

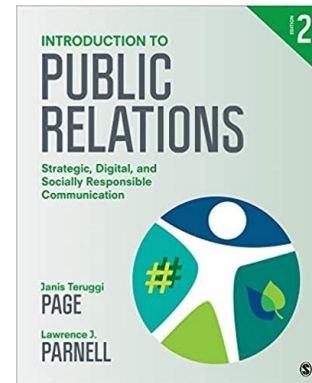
# Welcome Students!

## COM 211: Intro to PR/Fundamentals of PR Theory and Practice

**8-weeks | Fully Online**

**Professor Joanna Huyck, Spring I 2023**

**Tuesday, January 17 – Friday, March 10 2023**



**3-credits | 8-weeks | Accelerated (twice the pace of a full semester course)**

### About the course:

This course is designed to help students develop an understanding of public relations from a theoretical and a strategic management perspective. Specifically, the course will help students trace the history and development of the field; critically assess the role of public relations in modern societies; develop an understanding of theoretical concepts and practical techniques of public relations in interpersonal and organizational communication; and evaluate the relationships between public relations, journalism, advertising, marketing, and other communication disciplines in modern societies. This course is created with the intention of being an online course. Content for this course is fit to that online format. Prerequisite: COM 102

During the course we will use a mix of interactive lectures and guided online discussions/analytical writing exercises, research, readings, and audio-visual materials, as appropriate. Assignments may include an individual and/or group project, written formal papers, presentations, and tests. Although training will be provided by Marist, you should have no problem using iLearn if you know how to use a computer for basic tasks, have experience surfing the web, and know how to download and upload (attach) files.

This course is taught **fully online** through Marist's course management system, called iLearn. This system will provide students 24/7 access to the course materials (syllabus, readings, assignments, etc.), individual grades, and messages. **Login times and dates are asynchronous and flexible, but students must stay on pace with the course. Expect minimum weekly login requirements and regular deadlines.**

### About the Required Material/Textbook:

There are only one required book for this course. The book may not be available at the Marist bookstore. It is suggested you **search online for the best deal**. Please read all the information below before you purchase the book.

### The Text (pictured above)

Page, J.T., and Parnell, L.J. (2021). *Introduction to Public Relations: Strategic, Digital, and Socially Responsive Communication*. 2<sup>nd</sup> ed. Sage. ISBN: 9781544392004

**The 2nd edition is required.** Please do not order an older edition! A better way to cut your text cost is to search online for the best deal. Search by ISBN to make sure you get the right book. Feel free to go with any format of the 2nd edition that works for you (rental, used hard copy, digital copy, etc.). Be mindful of shipping and delivery dates when ordering. If renting (hard copies or digital) be sure the access dates cover the entire course period.

[Click here to order the text from the publisher](#) and explore other *optional* publisher support services available for the text. [Click here to order the text from Amazon.](#)

The iLearn course site will be published (and appear in your list of courses) on the Friday before the course begins. You are not required to start early. Only a limited amount of material will be available at that time. **Please plan to login to class on the start date (or day after) so you can plan for assignments/deadlines in a timely fashion.**

**A little about me:**

I had a prior career in public relations and grassroots advocacy, but higher education is my passion. I've been teaching adult college students for about 20 years, and about twelve years ago I began focusing on online course development. This is my 11th year with Marist College.

I hope you have as much fun in this class as I will! I'm looking forward to working with you!

**"See" you in class!**

*Joanna Huyck*

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