American University of Ras Al Khaimah

AURAK Syllabus

Course Title: **Public Relations Theory**

Course Code: **COMM 344**

Credit Hours: 3

Semester: TBA

Methods of Instruction: This course uses the face-to-face method of instruction, including lectures and small group discussion.

Prerequisite course(s): COMM 112

Faculty Name: TBA

Contact Information and Office Hours: TBA

Course Description: This course provides students with an overall perspective of public relations theories as they are applied in various public relations activities and discover the underlying socio-cultural impact on public relations.

Additional Information about the Course: This course is not an online course. It uses the face-to-face method of instruction, including lectures, debates and discussion. At the end of this course the students will have acquired the sufficient knowledge of public relations theories to progress in their program of study, particularly in the area of public relations.

Course Textbooks and Materials:
Lee Edwards (2018).*Understanding Public Relations: Theory, Culture and Society*.Sage

Other Resources:
Christopher P.A. Komisarjevsky et all. (2010).*Inside the minds: The Art of Public Relations*. Aspatore Books, Inc.

Web Resources:
1. http://mlkent.com/PDFs/Kent_Taylor_Intercultural_Theory.PDF
2. https://www.nust.na/sites/default/files/documents/Communication%20Theories%20in%20PR%20Chapter_3%281%29.pdf

3. https://instituteforpr.org/there-is-nothing-as-practical-as-a-good-public-relations-theory/
4. https://www.youtube.com/watch?v=uHL-l_Iz_sA

Course Learning Outcomes (CLOs)

Course Learning Outcomes At the end of this course, students should be able to:	
CLO 1	Gain an understanding of academic research in public relations theory.
CLO 2	Possess comprehensive knowledge of major areas of public relations theory and how those areas have been developed through empirical research.
CLO 3	Critique and evaluate existing theoretical literature through written reports and group discussions.
CLO 4	Be able to apply abstract theoretical models and concepts from public relations scholarship to public relations practice.

Program Learning Outcomes (PLOs) and Mapping Course to Program Learning Outcomes

Please see the APPENDIX for the Course to Program Learning Outcomes Mapping.

Assessment Activities

The dates for quizzes, exams, and submission of assignments are specified in the schedule. You will be graded in this class based on the number of points you earn for quizzes, exams written assignments, or other activities, including your class participation. Keep track of your scores in Blackboard.

Assessment Activities and Grading Weight	Course activity 10 %	Written report & Presentation 20%	Quizzes 20%	Mid-term 20%	Final Exam 30%
CLO 1	x	x	x	x	x
CLO 2	-	-	x	x	x
CLO 3	x	x	-	-	-
CLO 4	x	x	x	-	x

Grading Scale:

The grading system and scale for AURAK is as follows:

AURAK Grading System and Scale		
Grade	Percentage Scores	Grade Points
A	95-100	4
A-	90-94	3.7
B+	86-89	3.3
B	83-85	3
B-	80-82	2.7
C+	76-79	2.3
C	73-75	2
C-	70-72	1.7
D+	66-69	1.3
D	60-65	1
F	0-59	0

Weekly Course Information

Schedule of Course Topics, Required Reading, and Assignments and Assessments				
Week	Topic	Required Readings	Assignment, Assessment (with grade weighting) & Due Date	Mapping of CLSLO's to Assessments
1	Course introduction	N/A	--	1,2,3,4
2	Defining socio-culture relations in public relations	Lee ch.2 Web.1	--	1,2,4
3	Production and circulation of meaning	Lee ch.3 Web.2	--	1,2,4

4	Public relations: Discourse and power	Lee ch.4 Web.2	--	1,2
5	A Political economy of public relations	Lee ch.5 Web.3	--	1,2,3
6	Deliberative democracy and public relations Quiz 1	Lee ch.6 Christopher pp.11-57	10% of the total	1,2,4
7	Public relations and public sphere	Lee ch.7 Web.4	--	1,2,3,4
8	Theories of persuasions	All ppts and readings to date	--	1,2,3,4
9	Midterm Examination Cognitive dissonance theory	All ppts and readings to date	20% of the total	1,2
10	Public relations and globalization	Lee ch.8 Christopher pp.109-124	Written report due	1,3,4
11	Race and case in/and public relations	Lee ch.10 Christopher pp.143-152	--	1,2,3,4
12	Feminist public relations Quiz 2	Lee ch.11 Distributed reading	10% of the total	1,2,3
13	Ethics theories public relations and society	Lee ch.12 Christopher pp.243-251	--	1,2
14	Public Relations beyond the organization	Lee ch.13 Distributed reading		1,2,3,4
15	Presentation of the report	All ppts and readings to date	--	1,2,3,4
16	Final examination	All ppts and readings to date	30% of the total	1,2,4

Attendance Policy

University policy is that students are to attend all classes and to arrive on time. Students are required to:

- Attend all learning and teaching sessions associated with their program of study.

- Notify their course instructors in advance (in person, by phone or e-mail) that they will be absent from time-tabled class sessions.

- Obtain prior permission from their instructor or course manager, for planned absences of two or more consecutive class sessions during the semester.

- Provide a medical certificate or other corroborating evidence to explain their absence, if required by the University.

Unsatisfactory student attendance includes failure to regularly attend learning and teaching sessions without providing a satisfactory reason to instructors for absence and/or persistent late arrival at, or early departure from, learning and teaching sessions. Where a student fails to attend classes for **four or more weeks cumulatively,** or where a recurring pattern of non-attendance is observed over the course of the semester, the instructor has the option of deeming that the student has failed the course, in which case that student may receive an "F (Fail)" or "U (Unsatisfactory)" grade, as appropriate. At this point, and at the instructor's recommendation, the dean also has the authority to instruct the registrar to remove or withdraw the student from the course.

Disability Accommodations

Students with disabilities may find they require additional support, services, or considerations. AURAK will endeavor to support students with disabilities or special needs where resources are available. Accommodations will be provided, for students with verified needs, allowing equal access to educational facilities, programs, services, and activities at AURAK. Disability Accommodations are never applied retroactively – only students who have previously requested and have been approved for supporting accommodations can have them apply to a given academic semester/course. Students needing support must make the request from the Department of Counseling, Testing, and Disability Services located in Building H.

Other Relevant Policies

A. Academic Integrity

The Honor Code

The American University of Ras Al Khaimah strongly supports the concept of academic integrity and expects students and all other members of the AURAK community to be honest in

all academic endeavors. The AURAK Honor Code can be found in the AURAK Student Handbook.

The role of the Honor Code and associated Academic Integrity Policy is to protect the academic integrity of the university, encourage consistent ethical behavior among students, and foster a climate of honorable academic achievement. The Honor Code is an integral part of university life and students are responsible, therefore, for understanding and abiding by the code's provisions. While a student's commitment to honesty and personal integrity is assumed and expected, this Code and associated policy and procedures provides clarity of expectations.

Expectations

Cheating, plagiarism, and all other forms of academic fraud are unacceptable; they are serious violations of university policy. AURAK expects all students to be familiar with university policies on academic integrity. The university will not accept a claim of ignorance – either of the policy itself or of what constitutes academic fraud – as a valid defense against such a charge.

Violations of Academic Integrity

Violations of academic integrity constitute academic fraud. Academic fraud consists of any actions that serves to undermine the integrity of the academic process or that gives the student an unfair advantage, including:
- Inspecting, duplicating or distributing test materials without authorization.
- Cheating, attempting to cheat, or assisting others to cheat – relevant here is the prohibition on being in possession of a mobile telephone or similar electronic device during a test or examination. In case such devices are found with a student, the student will be deemed to have attempted to cheat and will be subject to disciplinary action under the Student Academic Integrity Policy.
- Altering work after it has been submitted for a grade.
- Plagiarizing.
- Using or attempting to use anything that constitutes unauthorized assistance.
- Fabricating, falsifying, distorting, or inventing any information, documentation, or citation.

Plagiarism

One of the most common violations of academic integrity is plagiarism. Plagiarism can be intentional or unintentional. However, since each student is responsible for knowing what constitutes plagiarism, unintentional plagiarism is as unacceptable as intentional plagiarism and thus will bring the same penalties.

Plagiarism – submitting the work of others as one's own - is a serious offense. In the academic world, plagiarism is theft. Information from sources – whether quoted, paraphrased, or summarized – must be given credit through specific citations. When a student paraphrases a

work, it is still necessary to cite the original source. Merely rearranging a sentence or changing a few words is not sufficient. The citation style should be appropriate for the discipline and should clearly indicate the beginning and ending of the referenced material. All sources used in the preparation of an academic paper must also be listed with full bibliographic details at the end of the paper, as appropriate in the discipline.

Faculty and Student Expectations

- Every student, faculty member, and administrator is responsible for upholding the highest standards of academic integrity. Every member of the AURAK community shall honor the spirit of this policy by refusing to tolerate academic fraud.
- It is the responsibility of the instructor to provide students with additional guidelines for what constitutes "authorized" and "unauthorized" assistance.
- It is the responsibility of every student to see clarification if in doubt about what constitutes 'authorized" and "unauthorized" assistance. In cases involving collaborative work, all students within the collaborative group may be help responsible for violating the code if any member of the group receives, accepts, or utilizes "unauthorized" assistance.
- Students are required to obtain permission prior to submitting work, any part of which was previously or will be submitted in another course. The instructor has the option of accepting, rejecting, or requiring modification of the content of previously or simultaneously submitted work.

A student who suspects that a violation of academic integrity has occurred should report the violation to the dean or to the Office of the Provost. In this report, the student should describe any action taken, such as talking with the person involved or with a faculty or staff member. Every effort will be made to preserve the anonymity of the student reporting the incident;

Possible penalties for academic fraud include: Formal warning, Reduction in grade for the assignment, Reduction in the grade for the course, A failing grade for the assignment, A failing grade (F) in the course, and/or Dismissal or Expulsion from the University.

Please refer to the relevant section in the *Student Handbook* and ensure a clear understanding of the provisions of the University Honor Code and the Student Academic Integrity Policy.

B. Concerns about grades or other course matters.

Students are responsible for their learning experiences. If you are concerned about a class matter, first discuss it with the instructor. If the matter is not resolved, the next step is to meet with the Chair of the department in which the course is taught. If you still have a concern, meet with the Dean of the school in which the course is taught. The matter is likely to be resolved before it reaches that point, but if it is not, then visit the Associate Provost for Academic and Student Affairs. Students who decide to "jump to the top" will be referred "back" to the appropriate next step.

C. Assignments

University policy is that assignments are due on the date assigned. Instructors may refuse to accept late assignments or lower the grade that would be otherwise given.

D. Mobile Phones

All mobile phones, pagers and/or other communication devices should be turned off before entering the classroom. <u>Students may NOT have mobile telephone or other electronic devices in their possession while completing examinations. Any violation will be deemed as having attempted to cheat.</u>

E. Diversity and the Use of English

English is the common language of the AURAK campus for everyone. It is the only language to be used in the classroom. AURAK brings together students and faculty from diverse cultural and linguistic backgrounds, which is one of the strengths of the university. This diversity provides an opportunity to share our different experiences and enlarge our understanding of the world.

APPENDIX

Program Learning Outcomes (PLOs)

Program Learning Outcomes	
Upon completion of the program, students should be able to:	
PLO1	Explain communication theory and demonstrate applications of relevant theoretical concepts for different mass communication fields.
PLO2	Recognize key skills and employ contemporary tools for communicating effectively in realistic media environments.
PLO3	Utilize appropriate messages and techniques for communicating effectively.
PLO4	Apply research methodologies and models and implement these in communication work.
PLO5	Identify factors characterizing the global nature of modern media systems.
PLO6	Distinguish cultural issues in planning various forms of communication.
PLO7	Analyze principles of ethics, fairness, and regulation as they relate to media practices.
PLO8	Discuss the characteristics of unique publics and design strategies to best establish symmetrical relationships with them.**(public relations)**
PLO9	Summarize modern principles of public relations practices and analyze how these can be used in the UAE and globally.**(public relations)**
PLO10	Employ convergent technologies for production and expression of communication pieces for news, documentary, entertainment, and persuasive communication.**(digital media)**
PLO11	Apply latest trends in multimedia practices and uses for professional digital communication to a local or international context. **(digital media)**

Mapping Course to Program Outcomes

The learning outcomes of this course contribute to meeting one or more of the program outcomes as shown below, with the contribution designated as "high", "medium", or "low":										
	PLO1	**PLO2**	**PLO3**	**PLO4**	**PLO5**	**PLO6**	**PLO7**	**PLO8**	**PLO9**	**PLO10**	**PLO11**
CLO 1	High						Medium	High	High		
CLO 2		Low						Medium	High		
CLO 3				Low		Medium	High	High			
CLO 4			High			Medium			High		