

Problems in Public Management: Media Relations
Political Science 511M
Summer Session 2016

Instructor:
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Course Text: **On Deadline: Managing Media Relations, Fifth Edition.**
Carole M. Howard and Wilma K. Matthews, 2013.

Course Objective:

This course is designed to give students insight into some of the basic elements of dealing with media in not-for profit environments. Upon completion of the course students will:

- Develop a media plan
- Experience a media training simulation
- Understand reporters
- Understand the importance of social media in today's news environment
- Learn how to work effectively with the press
- Learn best practices in crisis management
- Understand crisis principles
- Understand the role of a media relations professional

Course Approach:

Classes will be interactive, including hands-on exercises, case studies and practical applications. The course will be based largely on the assigned text with instructor analysis. Students will have an opportunity to hear from media relations professionals as well as members of the media. Emphasis will be placed on topics and ideas that are most relevant to students' real-world environments.

Grading:

The final grade for this course will consist of the following:

- Media Announcement/Service/Product Launch 25%
- Media Training Simulation 25%
- Executive Decision Model Analysis 30%
- Weekly Participation 20%

Grading Scale:

A: 90-100

B: 80-89

C: 70-79

D: 60-69

F: 59 and below

Student Expectations:

This is a graduate level course designed to benefit students as they approach their careers in the public / non-profit arenas. Students are expected to come prepared for class and to take the initiative to handle the course material in a responsible way. Students are expected to respect the instructor and their fellow classmates during class sessions and be respectful of differing views or opinions.

Attendance:

Students are to attend all class sessions, this includes being on time. Classes will start promptly at 6:30 p.m.

Classes:

Curry Building, Room 332

Wednesday evenings from 6:30 – 9:20 p.m.

Classes will be held:

May 18, May 25, June 1, June 8, June 15.

Note: This syllabus is a general layout of course content and is subject to be changed based on the needs and demands of the Summer session. Students are expected to be open-minded and flexible throughout the class turn, contributing to their own success and the success of the course.