

The student needs to have access to the following to be successful in the class:

- SPC E-mail/Blackboard
- Microsoft Office

Please visit with me about any possible computer issues! I can't help you if I don't know what your issues are.

Please avoid using Google Docs to turn in assignments.

Technical Skill Requirements. Be comfortable with the following:

Microsoft Word or a word processor that can save Word compatible files (.docx)

Using email for communication, attaching documents

The ability to download video files, or to stream files

The ability to get into Blackboard

This course satisfies a core curriculum requirement:

No. It does meet an elective requirement for some majors in Media Communication or Ag Communication.

Core Objectives addressed:

- Communication skills- to include effective written, oral, and visual communication
- Critical thinking skills- to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information (REASON)
- Social Responsibility- to include intercultural knowledge and competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national and global communities
- Personal responsibility skills- to include the ability to connect choices, actions, and consequences to ethical decision-making. Understanding that all choices and actions have consequences.

Student Learning Outcomes:

Upon successful completion of this course, students will:

1. Demonstrate basic knowledge of public relations terms, concepts, history, and practice.
2. Describe various publics, media venues, and jobs associated with public relations.
3. Recognize PRSA code and ethical issues associated with public relations industry.
4. Create written elements of public relations practice.

Course Evaluation: Students' grades in this class will be determined by the following: Points are earned as follows:

S.W.O.T. Analysis	50 points
Public Relations Campaign Evaluation	50 points
PR project assignment	200 points
3 Exams	300points

Total: 600

Sometimes the final number of points available for the course may not reach the mark or it will exceed it. If either is the case, the scale will be recalibrated and you will be notified.

Please do NOT assume that I will contact you to tell you about missed work. In response to Covid concerns, all class materials will be available on Blackboard so you can keep track of all materials week by week. You can find the information inside the Weekly Folders on Blackboard.

If for any reason we must take the class online all class material will be available online through Blackboard, so you can access all assignments on your own.

If you do not participate in class, in any form, for a minimum of 3 weeks without any communication, and you will earn a "F". You may contact me by phone, or e-mail. But you must stay in contact with me.

Class Attendance: This is a face-to-face class and students are expected to show up for class on class meeting days. If a student has poor attendance in the class it will reflect on their grade. Students are responsible for their attendance to class and turning in assignments when they are due. If the student would like to drop the class it is their responsibility to drop the course or request that the instructor drop them via email. The instructor will not drop you from the class due to attendance so if you have a F in the class at the end of the semester that will be your grade.

It is the student's responsibility to verify administrative drops through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award may be adjusted in accordance with the classes in which the student did attend/participate and the student will owe any balance resulting from the adjustment.

Deadlines- ALL projects will have deadlines. While some of these may change for whatever reason, the goal is to work within them. Late assignments may or may not be accepted depending on the assignment and the reasons for missing the deadlines. Due dates for missed deadlines will need to be discussed with the professor.

SPC Face-to-Face Class Covid Policy:

If you are experiencing any of the following symptoms, please do not attend class and either seek medical attention or test for COVID-19.

- Cough, shortness of breath, difficulty breathing
- Fever or chills
- Muscles or body aches
- Vomiting or diarrhea
- New loss of taste and smell

Please also notify DeEtte Edens, BSN, RN, Associate Director of Health & Wellness, at dedens@southplainscollege.edu or 806-716-2376. Proof of a positive test is required. A home test is sufficient but students must submit a photo of the positive result. The date of test must be written on the test result and an ID included in the photo. If tested elsewhere (clinic, pharmacy, etc.), please submit a copy of the doctor's note or email notification. Results may be emailed to DeEtte Edens, BSN, RN at dedens@southplainscollege.edu.

A student is clear to return to class without further assessment from DeEtte Edens, BSN, RN if they have completed the 5-day isolation period, symptoms have improved, and they are without fever for 24 hours without the use of fever-reducing medication.

Students must communicate with DeEtte Edens, BSN, RN prior to their return date if still symptomatic at the end of the 5-day isolation.

Disabilities Statement

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) at 806-716-2577, Reese Center (Building 8) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

Equal Opportunity, Harassment, and Non-Discrimination Statement

South Plains College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Vice President for Student Affairs, South Plains College, 1401 College Avenue, Box 5, Levelland, TX 79336. Phone number 806-716-2360.

Title IX Pregnancy Accommodations Statement (updated 6/2019)

If you are pregnant, or have given birth been within six months, under Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations you must submit a Title IX pregnancy accommodations request, along with specific medical

documentation, to the Director of Health and Wellness. Once approved, notification will be sent to the student and instructors. It is the student's responsibility to work with the instructor to arrange accommodations. Contact the Director of Health and Wellness at 806-716-2362 or e-mail cgilster@southplainscollege.edu for assistance.

Diversity Statement-In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

Civility Code:

As future professionals, you are to communicate with each other in a professional and civil manner. Any successful learning experience requires mutual respect on the part of the student and the instructor. Neither instructor nor student should be subject to others' behavior that is rude, disruptive, intimidating, aggressive, or demeaning. Student conduct that disrupts the learning process or is deemed disrespectful or threatening shall not be tolerated and may lead to disciplinary action and/or removal from class.

Please refer to the Student Guide Handbook for any other concerns or questions concerning college policies and student expectations.

<https://www.southplainscollege.edu/studentconsumerinformation.php>

Link to drop form:

https://forms.office.com/Pages/ResponsePage.aspx?id=ZrGRbWrP6UWElqAmJdCCqVjMnZs6h15Nrs0pgCo_sEIUODExTUFXS0JODhJOTIYM0NEV1kzRk9GMSQIQCN0PWcu