Public Relations Writing

Finding facts, communicating effectively in all media, knowing the law and being ethical—all are essential for the PR writer.

Required Text:

Required Work:
Since this is a PR writing course that is what we will be doing every class period: writing or discussing writing. Writing skills develop as a person looks at models and samples, then practices and receives advice and encouragement from an instructor or a mentor. To this end, you will complete a number of reading and writing assignments designed to help you become proficient in the specialized field of PR writing. You will also be expected to present some of your work to the class. You will take quizzes on everything you read, including a daily newspaper, and you will have two exams. Finally, the end product of this semester will be a portfolio of five written pieces that you would proud to show to a possible employer.

Desired Outcomes:
By the end of this course, students will demonstrate the ability to:
- write persuasively, in a variety of formats, for a variety of media.
- use diverse research methods to develop and support various forms of PR writing.
- apply PR strategies and tactics to solve problems creatively and ethically.
- use PR principles and practices to produce work that is effective and ethical.
- practice written and oral communication skills professionally in a variety of situations.

You will produce assignments that address each of these goals throughout the semester.

Grading:
- Quizzes, assignments 25%
- Exams 25%
- Portfolio pieces 50%

“The Golden Rules”
- Westminster students are expected to attend all classes, unless specifically excused for some exceptional reason.
- All cell phones must be turned off and put away at the start of class, unless otherwise directed.
• All assignments must be completed on time in order to pass this course.
• Any use of another writer’s work without proper documentation constitutes plagiarism. (Please see the college’s academic integrity policy in your student handbook.) Whether intentional or unintentional, plagiarism will result in a failing grade on an assignment and perhaps, in the course. I reserve the right to submit any of your papers to Turnitin.com, educational anti-plagiarism software.

*Tentative Reading Schedule:

**Week 1**
Intro to course, Chs. 1 & 2
8/29-8/31
Writing basics, AP style reminder

**Week 2**
Chs. 3 & 4
9/5-9/7
AP Quiz

**Week 3**
Ch. 5
9/12-9/14

**Week 4**
Ch. 6
9/19-9/21

**Week 5**
Ch. 7
9/26-9/28

**Week 6**
Midterm Exam
10/3-10/5

**Week 7**
Ch. 8
10/10-10/12

**Week 8**
Ch. 8
10/17-10/19

**Week 9**
Ch. 9
10/26
Fall Break

**Week 10**
Ch. 9
10/31-11/2

**Week 11**
Ch. 14
11/7-11/9

**Week 12**
Ch. 10
11/14-11/16
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<tr>
<th>Week 13</th>
<th>Ch. 11</th>
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<td>11/21</td>
<td>Thanksgiving Break</td>
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<th>Week 14</th>
<th>Ch. 13</th>
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<td>11/28-11/30</td>
<td>Portfolio due</td>
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<th>Week 15</th>
<th>Ch. 12</th>
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<td>12/5-12/7</td>
<td>Last day of class</td>
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**Finals week**  
Exam

*All dates are subject to change.*