, participation here will not count toward your grade.

### Grading Policy:

Assignments:	40%
Project:	30%
Class Participation:	30%

### Grades given:

A= 100%  
A-= 93%  
B+=87%  
B=84%  
B-= 80%  
C+=77%  
C=74%  
C-=70%  
D=65%  
F=55% maximum  
0% given for assignments not handed in

### Final Grades:

A=94-100%  
A-=90-93%  
B+= 87-89.9%  
B=84-86.9%  
B-=80-83.9%  
C+=77-79.9%  
C=74-76.9%  
C-=70-73.9%  
D=60-69.9%  
F= <60%

