

**Intro to PR Course Schedule
Fall 2009**

<i>Week of:</i>	<i>Tuesday</i>	<i>Thursday</i>
August 17-21	No Class	<i>Course Overview</i> What is PR?
August 24-28	Defining PR (Ch. 1) PR Firms (Ch. 4)	History of PR (Ch. 2) Theoretical Models
August 31- September 4	Employment Fields– Corporate PR (Ch. 17)	Employment Fields– Consumer Affairs/IMC
September 7-11	Employment Fields– Crisis Management	Employment Fields– Crisis Management
September 14-18	Exam #1	Employment Fields– Politics & Government (Ch. 18) Issues Management
September 21-25	Employment Fields– Education (Ch. 21)	Employment Fields– Nonprofit Orgs (Ch. 20)
September 28- October 2	Employment Fields– Entertainment PR	No Class
October 5-9	No Class– Fall Break	Employment Fields– Entertainment PR
October 12-16	Exam #2	The PR Process– Research (Ch. 5)
October 19-23	The PR Process– Planning (Ch. 6)	The Audience and How to Reach It (Ch. 11)
October 26-30	Public Opinion & Persuasion (Ch. 9)	The PR Process– Communication (Ch. 7)
November 2-6	The PR Process– Messages, Strategies, Tactics	The PR Process– Logistics
November 9-13	The PR Process– Evaluation (Ch. 8)	Whitney Houston PR Plan
November 16-20	Exam #3	Interviewing
November 23-27	International PR (Ch. 19)	No Class– Thanksgiving Break
November 30- December 4	Legal Considerations in PR (Ch. 12)	Last Day of Class Ethical Considerations (Ch. 3)

- This syllabus is a contract, binding you to the policies and procedures outlined here.
- This syllabus is subject to reasonable change at the instructor's discretion. Changes to the syllabus and course schedule will be announced in class. Absence from class is NOT a valid excuse for not adhering to changes made.