

BERGEN COMMUNITY COLLEGE
DIVISION OF ARTS AND HUMANITIES
COURSE SYLLABUS- Public Relations – COM- 210

Name:

Office:

Office Hours:

E-mail:

Course Description: – 3 Class Hours, 3 Credits

This course is a study of the basic principles and practices of promotion including history, development, ethics, and media selection. Emphasis will be placed on preparing news releases, advisement for coverage, and press kits for target audiences.

3 lectures, 3 credits

Prerequisite(s): WRT-101

Student Learning Objectives:

1. To describe the role of the public relations practitioner in the corporate, agency, and non-profit environments.
2. To demonstrate the variety of methods used in the public relations campaign.
3. To explain the history of the profession and its emergence in the twentieth century.
4. To demonstrate how public relations factors into the strategic planning of business or organization.
5. To explain the disclosure laws and codes of ethics which apply to the public relations profession.

6. To analyze the history of the profession and its emergence in the twentieth century.
7. To explain the disclosure laws and codes of ethics which apply to the public relations profession.
8. To demonstrate writing, editing, and speaking skills.

Assessment of Student Performance:

Each assessment corresponds to the objective above. All activities must meet the standards of acceptability according to the instructor.

1. To create a public relations campaign for an organization or product
2. To write ad copy for a public relations campaign
3. To write a research paper of 10 pages on an aspect of public relations
4. To present a group report on how public relations factors into business or professional organizations
5. Midterm and final exam

Graded Activities:

1. Public relations campaign assignment 30%
2. Editing and writing of ad copy 10%
3. Research paper 25%
4. Group report 15%
5. Midterm and final exam 20%

Required Textbook:

Scott Cutlip, EFFECTIVE PUBLIC RELATIONS, 7th edition.

Attendance policy:

BCC Attendance Policy: "All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes."

Civility/Classroom Conduct

As a college of choice, Bergen Community College provides a comfort level that enables students of all abilities to mature as learners and engaged citizens. Therefore, it is important that this class provide a stimulating, rigorous, and inclusive learning environment. To that end, students must demonstrate respect to others and to ideas and opinions expressed in the class. Use of cell phones and laptops is prohibited, unless special permission is granted. Anyone not following these standard procedures may be asked to remove him/herself from the class.

Academic Integrity Policy in this Course:

The policy used in this course is akin to that of the College. If a student is found cheating or plagiarizes on written assignments s/he will receive an F for that assignment. A written description of the incident will be forwarded to the Vice President of Student Services to be placed on file. If a second incident occurs, the student will fail the course and a second written description will be forwarded to the Vice President of Student Services. Any subsequent actions will be pursued by the Vice President and the Committee on Academic Standing.

The implementation of this policy requires that during quizzes or exams the desk be completely clear of all books, papers, notes, computers, and cell phones. All of these items should be placed on the floor under the seat and out of sight. The only item on your desk should be your quiz or exam and a pen or pencil. Students who need to use special items because of special needs should first clear their use with the instructor.

Statement on Americans with Disabilities Act (ADA):

Bergen Community College has adopted an internal grievance procedure providing for prompt and equitable resolution of complaints alleging any action prohibited by federal regulations implementing section 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act of 1990 (ADA). Section 504 and ADA state, in part, that "no qualified individual with a disability, by reason of such disability, be excluded from participation in or be denied benefits of the services, programs, or activities of a public entity, or be subjected to discrimination by any such entity." Complaints should be addressed to the Manager of Training and Compliance, Office of the Executive Vice President, Room A – 330, (201) 612-5331, who has been designated to coordinate 504/ADA compliance efforts (BCC Student Handbook, 2003, page 42).

Sexual Harassment Statement:

Bergen Community College is committed to providing its students and employees with an academic and work environment free from sexual harassment or discrimination. Sexual harassment in any form constitutes prohibited, unprofessional, and unacceptable conduct, and is a violation of Title VII of the Civil Rights Act of 1964 and 1990, as amended, Title IX of the Education Amendments of 1972, The New Jersey Law Against Discrimination, established case law, and State policies. The policy applies to all persons. Administrators, faculty, staff, and students are all covered (BCC Catalog, 2006-7, page 59). See catalog for complete details.

Services for Students with Disabilities:

A wide variety of services are available for students with documented disabilities through the Office of Special Services (OSS) [Room S – 131, (201) 612-5270]. OSS is dedicated to serving students with physical, visual, learning, hearing, and emotional disabilities. If a student has been classified in high school or had a 504 plan, it is highly recommended that the student contact OSS during the college application process. A more detailed explanation can be found on the College web site, www.bergen.edu. Personal information is kept confidential. Examples of the types of accommodations and services include:

- Extended test taking time
- Organizational strategies
- Tutoring
- Career counseling
- Adaptive equipment computer labs
- Note takers
- Sign language interpreters

The Sidney Silverman Library:

The Sidney Silverman Library is an integral part of the College's educational programs. To support the curriculum, the library acquires, organizes, and provides access to a variety of print, media, and electronic resources for individual and classroom use.

The library is located on the first, second, and third floors in the L area of the megastructure. It is open whenever classes are in session and on a reduced schedule when classes are not in session. The library is open to all students, faculty, and the general public. The library's web page,

<http://www.bergen.edu/library> , is available for up-to-date information regarding library collections and services.

Other Student and Faculty Services:

Academic Advising Center [Main Building, Room A – 101, (201) 612-5480]

Cooperative Education and Career Development Center [Main Building, Room C – 100, (201) 447-7171]

Child Development Center [East Hall]

Counseling Center [Main Building, Room A – 118, (201) 447-7211]

Dental Hygiene Clinic [Main Building, Room S – 327, (201) 447-7180]

The Distance Learning Office [Main Building, Room C – 334, (201) 612-5581]

English Language Resource Center [East Hall, Room E – 126]

Health Services [Main Building, B – 101, (201) 447-9257]

Learning Assistance Center [Main Building, Room L – 125, (201) 447-7489]

Math Lab [Main Building, Room C – 110]

Multimedia Lab [Main Building, Room S – 250]

Online Writing Lab (OWL) <http://www.bergen.edu/owl>

Office of Testing and Assessment [Main Building, Rooms L- 121 and L – 123]

Public Safety [Main Building, Room L – 154, (201) 447-7116]