

COMM 2330 – Intro to Public Relations: Syllabus | Fall 2026

Course Description

Students will explore the history and development of public relations. Throughout the semester, we will review theory behind the processes of public relations, including the planning, implementation, and evaluation of public relations campaigns.

Time & Location

Monday/Wednesday: 11 a.m. – 12:15 p.m.

Course Objectives

By the end of this course, students should be able to:

- Understand the difference between public relations and journalism
- Define public relations
- Identify terms associated with public relations
- Differentiate venues and mediums associated with public relations
- Apply public relations strategies
- Understand ethical considerations in public relations
- Apply communication techniques for the benefit of public relations

Instructor Information: Kati Moody

Office: CM 158

Office Hours:

- Tuesday & Thursday: 9 a.m. – noon
- Friday: 9 a.m. – noon
- Also available by appointment (online or in person)
email: kmoody@southplainscollege.edu

Grading

This course uses a 1,000-point grading system.

- Six Discussion Boards: 25 points each, 150 points total
- Six Applied Assignments: 50 points each, 300 points total
- Three Final Project Check-Ins: 25 points each, 75 points total
- Midterm Exam: 100 points
- Final Integrated Public Relations Campaign: 175 points
- Final Exam: 100 points
- Attendance and Participation: 100 points

Total Possible Points: 1,000 points

Grading Scale

A: 900 to 1,000 points

B: 800 to 899 points

C: 700 to 799 points

D: 600 to 699 points
F: 599 points or fewer

Weekly Course Schedule

This schedule is organized by instructional week. Complete instructions, learning materials, deadlines, and submission links will be provided in the corresponding Blackboard folders.

Week	Weekly Topic	Work Due This Week
Week 1	What Is Public Relations?	No major assignment due
Week 2	Foundations and Pioneers of Public Relations	Discussion Board 1: Strategic Communication, Ethical PR, or Manipulation?
Week 3	Publics and Stakeholders	Applied Assignment 1: PR in the Wild, Part 1
Week 4	Audience Types, Prioritizing Publics, and Research	Applied Assignment 2: PR in the Wild, Part 2; Final Project Check-In 1
Week 5	Understanding the Audience	Discussion Board 2: Audience Assumptions and Evidence
Week 6	Goals, Objectives, Strategies, and Tactics	Applied Assignment 3: Strategic Planning Worksheet
Week 7	Message Strategy and Communication Channels	Discussion Board 3: Choosing the Message and Channel
Week 8	Midterm Examination	Midterm Exam
Week 9	Public Relations Across Organizations	Discussion Board 4: Comparing Public Relations Environments
Week 10	Media Relations and PR Writing	Applied Assignment 4: PR Writing and Message Package; Final Project Check-In 2
Week 11	Digital, Social, and Community Relations	Discussion Board 5: Digital Relationships and Community Trust
Week 12	Crisis Communication	Applied Assignment 5: Crisis Response Kit
Week 13	Measurement, Evaluation, and Campaign Improvement	Discussion Board 6: Measuring PR Success
Week 14	Campaign Assembly and Thanksgiving Work Period	Applied Assignment 6: Campaign Draft and Evaluation Plan; Final Project Check-In 3
Week 15	Final Campaign Presentations	Final Integrated Public Relations Campaign
Week 16	Final Examination	Final Exam

Note: The instructor may adjust the schedule based on class progress, campus events, unexpected closures, or other instructional needs. Changes will be announced in Blackboard.

Attendance and Participation

Students are expected to attend class regularly and participate in class discussions, activities, and in-class work. Attendance and participation are worth 100 points in this course. Students may miss up to two class meetings without penalty to their attendance and participation grade. After two unexcused absences, additional unexcused absences will negatively affect the student's attendance and participation points.

If there is an unavoidable reason you cannot attend class, you should email the instructor as soon as possible. Students are responsible for getting caught up on notes, assignments, announcements, and materials missed during class. Missing class does not excuse missed deadlines unless arrangements have been made with the instructor.

Required Institutional Syllabus Statements

Intellectual Exchange Statement

In South Plains College courses, the instructor will establish and support an environment that values and nurtures individual and group difference 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 intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

Disabilities Statement

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of the individual's disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) 806-716-2577, Lubbock Centers (located at the Lubbock Downtown Center) 806-716-4675, or Plainview Center (Main Office) 806-716-4302.

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 and Parenting Accommodations Statement (Rev. 6/11/2024)

If you are pregnant or parenting (paternal or maternal) with children under the age of 18 per [Texas Education Code 51.982](#) and Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations you must submit a [Title IX pregnancy and parenting accommodations request](#), along with specific medical documentation, to the

Health and Wellness Center. 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 Health and Wellness Center at 806-716-2529 or email rcanon@southplainscollege.edu for assistance.

CARE (Campus Assessment, Response, and Evaluation) Team

South Plains College is committed to ensuring the safety, health, and well-being of its students and community. To support its campus community SPC has a CARE Team. This is a dedicated group of campus professionals responsible for assessing and responding to students who could benefit from academic, emotional, or psychological support, as well as those presenting risk to the health or safety of the community. If you see someone experiencing challenges, appearing distressed, posing a threat to their safety or someone else's safety, or causing a significant disruption to the SPC community, please submit a [CARE Team referral](#). You may also submit a referral for yourself if you would like additional support. NOTE: In cases where a person's behavior poses an imminent threat to you or another, contact 911.

Campus Concealed Carry Statement

Texas Government Code 411.2031, et al. authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations and Frequently Asked Questions, please refer to the Campus Carry page at: <http://www.southplainscollege.edu/campuscarry.php>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.

COVID-19 (Rev. 9/12/2025)

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

- Fever or chills
- Cough, shortness of breath, difficulty breathing
- Sore throat
- Congestion or runny nose
- Muscles or body aches
- Fatigue
- Headache
- Nausea or Vomiting
- Diarrhea

Please also notify DeEtte Edens, FNP-C, Associate Director of Health & Wellness, at dedens@southplainscollege.edu or 806-716-2376

1. SPC will follow the recommended 3-day isolation period for individuals that test positive.
 - a. **Please note that day 0 is the date of positive test. Day 1 begins the first full day after the date of positive result.**

2. COVID reporting

- a. Please have students and employees notify DeEtte Edens, FNP-C if they have tested positive to verify dates before returning to class or work.
 - b. The home tests are sufficient but students need to 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, FNP-C at dedens@southplainscollege.edu.
 - c. A student is clear to return to class without further assessment if they have completed:
 - The 3-day isolation period, symptoms have improved and
 - they are afebrile for 24 hours without the use of fever-reducing medication.
 - d. HEATH SCIENCE PROGRAMS ONLY: Due to clinical requirements, students in health science programs returning to class or clinical from a positive test will be required to wear a mask in the health sciences areas including offices, hallways, and classrooms, as well as in the clinical setting for a 10-day period from date of positive test.
3. Please instruct students and employees to communicate with DeEtte Edens prior to their return date if still symptomatic at the end of the 3-day isolation.
 4. Exposed individuals will not be required to quarantine. If exposed, SPC does request individuals closely monitor themselves. If an individual does become symptomatic, please do not attend class or work and be tested.

Student Identification Verification Pictures (added 12/3/2025)

EFFECTIVE SPRING 2026: In order to comply with institutional identity-verification procedures, students enrolled in courses at South Plains College must have a current photo available in the College's student information system. Approved photos are used solely for instructional, advising, and security purposes and are protected under applicable privacy laws. Students without a photo on file must update their record during the first week of class. Pictures may be uploaded using these [instructions](#).

Artificial Intelligence Statement

· Purpose of Artificial Intelligence (AI) Applications:

AI applications are advanced language models designed to aid and engage in meaningful conversations, as well as, generate and revise content. AI is intended to supplement learning, stimulate critical thinking, and enhance academic discourse. However, its use comes with certain responsibilities.

· Academic Integrity:

Using AI to generate academic work, including essays, reports, or assignments, without proper attribution is a violation of SPC academic integrity policies. Plagiarism undermines the learning process and is strictly prohibited. Students must ensure that their work reflects their own ideas, research, synthesis, and analysis and appropriately cites all sources, including AI.

· Collaboration and Consultation:

While AI can be a valuable resource, it is essential to strike a balance between seeking assistance and maintaining personal responsibility. Collaboration with peers, consulting instructors, and

utilizing other approved learning resources should be prioritized. Overreliance on AI for solutions without actively engaging in the learning process is discouraged and can be grounds for academic integrity violations. Utilizing AI as a tool for brainstorming or research is allowed but the writing should be the student's own work and thoughts.

• **Critical Thinking and Originality:**

AI usage can provide suggestions and information, but it is essential to critically evaluate the responses and exercise independent thought. Relying solely on AI for answers deprives students of the opportunity to develop their analytical and problem-solving skills. In assignments where originality, creativity, and independent thinking are valued, AI would be detrimental to the student learning process. Critical thinking and originality emphasize the importance of independent thinking in all academic endeavors as part of the student's learning experience apart from outside influence and offers the student the opportunity to refine their unique, individual voice through academic discourse with other students and faculty.

• **Ethical Use and Bias Awareness:**

AI is trained on large amounts of data from the internet, which may include biased or inaccurate information. Be mindful of the potential for bias and critically evaluate the responses provided by AI. Therefore, when using AI, just like with using any other database, students must verify that the information is from reliable sources, question any potential biases, and ensure that the information and sources used in the paper are neutral, peer-reviewed sources.

• **Responsible Engagement:**

Students should engage with AI in a respectful and responsible manner and avoid using offensive language, discriminatory remarks, or engaging in any form of harassment or inappropriate behavior. Students should also uphold the standards of respectful communication in addressing both AI and fellow classmates.

• **Compliance with South Plains College Policies:**

Policies regarding the appropriate use of AI in South Plains College courses are set by instructional departments and individual instructors. Appropriate use of AI may range from strict prohibition to assignments they may require the use of AI. Misusing or violating the guidelines outlined in this syllabus warning may result in disciplinary action, including academic penalties. Students are expected to familiarize themselves with the specific course policies regarding the use of AI and adhere to them throughout the semester.

Remember, AI can be a tool to support your learning in certain courses and assignments, but it cannot replace the critical thinking, creativity, and independent work that are integral to your overall academic growth.