



The mission of Concord University is to provide quality, liberal arts based education, to foster scholarly and creative activities and to serve the regional community (<http://www.concord.edu/academics/>).

Course Prefix, Number and Title:

Course CRN # and Section PR Workshop 20284 /COMM 260:01

Semester Taught (including year): Spring 2019

Credit Hours: 1

Prerequisites: none

Course Time (if applicable): Wed. 3:00 – 3:50

Building and Room Number (if applicable):

Fine Arts M 103

Professor: Karen Vuranch

Office Location: Alex. Fine Arts M108

Office Hours: T/TH 12:30 – 2:00 and

Wed. 11:00 am – 2:00 pm

Email: kvuranch@concord.edu

Phone: (304) 384-5259

Office Fax: (304) 384-3384

**College/Department Website:
<http://www.concord.edu/comm/>**

Course Description/Rationale: Need and purpose of course

The student will participate in publicity campaigns for several events on campus. This will be a hands-on experience and students will be expected to take a leadership role.

Course Management System (Blackboard/Moodle or other systems): Blackboard

Hardware/Software Needed (include privacy policies, if applicable): None

Text requirements: None

Concord University Educational Goal(s) This should address at least one of the areas (skills, knowledge, or attitude) for each course. Similar courses with different sections should have the same goal(s).

The goal of this course to familiarize students will all aspects of a publicity campaign. They will develop the skills necessary to promote and publicize events including, but not limited to, press releases, flyers, social media.

National Standards (if applicable) For example, NCTM, IRA, CAEP, etc. Not applicable.

Specific Learning Outcomes

Students will successfully conduct and complete a full publicity campaign for a campus event.

Course Requirements

Course requirements as indicated may be changed or added to at the discretion of the instructor. The student's grade for the course will be based on the completion of the following:

1. Participate in a full publicity campaign for an assigned event. This will include designing and creating a poster, writing a press release, coordinating a social media campaign, mounting a bulletin board and, if it is a play production, designing and creating a program.
2. Work with other members of the class to create a Media Night and Media Kit for the mainstage play of the semester.
3. Take reservations for the upcoming performances.
4. Make sure the box office is stocked with supplies for the performances.
5. Be available to staff the box office for performances.
6. You will be expected to work at least 15 hours over the 15 weeks of the semester, equivalent to a 1-hour lecture class.
7. You may meet with the instructor at any time if you have problems or need to discuss your progress.

Grading Policy and Scale, Make-up Policy, Late Work

Grading - The grading is simple. Most of you will earn an A. If you complete your responsibilities, you will earn that A. If you are chronically late or cause serious inconvenience to others, you will earn a B or possibly a C. But, the instructor will have a conversation with you before giving you this grade and give you the opportunity to improve. If you are not able to participate, you can speak to the instructor about withdrawing from the class. If you do not participate and you do not withdraw, then you will earn an F.

Communication:

It is YOUR responsibility to communicate with the instructor. If you need to miss a class, please talk to the instructor. Communication is imperative when emergencies occur. Messages will be sent to you through email. If, for some reason, you are not getting messages, you should call the instructor. Phone numbers are provided at the beginning of this syllabus.

Course Timeline (Schedule of Assignments/Assessments/Presentations)

The class will meet each Wednesday at 3:00. Students will work on publicity campaigns and bring their work for approval on Wednesdays.

Accessibility/Accommodations:

Concord University is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act. Please inform your instructor at the beginning of the class semester if you have a disability and are requesting accommodations. It is your responsibility to self-disclose that you are requesting accommodations. The University and instructor will provide you with a reasonable accommodation. You should register with CU's Disability Services Office, located in the Athens campus Jerry and Jean Beasley Student Center, Bottom Floor, across from the Campus Post Office. The Disability Services Office phone is 304-384-6086 or you can email the Director, Nancy Ellison, at nellison@concord.edu for assistance.

Academic Dishonesty

Academic dishonesty is morally unacceptable as well as destructive to the learning and teaching atmosphere. Academic dishonesty includes the giving or receiving of improper help on examinations or assignments, falsifying documents, and plagiarism (the act of stealing and using, as one's own, the ideas or the expression of the ideas of another). Such dishonesty can lead to a variety of penalties — including but not limited to failure of assignment, failure of course, loss of institutional privileges, or dismissal from the University. (See University Catalog Academic Policies and Procedures.)

Concord University Honor Code

A Concord University Honor Code was approved by students, staff, faculty, administration, and the CU Board of Governors. The Code states:

"As a member of the Concord University Community I will act with honesty and integrity in accordance with our fundamental principles and I will respect myself and others while challenging them to do the same."

The Honor Code is intended to unite the Concord community behind a culture of honesty, integrity, and civility.

Class/Online Attendance Policy

Regular class attendance is part of a student's academic obligation at Concord. Irregular attendance may affect academic performance adversely and is detrimental to the atmosphere of a class. (See University Catalog Academic Policies and Procedures.)

Emergency Alert System

In an effort to increase safety and security on our campus, Concord University encourages everyone to register for instant text message alerts. Alerts will only be used for security and safety notices. All students, faculty, and staff are eligible to receive text message alerts on their cell phones or email alerts. Please contact the IT Help Desk for further assistance (304-384-5291).

Emergency Information

Emergency/courtesy telephones are located at the main entrance of each residence hall and at various other locations on campus. Emergency telephones can be identified by the flashing blue light and will provide the user with a direct link to Public Safety at the press of a button. To report an on-campus emergency, call 304-384-5357 or 911. The Office of Public Safety is located on the bottom floor of the

Rahall Technology Center. For further emergency information go to:
<http://www.concord.edu/administration/office-public-safety>.

Inclement Weather Policy

As a general policy, the University will remain in normal operations during adverse weather conditions. In the event of severe weather conditions, the following may occur:

University Closure

No students or employees are to report.

Classes Cancelled

Students do NOT report BUT employees are expected to report to work at their normal time.

Operating on an Inclement Weather Delay

Under this schedule, all 8 a.m. classes will start at 10 a.m. Students and faculty will follow the Inclement Weather Schedule. (See <http://www.concord.edu/emergency-alerts> for Athens/Beckley Inclement Weather Schedules.)

**Announcements invoking the late schedule or other options referenced above are aired on area radio and television stations and are sent as text and email messages to those enrolled for this service.*

Student Conduct

In classrooms, online, laboratories, and during any activities that are part of course requirements, students are expected to observe reasonable rules of conduct.

Sexual Harassment & Assault

Federal law, Title IX, and Concord University policy prohibits discrimination, harassment, and violence based on sex and gender (Including sexual harassment, sexual assault, domestic/dating violence, stalking, sexual exploitation, and retaliation). If you or someone you know has been harassed or assaulted, you can receive confidential counseling support through the Concord University Counseling Center (304-384-5290). Alleged Violations can be reported non-confidentially to the Concord University Title IX Coordinator at 304-384-6327 or titleix@concord.edu. Reports to Campus Security can be made at (304-384-5357). As an employee at Concord University, I am a mandatory reporter which means I must report any sexual misconduct I am made aware of. This includes verbal or written (such as in an assignment) disclosures of sexual harassment or sexual assault.

Technology Services

Contact the CU Help Desk at extension 5291 from campus or 304-384-5291 off campus. You may also e-mail cuhelpdesk@concord.edu.

Syllabus Disclaimer

"This syllabus is subject to change based on the needs of the class. Please check it regularly."

Miscellaneous (for example):

Sources of Help

Glossary of Terms

Related Research/Professional Organizations