

College of Liberal Arts
School of Arts, Media & Communication



Adjunct Handbook

College of Liberal Arts Adjunct Handbook

Table of Contents

Procedures	6
Office	6
Keys	6
Mail.....	6
ID Cards.....	6
Library	6
Hours	7
Phones.....	7
Pay	7
Parking	7
University Identification Number (UIN).....	7
Banner “A” Number	7
Before the Semester Begins	7
Contracts	8
Courses	8
Textbooks.....	8
Course Syllabus	8
The Parts of a Syllabus.....	9
Course/Program Assessment.....	11
Computer-Aided Instruction.....	11
When the Semester Begins	11

Class Rolls	11
Record Keeping	11
Failing Grades	11
Expectations from Students	12
Time	12
Attendance	12
Disruptions.....	12
Study (Dead) Week.....	12
Students with Disabilities.....	13
Adding or Dropping a Course.....	13
Withdrawal from the University.....	13
Incompletes	13
Policies.....	13
Copying Copyrighted Materials	13
Missing a Class	14
Cheating and Plagiarism	14
Support Services.....	15
Media	15
Administrative Assistants	15
Library	15
Computers.....	15
Supplies	15
Good Teaching	16
DON'T	16

DO.....	16
At the End of the Semester.....	17
Final Grades.....	17
Faculty Evaluations.....	17
Phone Numbers To Keep In Mind	18
SYLLABUS CHECKLIST.....	22

Introduction

Welcome to the College of Liberal Arts at Texas A&M University-Corpus Christi! This document provides adjunct faculty with information for successful teaching. It contains general information regarding procedures such as ordering textbooks, getting your keys, receiving mail, and getting ID cards; it spells out College expectations for adjunct faculty; and it provides a basic summary of good practices in teaching. We hope that you may find it useful. Always remember that department chairs and department faculty can be great resources for any questions and concerns that you may have.

Procedures

Office

Adjunct faculty member may be assigned space where they may meet with students or leave materials. See your department chair for your office assignment and key(s).

Keys

The department chair will request that keys be made for you to obtain access to your office or other department areas. You must sign for and pick these up at the Physical Plant office. Adjunct faculty must return keys to physical plant if they are not scheduled to teach in the next long semester. A return receipt must be requested by the adjunct and a copy given to the supervisor/department chair. There is a charge for replacing lost keys.

Mail

Each department has a mailroom with mailboxes for all faculty. Please check your mailbox regularly since important information regarding examination and evaluation forms, and memoranda is distributed through the faculty mailboxes.

ID Cards

University identification cards for faculty, staff, and students are issued by the SandDollar\$ Office located in the University Center. You must provide a picture ID and a copy of your letter of appointment in order to be issued a SandDollar\$ card. This card is required to use the library and to access other University services. SandDollar\$ cards are provided without charge to faculty.

Library

Adjunct faculty have complete access to the resources in the library. Use your SandDollar\$ card to check out or reserve books.

Hours

During the year, the University hours are 8:00 to 5:00 p.m. Monday through Friday. Adjunct faculty are not expected to maintain regular office hours. However, we encourage part-time faculty to make themselves available to students before and/or after class.

Phones

The College may provide adjunct instructors with a voice mailbox, accessible from both on and off-campus, so that students can leave voice mail messages. Your department's administrative assistant will inform you of what your department has set up for you. PIN numbers required for access to long-distance calling are not issued to adjunct faculty. To call off campus, first dial 9.

Pay

Adjunct faculty should fill out Human Resources paperwork with the department Administrative Assistant. Direct deposit is now required by all University employees. Pay dates fall on the first of each month or on the next working day after the first. If adjunct faculty have questions, they should see the Business Manager in FC 291A.

Parking

To park on campus, faculty must obtain parking permits for a fee. These permits are available at the University Police Department, located in the Physical Plant building.

University Identification Number (UIN)

For some of the things listed above you will need your UIN to set up some of these services. You will be able to get your UIN from your Administrative Assistant, the Business Manager/Coordinator or HR.

Banner "A" Number

To access your courses in Blackboard or S.A.I.L., you will need your "A" number. This can be obtained by your contacting your Administrative Assistant.

Before the Semester Begins

Contracts

Part-time faculty receive contingency contracts. This means that in the event of low enrollment (fewer than 15 students in an undergraduate and fewer than 7 in a graduate class), the course will be canceled. Department chairs, of course, do their best to avoid having to cancel a class.

Courses

Adjunct faculty may be asked to teach lower division courses, or upper division classes in their areas of specialty. Faculty should work closely with the department chair and the full-time faculty in the department on course design and requirements. If faculty are teaching multi-section courses, they should make sure their learning goals and objectives are closely aligned with those of others teaching in that rotation.

Textbooks

Several months before the start of the semester, faculty will receive an email from their Administrative Assistants informing them of the deadline to submit book orders. Book orders are now done online through the University book store's website. Faculty should work closely with the department chair and department faculty on the textbook selection. The department's administrative assistant can order examination or desk copies for instructor use directly from the publisher if they have requested them.

Course Syllabus

The syllabus is an important part of every college class. A good syllabus explains to students the expectations and procedures for the class. A clearly written and complete syllabus can prevent many problems. Faculty should distribute and explain the syllabus to the class at the first class meeting.

In this increasingly contentious (and litigious) age, a syllabus is a quasi-official contract with students. This contract gives students certain assurances about the course and methods, and it provides faculty members with protection if they become involved in a dispute over a grade or procedure. The syllabus, if clear and fair, is the best defense. Be sure each student is given a syllabus. And, be sure to abide by your stated procedures systematically, impartially, and consistently.

Examples of effective syllabi are available in the Department Offices and online; feel free to use them as models.

The Parts of a Syllabus

Each syllabus should, as a matter of good practice, include the following items.

1. **Basic information about the course including:**
 - a. your name
 - b. course title and number
 - c. your office phone number (listing your home number is optional)
 - d. your office number and building
 - e. office hours, if applicable (a minimum of five, reasonably scheduled office hours a week is the College requirement; these should be posted on your office door and kept regularly.)

2. **A general description or definition of the course. Please review the description in the catalog for initial information. If special labs, extra meetings, or field trips are a required part of the course, these should be noted early on.**

3. **A list of Student Learning Outcomes. Consult with your department chair: are there common objectives for all sections of this course? Objectives should be specific and measurable. You might find using Bloom's Taxonomy useful for helping you articulate these Student Learning Outcomes. Avoid vague statements such as "students will understand the western intellectual tradition" or "master organic chemistry;" instead, for example, state "know and be able to discuss in writing the major criticisms of Skinnerian Psychology."**

4. **A clear discussion of course requirements/graded work. List due dates, grading criteria, and weight assigned to each activity. Please note that the College expects that students in all courses are asked to submit written work. This can take the form of informal or formal writing, such as short essays, reading responses, journals, exams, papers, etc.**

5. **Your policy on issues including (but not limited to):**
 - a. late work
 - b. plagiarism (see University catalog Academic Honesty and Integrity statements)
 - c. missed examinations
 - d. attendance and tardiness
 - e. preferred method of scholarly citation
 - f. paper rewrites, if any

Each of these policies should be spelled out as clearly as possible. The more explicit you are about your policies, methods, and expectations, the less likely your students will be to appeal on the grounds of lack of information.

- 6. A listing of necessary supplies in courses where there are such. This may include information on approximate costs and where such supplies may be purchased if other than at Barnes and Noble on campus or at local campus stores.**
- 7. The required and optional texts for the course and any supplementary materials on reserve in the library.**
- 8. A course outline, organized by class meeting or topic, indicating relevant reading assignments and significant dates.**
- 9. It is College policy to include the following statements on all syllabi:**
 - a. Academic Advising: The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree audit. The College's Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.**
 - b. Notice to Students with Disabilities: Texas A&M University-Corpus Christi complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you need disability accommodations in this class, please see me as soon as possible. Please have your accommodation letter from Texas A&M University-Corpus Christi Disability Services (DS) Office with you when you come see me. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Disability Services Office (located in 116 Corpus Christi Hall) at 361-825-5816.**
 - c. Grade Appeal Process: Students who feel that they have not been held to appropriate academic standards as outlined in this class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit cla.tamucc.edu/students/studentinfo.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.**

Plans change. So, if you modify the course plan or syllabus in any substantive way, be sure to inform the students of the modifications by distributing a printed syllabus addendum and announcing the change several times in class.

Course/Program Assessment

Each program is required to demonstrate how individual courses help achieve broader program goals and objectives. Some courses require that instructors give pre- and post-tests to measure student learning. Others use a portfolio method of assessment. As you construct your syllabus, please discuss with your department chair how the course you are teaching participates in program goals and how student learning in this course is being assessed.

Computer-Aided Instruction

The University supports instructors' use of Blackboard in the classroom. Blackboard is a virtual learning tool that allows instructors to create online discussion forums, mail systems, and spaces to post information. Please see <http://iol.tamucc.edu/howto.php> for information on how to set up an account, or call the Island online Help Desk at 2825. A trainer is available to help you set up your course as well.

When the Semester Begins

Class Rolls

Class rosters are available online. Please check these rosters in class by calling the names on the roster to make sure that students are attending class.

If students are attending but their names are not on the roster, tell them to go to the Registrar's Office (in the Student Services Center - locally called the "round building") for assistance. If a student's name is on the list but the student is not attending, please keep track of their absent days. On Census Day you will need to go into Faculty Self-Service and notate which students have stopped attending classes.

Record Keeping

Please be sure to keep careful and accurate records of all grades assigned for individual assignments, as well as student absences, if attendance is part of your grading. The department can provide grade books for your use, or you can keep records electronically. Grade books or spread sheets must be turned in to the department chair at the end of your contract, to be kept for at least one semester after the completion of the course.

Failing Grades

Some faculty have asked whether we give the grade of F at A&M-Corpus Christi. The answer is yes. If, in your judgment, the student has gotten little or nothing

from the course as measured by papers and/or examinations then it is not only permissible but necessary to give the failing grade.

Also, the student who is registered in the course but simply fails to show up -- or who abandons the class but does not withdraw -- should be failed. On the 12th class day, you can make a notation in S.A.I.L. that the student has stopped attending (SA). At the end of the semester, the "SA" notation will convert to an F on their transcript.

Expectations from Students

Time

At the upper-division level it is not unreasonable to expect students to do between 2 and 3 hours of outside work for each hour in class, or 6 to 9 hours a week for the usual 3 hour class. Assuming a normal reading speed, this means a student could easily read 60-100 pages of common text material each week. The amount depends heavily on the inherent difficulty of the material. The overall time requirement should take into account the amount of time expected on other things like exam preparation and paper writing. It is useful to think through these time demands in advance to avoid creating an excessive workload and so that you can easily respond to questions about demand levels.

Attendance

Students are responsible for attending classes and for knowing what went on in each class. Missing a class is never an excuse for missing information. Attendance policies differ—some faculty regularly take attendance while others do not. However you decide to approach this, be sure to outline your policy in your syllabus.

Disruptions

Disruptive students are rare at A&M-Corpus Christi, but problems can occur. The first step is to try and deal directly with the student, in private if you can arrange it. If that proves ineffective, you can eject a student from a class for being disruptive. Call Campus Police at extension 4444 if you or the students feel threatened. Often the department chair and/or area faculty know about problem students, so if you are having some difficulty, please ask.

Study (Dead) Week

The last full week of classes during the long semester is designated as Study Week. Classes will continue as scheduled. Examinations, presentations or papers that have due dates during Study Week must be announced to the students on the syllabus during the first week of classes.

Students with Disabilities

Students with disabilities should present you with documentation informing you of any type of special arrangement that they need to succeed. If you need information regarding any of these arrangements, call Disability Services at extension 5816. Contact the University Counseling Center (2703) if you have a student who displays emotional problems or asks for help with them.

Adding or Dropping a Course

The grade of W will be assigned to any student officially dropping a course by the date stated in the class schedule (end of the tenth week of classes in the fall and the spring semesters and end of the third week during summer sessions). No student is eligible to receive a W without completing the official drop process by this deadline. After the W date listed in the class schedule, a student will not be allowed to drop a course. During the refund period, the Change of Registration Form must be processed by the Business Office before submitting it to the Office of Admissions and Records. A change of section or a change to or from audit is a change of registration and requires that the add/drop process be followed.

Withdrawal from the University

A student who finds it necessary to withdraw from the University must file a Withdrawal Form in the Office of Admissions and Records. The deadline for withdrawing from the University is the Thursday of the last week of classes during a long semester (fall or spring) and the day before final examinations during a summer session.

Incompletes

Incompletes should be given only in cases of extreme need, such as illness during the time of an examination, or emergencies out of the student's control. A student is eligible to receive an incomplete if s/he has completed 75% of the coursework. Note that students must initiate all requests for Incompletes. Both the student and the instructor must then fill out an Application for Incomplete Grade Notation form and the application must be approved by the department chair. Forms are available in each of the departments.

Policies

Copying Copyrighted Materials

The following guidelines are not a definitive statement on violations of copyrighted materials. They are intended to give faculty some rules for proper photo copying of material for educational use.

1. A single copy may be made of most copyrighted material when it is used for scholarly research or teaching.
2. Multiple copies may be made for distribution to the students in a class if each copy indicates that it is copyrighted material and it is brief (i.e. less than 250 words if a poem or, if prose, less than 2500 words or 10% of the work.) and if the use is spontaneous. Essentially the latter means that the material is necessary for the class and there wasn't time to solicit and receive permission. There can be no more than one instance of such copying in a semester.
3. Teachers cannot repeatedly and in advance make multiple copies of any copyrighted materials. Therefore, they cannot create any sort of anthology without written permission from the holder of all copyrights.

Please be very careful about photocopying. We should be setting a good example for our students. The same admonition applies to copying copyrighted software for computers. The staff will inform you if your request for photocopying violates good practice.

Missing a Class

Faculty are expected to meet all classes. However, illness or a major emergency may force an absence. In such a case, make alternative arrangements in advance if at all possible. Another faculty member in the discipline may be able to take over. Another option might be to show an appropriate movie or video. In any case, notify your department chair if you must miss a class.

Cheating and Plagiarism

The best way to handle dishonesty is to prevent it in the first place. This can be done by carefully designing papers and examinations so cheating is very difficult (for example, using two different forms of an answer sheet, or carefully assigning paper topics). Plagiarism can be reduced by meticulously explaining what it is; students may not be fully aware of how we define plagiarism. However, violations can still occur. The instructor has a number of options based largely on the judged severity of the violation. These vary from requiring the offender to retake a test to awarding an "F" in the course.

Keep in mind the following:

- a. Before acting on a suspicion make absolutely sure that the student's actions actually constitute a case of plagiarism.
- b. Before acting, discuss the case with your department chair.
- c. Talk with the student. Be sure he/she understands what you are doing and why.
- d. If at all possible, avoid confrontational disputes because no one wins these.

As always, you may wish to consult with your department chair on the appropriate way to proceed.

Support Services

Media

The Media Services Department (extension 2692) provides support for classroom use of film, video, television, and so forth. The Bell Library Media Collection offers a substantial number of films and videos for classroom use. Arrangements can be made to have a film or video set up in any classroom. It is advisable to make these arrangements well in advance (before the beginning of the term, if possible).

Also, Media Services can provide slide projectors and opaque projectors, and they can make up transparencies to use with the overhead projectors located in all classrooms. These latter items usually require only a day or two of advance notification.

Administrative Assistants

Each department has an administrative assistant who assists faculty in class preparation. The assistant may help you with duplication, test preparation, phone messages, etc. See contact information at the end of this handbook.

Library

The A&M-Corpus Christi Bell Library has professional reference librarians who offer library orientations and tours tailored to specific needs. These can be very helpful in certain classes. A week or two is generally sufficient notice. The reference librarians are also available to help faculty locate needed materials.

Computers

The University supports a wide variety of computer aided instruction. Please discuss your needs with your department chair. If you need help with the computers in your office, call the CLA Computer Staff at extensions 3449, or the University Help Hotline at extension 2692 for assistance. For access to a computer account, contact the department's administrative assistant. If you need help with the computer in your classroom, call Media Services at 2657.

Supplies

The college will supply necessary paper, pens, grade books, duplication services, and other such materials that are directly used in teaching. If you need something special for a class, you may put in a request with the department chair.

Good Teaching

The purpose of this section is to provide very general guidelines for successful teaching. Here are some basic "dos" and "don'ts" (in no particular order).

DON'T

- **Spend your time reading to students in class. They can all read.**
- **Change the rules of the course as you go along. Decide all the basic procedures before the term starts, write them in the syllabus and then stick with them. If you must change something write it down and distribute it to the class. If you are using Blackboard, post the change on the notification board and post the new syllabus. Don't rely on in-class announcements.**
- **Use offensive language unless it is relevant to the material of the course. Some of our students are quite sensitive.**
- **Make assignments that involve any substantial expenditures of money. Some students are on very limited budgets.**
- **Lecture straight from the textbook. Sometimes it is necessary to cover directly the material in the text because it is difficult or controversial. However, this may lead to less engaging presentations.**
- **Be rigid and overly formal.**

DO

- **Be prepared for each class. This can be very time consuming, but lack of preparation is often a major factor in poor teaching.**
- **Be willing to engage in discussion. Discussion may not be appropriate in every class session, but allow and even encourage students to respond occasionally.**
- **Say, "I don't know" when you don't. Trying to bluff an answer can be fatal.**
- **Be very clear on what is to be graded and how it is to be graded.**
- **Return graded papers and tests promptly (usually within a week), as a matter of courtesy. In addition, prompt feedback encourages learning.**

- **Change pace in a class occasionally by using a movie, video, guest speaker, field trip or some sort of class exercise. Members of the faculty are generally willing to go into another's class to do a "guest appearance".**
- **Relax and have fun. You'll teach better and students will learn better when the atmosphere is pleasant.**

At the End of the Semester

Final Grades

Final grades are submitted electronically on Web for Faculty. To access Web for Faculty, log on at <http://sail.tamucc.edu>. You will need to enter your Banner ID (A #) and PIN. Your PIN is a six-digit number that represents your birth date and follows an "MMDDYY" format. Thus, if you were born February 1, 1956, your PIN is 020156. A memo at the end of each semester summarizes these instructions.

Faculty Evaluations

All course evaluations are administered via Digital Measures. Instructions for these courses are listed below. Students will receive an email roughly 3 weeks before the end of the semester with a link to the website, username, and password. About a week after the end of finals, the faculty member will be able to log in to their Digital Measures account and review the results, and the department chair will discuss them with you.

All adjunct faculty receive written annual evaluations from the Department Chair, program coordinator, or other member of the permanent faculty as designated by the Department Chair.

We appreciate your efforts - Thanks.

Phone Numbers To Keep In Mind

The following phone numbers may be useful when referring a student to another department is necessary.

Academic Advising Transition Center	5931
Pat Hill, Director, Transfer Admissions Services	5962
Academic Testing Center	2334
Judith Perales, Director	3733
Admissions and Records	2624
Melissa Chapa, Assistant University Registrar	3974
Rachel Kirk, Transfer Advisor	2257
Bursar	2600
Career Services	2628
Center for Academic Student Achievement (CASA)	5933
Center for Faculty Excellence	
Bryant Griffith, Director	6060
College of Liberal Arts	2651
Dr. Mark Hartlaub, Dean	2659
Mari Alexander, Executive Admin. Assistant	2659
Dr. Susan Wolff Murphy, CLA Associate Dean	5990
Dr. Diana Sipes, SAMC Associate Dean	2801
Shay M. Lee, Administrative Assistant	2457
CLA Business Office	
Jan Geyer, Business Manager	6044
Zava Kuklinski, Business Coordinator	5947
CLA Computer Support	
Hayford Osei, Systems Support Specialist III	3449
Graduate Assistants	2163
Department of Art	
Mr. Rich Gere, Chair	3473

Julie Rodriguez, Administrative Assistant	2317	
Department of Communication and Media		
Dr. David Gurney, Interim Chair	2729	
Mitzi Gibson, Administrative Assistant	2316	
Department of English		
Dr. Kevin Concannon, Chair	3874	
Rebecca Flores, Administrative Assistant	3457	
Department of Humanities		
Dr. Peter Moore, Chair	3495	
Marti Beck, Administrative Assistant	5783	
Department of Music		
Dr. Bradley Shope, Interim Chair	2761	
Courtney Noe, Administrative Assistant	5523	
Department of Psychology		
Dr. Pamela Brouillard, Chair	5982	
Katie Reese, Administrative Assistant	6040	
Department of Social Sciences		
Dr. Dan Jorgensen, Chair	3269	
Mandy Syma, Administrative Assistant	2696	
Department of Theatre and Dance		
Mr. J. Don Luna, Chair	5988	
Susie Jarvis, Administrative Assistant	3077	
Graduate Coordinators:		
Communication	Dr. Stephanie Rodriguez	5753
English	Dr. Kathryn Santos	3826
Fine/Studio Arts	Mr. Ryan O'Malley	5835
History	Dr. Sandrine Sanos	2466
Psychology	Dr. Amy Houlihan	2971
Public Admin	Dr. Melissa Jarrell	2188
Academic Advisors		
Melissa Pimentel, Administrative Assistant		3466
Student Worker		2817
Rachelle Stanley, Senior Academic Advisor		5896
Linda Miller		2738

Jennifer Arnold	3173
Kathleen De La Garza	2294
Jennie Syamken	2810
Kelsey Nelson	2286
College of Business	6045
Undergraduate Advising Office	2653
Graduate Advising Office	2655
College of Education	2662
Rose Zuniga, Certification Officer	2433
Angela Speaker, Senior Academic Advisor	2968
College of Science & Technology	5777
Advising Center	3928
Computer Services (University)	
Computer Help Hotline	2692
Core Curriculum Program	
Dr. Carlos Huerta, Director	5995 or 2150
Disability Services	5816
Distance Education	
Dr. Lauren Cifuentes, Director	5709
Jan Brott, Assistant Director	2131
Mary and Jeff Bell Library	2643
Media Services	2692
Office of Graduate Studies	2177
Dr. Joann Canales, Dean	3847
Dr. Thomas Naehr, Associate Dean	5740
Office of Undergraduate Studies	
Dr. Melissa Jarrell, Director	2188
Office of Student Financial Assistance	2338

Division of Research, Commercialization and Outreach	3881
Dr. Luis Cifuentes, Vice President	2577
Police Department	4444
Student Activities	2707
Student Affairs	2612
Student Engagement and Success	2612
Dr. Don Albrecht, Vice President	3404
Ann Degaish, Associate VP & Dean of Students	2612
Angela Walker, Associate Dean of Students	2612
Dr. Rachel Cox, Director, Disability Services	5816
University Bookstore	2603
University Counseling Center	
Dr. Carla Berkich, Executive Director	2703
Dr. Theresa Sharpe, Associate Director	2703
Ms. Claudia Ayala, Assistant Director	2703
UPHS Program	
Alison Schaum, Director, Flour Bluff HS	694-9780
Veterans Affairs Office	2331

SYLLABUS CHECKLIST

	Name of Instructor
	Course title
	Course number
	Office phone number
	E-mail address
	Office number and building
	Office hours
	Course description
	Student Learning Outcomes <input type="checkbox"/> at least two <input type="checkbox"/> student focused <input type="checkbox"/> measurable <input type="checkbox"/> SLOs are the same as other sections of course
	Graded activity <input type="checkbox"/> specific dates of assignments <input type="checkbox"/> nature of assignments <input type="checkbox"/> assignment weight
	Policies (Recommended but NOT required) <input type="checkbox"/> late work <input type="checkbox"/> plagiarism <input type="checkbox"/> missed exams <input type="checkbox"/> attendance & tardiness <input type="checkbox"/> preferred methods of scholarly citations
	Required statements <input type="checkbox"/> student with disabilities statement* <input type="checkbox"/> advising statement** <input type="checkbox"/> grade appeals process***
	Supplies (if applicable)
	Texts/readings (if applicable)
	Provisional course outline

COMM 3340:001
PUBLIC RELATIONS TECHNIQUES
Fall 2008

Instructor: **Dr. Kelly M Quintanilla**
Office: **Bay Hall 331**
Office Phone: **825-5991**
Office Hours: **T: 8:30am-9:30am & 12:30pm-2:00pm;**
TR: 8:30am-9:30am & 12:30pm-2:00pm
E-Mail: **kelly.quintanilla@tamucc.edu**

INTRODUCTIONS: Welcome to Public Relations Techniques! The goal of this course is to give you a basic understanding of the principles and skills involved in designing and presenting a public relations campaign. When you have completed this course you will understand how the field of public relations has developed. Furthermore throughout the semester you will learn and develop the research tools, the communications skills, the analytical skills and the critical thinking skills necessary for becoming a successful public relations professional. This course emphasizes all facets of public relations which includes individual and group work, as well as oral and written communication skills.

COURSE DESCRIPTION: A study of the practices and problems of Public Relations with an emphasis on understanding the development of the field and the application of communication skills necessary for being a successful public relations professional.

STUDENT LEARNING OUTCOMES: The goal of this course is for you to develop an understanding of the principles and skills involved in designing and presenting a public relations campaign. The course is designed to help develop skills for critical interaction as public relations professionals. Upon successful completion of the course, you will be able to:

- **Identify the key terms and major theories in the field of public relations**
- **Analyze primary and secondary research as a basis for developing a PR campaign**
- **Design a public relations plan that is creative, thorough and practical**
- **Execute facets of a PR campaign**
- **Construct and then assess PR campaign objectives**
- **Evaluate and revise drafts and run throughs of your work**
- **Prepare and present a professional quality Public Relations “pitch” for a campaign**

- Produce a professional quality public relations campaign proposal
- Assess the performance of team members based on clearly defined objectives

POLICIES:

1. ATTENDANCE is essential to one's success in COMM 3340: Public Relations Techniques; therefore, excessive absences will be reflected in one's grade. All students are expected to attend all classes. Your team will develop an attendance and quality of work policy that all team members must follow. Failure to attend classes and/or additional group meetings will result in team termination. (In other words, your group can fire you.) Team termination and/or excessive absences will result in course failure.

2. ACADEMIC DISHONESTY is representing another person's ideas as your own. Academic dishonesty will not be tolerated. It is expected that ideas and information used in your messages, which are not part of your own personal experiences, will be appropriately referenced. Violations of academic integrity will result in automatic failure of this course, and referral to the proper university officials. Academic dishonest includes: handing in another's work or part of another's work as your own, turning in the same or similar papers for two different classes, presenting a group project as your work solely, purchasing or otherwise obtaining research or papers written by another and turning that work in as your own. Using unauthorized notes, tests, or other study aids or copying another's answers for an examination also constitutes academic dishonesty.

3. ACADEMIC ADVISING: The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College's Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

3. Notice to Students with Disabilities: Texas A&M University-Corpus Christi complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you need disability accommodations in this class, please see me as soon as possible. Please have your accommodation letter from Texas A&M University-Corpus Christi Disability Services (DS) Office with you when you come see me. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Disability Services Office (located in 116 Corpus Christi Hall) at 361-825-5816.

4. GRADE APPEALS PROCESS. As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable

evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

5. TEXT BOOK will be: Developing the Public Relations Campaign: A Team Based Approach. Bobbitt & Sullivan. (2008). Addison-Wesley Publishing.

6. DUE DATES for all assignments, exams, and speeches must be met or NO credit will be given.

7. GRADING will reflect the University's system and will be based on specific expectations for assignments which will be presented at appropriate times in the semester. In general the following percentages will apply to work in the course.

ASSIGNMENT VALUES:

RESEARCH	100	(10%)
PLANNING	100	(10%)
EXECUTION	100	(10%)
EVALUATION	50	(5%)
FINAL PR CAMPAIGN	150	(15%)
SPEECH RUN THROUGH	50	(5%)
PRESENTATION	150	(15%)
PEER EVALUATION	100	(10%)
EXAM	200	(20%)

ASSIGNMENT SUMMARIES:

(1) Exams: The exam is designed to test your knowledge of the course readings, lectures and guest presentations. The exam will include material discussed and assigned during the lecture portion of this course. The exam will incorporate multiple choice & true/false.

(2) PR Campaign: Teams must prepare a written outline of a PR program. It should summarize all key points and not exceed 20 pages. Additional supplementary material of up to 20 pages - research documents, news releases, execution examples, etc. - should accompany the outline. The projects will be evaluated primarily on content, but professional appearance is a must.

Specifically, each team will develop a public relations campaign for an organization based on the following outline:

- 1. Research:** Gather information to determine background and history of the group: its situation, target audiences, attitudes of audiences toward the group, competition, and other relevant information.
 - 2. Planning:** Carefully outline goals, objectives, and strategies for program development. Develop tactics for thorough development of the program. Include measurement. Must include a clearly defined audience(s) and a key message(s).
 - 3. Execution:** Choose at least one tactical area of the program for execution. Provide examples of execution.
 - 4. Evaluation:** Describe the measurements you will use to assess the success of your campaign.
- (3) Presentation:** A portion of your grade will be determined by the professional presentation of your project. This presentation should be aimed directly at your client, who will be in the audience. This presentation must stay within the designated time limit. All members of the group must be involved in the planning and presentation of the campaign.
- (4) Peer Evaluation:** In order to be a successful PR professional you must develop your skills as a team player. Throughout the semester you will work in a team with several classmates turned team mates. Your team mates will have an opportunity to evaluate your performance. An average of these peer ratings will determine this portion of your overall course grade. It is important to note that at the beginning of the semester your group will develop policies related to performance and attendance. If you fail to uphold the terms of the policy you can be fired from your group.
- (5) In Class Work Sessions:** Due to the nature of this course, many class sessions will be work sessions. During these sessions you will receive information as a class and you will receive individualized instruction for your group. Throughout the semester you will be given in class exercises to demonstrate and/or develop your understanding of the course material. You **MUST** be in attendance in order to complete these assignments and receive the instruction necessary for the successful completion of your campaign. As noted earlier in the syllabus attendance is important to successfully completing this course.

PUBLIC RELATIONS
COURSE OUTLINE

AUGUST

28 Overview of the Course

SEPTEMBER

2	Public Relations Defined	Chapter 1
4	Theory in Public Relations	Chapters 2
9	PR Campaigns: An Overview Introduction to THE CAMPAIGN	Chapter 3
11	Form PR Teams: Develop Team Policies In Class Work Session	
16	Background and Primary Research	Chapter 4-5
18	In Class Work Session	
23	Planning	Chapter 6
25	In Class Work Session	
30	Implementation: Channels	Chapter 7-8

OCTOBER

2	In Class Work Session RESEARCH DUE	
7	Logistics	Chapter 9
9	In Class Work Session	
14	Evaluation	Chapter 10
16	In Class Work Session	
21	In Class Work Session PLANNING DUE	

- 23 **In Class Work Session**
- 28 **In Class Work Session**
- 30 **Presenting PR Campaigns: An Overview**
Exam Review
EXECUTION AND EVALUATION DUE

NOVEMBER

- 4 EXAM
- 6 **In Class Work Session**
- 11 **Presentation Run Through**
- 13 **Presentation Run Through**
- 18 **Presentation Run Through**
- 20 **Revising: Speeches and Final Campaigns**
- 25 **Revising: Speeches and Final Campaigns**

THANKSGIVING BREAK

DECEMBER

- 2 PR CAMPAIGN PRESENTATIONS
- 4 PR CAMPAIGN PRESENTATIONS
- 9 PR CAMPAIGN PRESENTATIONS
FINAL PR CAMPAIGNS DUE
- 16 ***** MUST ARRIVE AT 9:30 am*****
Course Wrap Up
PEER EVALUATIONS DUE