

**Eastern Illinois University**

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**From the Selected Works of Rashmi Thapaliya**

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Fall 2020

# CMN 3965-ADVANCED PUBLIC RELATIONS WRITING AND PRODUCTION

Rashmi Thapaliya, *Eastern Illinois University*



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Available at: <https://works.bepress.com/rashmi-thapaliya/6/>

# CMN 3965-ADVANCED PUBLIC RELATIONS WRITING AND PRODUCTION FALL 2020 SYLLABUS

Instructor: Rashmi Thapaliya, Ph.D.  
Time: Online (August-December)  
Credit Hours: 3  
Office Hours: Monday and Tuesday 1-2:30 p.m. Wednesday 1-2 p.m. ([Virtual Email/Zoom](#))  
E-mail: [rthapaliya@eiu.edu](mailto:rthapaliya@eiu.edu)

**Text:** Readings will be posted on D2L

**Course Overview:** This class focuses on the strategic management of multiple organizational communication channels and the production of written content across different platforms. Students learn how to manage, produce, and coordinate written content and how to engage internal and external stakeholders using a variety of communication channels (off- and online) available to non- and for-profit organizations.

**Learning Objectives:** By the end of the semester, students will:

- a) Explain and critique the use of media/communication channels by for- and non-profit organizations
- b) Generate and interpret strategic goals and objectives for the management and coordination of an organization's internal and external communication channels and publications
- c) Produce and critique engaging content for internal and external stakeholders across multiple communication channels
- d) Facilitate and critique mediated stakeholder dialogue and discussions

**Online Format:** This class takes place 100% online. It requires you to complete one module per week (which you can find under the content tab). You will need to carefully review all instructions for each module on D2L at the beginning of each week, so that you can independently complete all tasks by all deadlines. The deadlines for each task will be posted on D2L, and it is your responsibility to keep track of them. If you are ever unsure, please don't hesitate to contact me.

You need to schedule enough time for each module. You will not be able to complete a module in just one sitting. Make sure to allocate enough time to read all the materials posted on D2L before starting the assignment for each module. I highly recommend

logging in to D2L and checking your D2L email and newsfeed regularly to receive all updates regarding our class.

**Tech Requirements:** For this class you will need:

- Stable internet access
- An internet browser that runs D2L and its features
- Software that allows you to read PDF and .doc files

**Tech Support:** For problems with D2L and other software used in this class, contact EIU's Technology Support (<https://www.eiu.edu/panthertech/>) at (217)581-HELP

### **Class Policies**

#### Communication with the Professor

Please use your university email to communicate with the professor. Please, please, please talk to me at any time if you have questions or concerns. I am here to help, but if you don't ask me, I can't help you.

All electronic communication should be professional. If you decide to communicate with the professor via email, you should:

- use only professional email (nothing like [donotcallme@yahoo.com](mailto:donotcallme@yahoo.com)),
- always use the following subject line: Advanced PR Writing and Production: MAIN REASON YOU ARE WRITING,
- have a professional greeting,
- include your full name, class (Advanced PR Writing) in your email,
- write email as you were to write an actual letter (use a standard greeting, clearly state the purpose of your email in the lead, choose words carefully, etc.), and
- be SHORT, professional, and respectful.

A grammatically correct, organized short email is a simple and effective way to show your respect and professionalism. **I reserve the right NOT to answer any emails that do not meet these requirements.** Any emails on weekdays will be answered within 48 hours. Weekend emails will be answered on the next weekday of classes (i.e., if there is a school holiday on Monday, the email will be answered on Tuesday).

#### **Late work policy**

Deadlines are critical in public relations and therefore they will also be critical in this class. A late penalty of 20% deduction will be applied for late assignments (for 48 hours after the deadline). Late assignment will not be accepted after that and you will get 0 for the assignment. It is your responsibility to get your assignments done on time, please **DO NOT** expect me to grade your assignments after you have missed the deadlines.

#### **Plagiarism and Cheating**

For information on Eastern's policy on plagiarism and academic dishonesty, please check EIU's current Academic Regulations in the undergraduate catalogue.

You are responsible for knowing the university policy on what constitutes academic

dishonesty. Here is the short version: **ALWAYS** give credit—I will assume that everything you turn in (unless otherwise noted) is your own personal work, not borrowed work or group-created work.

**It is important to remember that plagiarism is not based upon intent.** Just because it wasn't intentional or it was an accident does not mean that it was not plagiarism. It is! If you turn in something without giving credit to others whose ideas or words you used, you will definitely receive a 0 for the assignment; additional consequences can include failure of the course and even expulsion from the university.

If you collaborate with someone else on an assignment and turn in substantially similar work, you are both guilty of plagiarism.

If you turn in something written by someone else, expect to fail the course and be reported to the Dean of Students. Do your own work. Give credit where credit is due.

### **Academic integrity**

Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct (<http://www.eiu.edu/judicial/studentconductcode.php>).

Violations will be reported to the Office of Student Standards.

### **Students with disabilities**

If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by McAfee Gym, Room 1210, or call 217-581-6583 to make an appointment.

### **The Student Success Center**

Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center ([www.eiu.edu/success](http://www.eiu.edu/success)) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to McAfee Gym, Room 1301.

### **Discussion Etiquette**

Eastern Illinois University (EIU) is committed to open, frank, and insightful dialogue in all of its courses. Diversity has many manifestations, including diversity of thoughts, opinion, and values. We encourage all learners to be respectful of that diversity and to refrain from inappropriate commentary. Should such inappropriate comments occur, faculty will request that inappropriate content be removed and will recommend university disciplinary action. Learners as well as faculty should be guided by common sense and basic etiquette. The following are good guidelines to follow:

- Never post, transmit, promote, or distribute content that is known to be illegal.
- Never post harassing, threatening, or embarrassing comments.
- If you disagree with someone, respond to the subject, not the person. Conflict of ideas are encouraged, while conflicts of feelings are discouraged.
- Never post content that is harmful, abusive; racially, ethically, or religiously

offensive, vulgar; sexually explicit; or otherwise potentially offensive.

### **Response Time**

I will respond to your emails within 24 hours during weekdays (Monday to Friday afternoon). I will respond to your weekend emails on Monday. I will grade your assignments and posts within 10 days of the due date.

### **Assignments**

*Practice Assignments*- There will be several practice assignments throughout the semester. The practice assignments help you learn the class materials better. There will be practice assignments most of the weeks. Please keep in mind that practice assignments may carry different weights in reference to points. So one practice assignment can be worth 20 points and another can be worth 30 points. More information will be posted in the module for each week.

*Discussion Boards*- There will be discussion board most of the weeks on the class materials that was covered that week. This will give you an opportunity to share your experiences with me and your classmates regarding the class projects.

*Exams* – There will be two exams throughout the semester. Each will cover the material presented during class prior to the test. The final exam is comprehensive.

*Quizzes*- There will be five quizzes throughout the semester. The quizzes will cover the materials presented during a class/week and readings assigned in D2L. The lowest quiz grade will be replaced with full points.

*Blog post* –You will be asked to write a blog post. The specifics on the assignments will be posted on D2L.

*Speechwriting*- You will write a speech as a part of your public relations writing skill. The specifics on the assignment will be posted on D2L.

*Spark project* – You will be given the opportunity to test your visual storytelling abilities. The specifics on the assignment will posted on D2L.

*Newsletter & Brochure*- You will design newsletter & brochure for an organization of your choice. The specifics on the assigned will be posted on D2L.

*Weebly project* – Your final project of the semester will bring together a lot of the skills you have worked on throughout the semester. The specifics on the assignment will be posted on D2L.

### **Grading**

This class will be based on a system of 1060 points.

|                       |            |
|-----------------------|------------|
| Blog Post             | 75 points  |
| Speechwriting         | 75 points  |
| Spark Project         | 50 points  |
| Newsletter & Brochure | 150 points |
| Weebly Project        | 200 points |
| Quizzes               | 50 points  |
| Practice Assignments  | 150 points |

|                   |            |
|-------------------|------------|
| Discussion Boards | 110 points |
| Midterm Exam      | 100 points |
| Final Exam        | 100 points |

**Grading Scale**

- A (100-90%)
- B (89-80%)
- C (79-70%)
- D (69-60%)
- F (59-0%)

| <b>Week</b>           | <b>Topic</b>   | <b>Assignments and Readings</b>   |
|-----------------------|--|---|
| <b>1</b> (8/24-8/30)  | Course Introduction<br>Review: Writing for<br>Public Relations       | Discussion Board-Introduction<br>Practice Assignment  |
| <b>2</b> 8/31-9/6     | Becoming a Persuasive<br>Writer                                      | Practice Assignments<br>Discussion Board  |
| <b>3</b> 9/7-9/13     | Blogging   | Practice Assignments<br>Discussion Board  |
| <b>4</b> 9/14-9/20    | Blogging and<br>Pictures/Links                                       | Blog Post Assignment Assigned<br>Practice Assignments<br>Discussion Board                                     |
| <b>5</b> 9/21-9/27    | Writing public relations<br>for broadcast: News<br>releases and PSAs | <b>PR Blog Post Draft Due (9/21)</b><br>Practice Assignments<br>Discussion Board                              |
| <b>6</b> 9/28-10/4    | Speech Writing   | Speechwriting project assigned<br>Practice Assignments<br><b>PR Blog Post Due (10/05)</b><br>Discussion Board |
| <b>7</b> 10/5-10/11   | Visual Storytelling  | Spark Project Assigned<br><b>Speech due (10/04)</b><br>Discussion Board                                       |
| <b>8</b> 10/12-10/18  | <b>Midterm Exam</b>  |   |
| <b>9</b> 10/19-10/25  | Work on Spark Project  | <b>Spark Project Due (10/14)</b><br>Discussion Board  |
| <b>10</b> 10/26-11/01 | Newsletters and<br>Brochures   | Newsletters & Brochures<br>Assigned<br>Practice Assignments<br>Discussion Board                               |
| <b>11</b> 11/2-11/8   | Work on Newsletters<br>and Brochures                                 | <b>Newsletters &amp; Brochures Due<br/>(11/8)</b>   |

|  |                               |   |
|--|-------------------------------|---|
| <b>11/3-Election Day<br/>(State Holiday)</b> |                               |   |
| <b>12</b> 11/9-11/15                         | Writing for the web           | Weebly/Microsite assigned<br>Practice assignments<br>Discussion Board |
| <b>13</b> 11/16-11/22                        | Photography and design        | Practice assignments<br>Discussion Board                              |
| <b>14</b> 11/23-11/29                        | Work on Weebly project        | Discussion Board  |
| <b>15</b> 11/30-12/6                         | <b>THANKSGIVING<br/>BREAK</b> | <b>NO CLASS</b>   |
| <b>16</b> 12/7-12/13                         | Work on Weebly project        | <b>Weebly Project Due (12/13)</b>                                     |
| <b>17</b> 12/14-18                           | <b>Final Exam</b>             |   |