

The PRactice Individual Studies: COMM 4193

Office: 311 Journalism
Office Phone: 614-292-6185
Office hours: Tues. 1-2 p.m.,
Wed./Thurs. 12:30-2 p.m., by appt

Instructor: Mary Sterenberg
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Course Description

In this course, you will function as either an account associate, account executive or account supervisor for the student-run public relations firm the PRactice (osuthethepractice.com). You will help the PRactice meet the needs of paying and pro-bono client needs with professional-quality written work. Regardless of your major or prior training, you will build on fundamental writing, editing and researching skills you have acquired inside and outside the classroom. You will get to experience client-relations, how a PR agency works, working on deadlines and producing a variety of public relations deliverables. The goal: to experience the agency side of public relations while building your portfolio with work completed for real clients. Account associates are eligible for one credit hour, while the account executives and account supervisors overseeing client relations and student teams are eligible for two credit hours.

- You must complete an application to join the PRactice, available at <http://apply.osuthethepractice.com/>.
- You must complete a course enrollment permission form, available at https://registrar.osu.edu/students/course_enroll_form.pdf. This requires the signature of the instructor and must be submitted to your advisor.

Course Goals

1. Write and produce various PR collateral items for clients ranging from non-profits to corporations (i.e., press releases, media pitches, fact sheets, blog posts, social media content)
2. Learn about the structure, workflow and roles within a public relations agency and gain exposure to client relations
3. Produce quality work for a real local client worthy of publication/actual use.

Grading

This course will be pass-fail. You must attend weekly PRactice meetings on Tuesdays at 6 p.m. in Journalism 106 (the first meeting date will be provided at the start of the semester – please contact me if you have not received an email by the end of the first week of classes) and produce PR collateral materials for PRactice clients.

Your course grade will be calculated:

1 credit: attend one PRactice meeting per week; submit quality client work assigned by account executives/supervisors on time; submit to Carmen at least three examples of work created for clients at the end of the semester.

2 credits (open only to Account Executives and Account Supervisors): attend one PRactice meeting per week; manage client relations or account associates and submit quality client work as needed.

Attendance and professionalism

Account supervisors will take attendance at each PRactice meeting and provide comments at the end of the semester on students' professionalism and in-person contributions to the group. While producing work for clients and interacting with local professionals, you represent The PRactice and the School of Communication, as well as Ohio State as a whole. Please act responsibly and professionally. Any conduct unbecoming to your role and responsibilities will impact your grade but, more importantly, will also impact your future career opportunities. Students participating in the 4193 course should not miss more than two meetings, and should provide documentation to both PRactice leadership and advisor Mary Sterenberg (Sterenberg.2@osu.edu) for **ANY** meetings they must miss.

Quality work

You will be assigned to a PRactice team that works with specific clients and will work as a group to meet the needs and requests of those clients. This is a learning-by-doing course, and you may be asked to produce something you haven't done before or learned in the classroom. The expectation is not that everything be perfect on first submission. However, students must be resourceful in seeking the resources to submit quality first drafts (textbooks, the Internet, other students), and they must be open to constructive criticism and revisions from their group leaders and instructor as the final work product will be used by local clients. **You must submit at least three examples of completed client work to Carmen by the final day of the semester.**

Grading concerns

Student who are not meeting the course objectives (missing meetings, missing deadlines or submitting work that is unable to be used by the client even after coaching from account executives/supervisors and instructor), will be required to meet with the instructor at the midpoint of the semester. At this point we can discuss a course of action to help you achieve a passing grade in the class should you choose to remain the course.

Academic Misconduct

The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's *Code of Student Conduct* is never considered an "excuse" for academic misconduct, so I recommend you review the *Code of Student Conduct* and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you violated the University's *Code of Student Conduct* (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the university. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. For additional information, see the *Code of Student Conduct* (<http://studentconduct.osu.edu/page.asp?id=1>) and with "Ten Suggestions for Preserving Academic Integrity" (<http://oaa.osu.edu/coamtensuggestions.html>).

SPECIAL ACCOMMODATIONS

Students with disabilities who have been certified by the Office for Disability Services will be appropriately accommodated, and should inform me as soon as possible of their needs. When possible, documentation should be provided no later than the second week of class. The Office for Disability Services is located in 098 Baker Hall, 113 West 12th Ave.; Phone 614-292-3307; slds@osu.edu; <http://www.ods.ohio-state.edu/>.

*Syllabus is subject to change. Please check Announcements on Carmen for any addendums or changes.