

To be **EARLY** is to be on time, to be on time is to be **LATE**, and to be **LATE** is simply unheard of.

## Top 5

### Ways to Successfully Complete Comm 270:

- SHOW UP
- Have a *Fabulous* Attitude
- Communicate  
(with me and your team)
- Always Be Accountable
- Follow the Rules
- Enjoy yourself!

This course is what you make of it.  
Everyday you will have the  
opportunity to learn something new.  
Don't miss out.

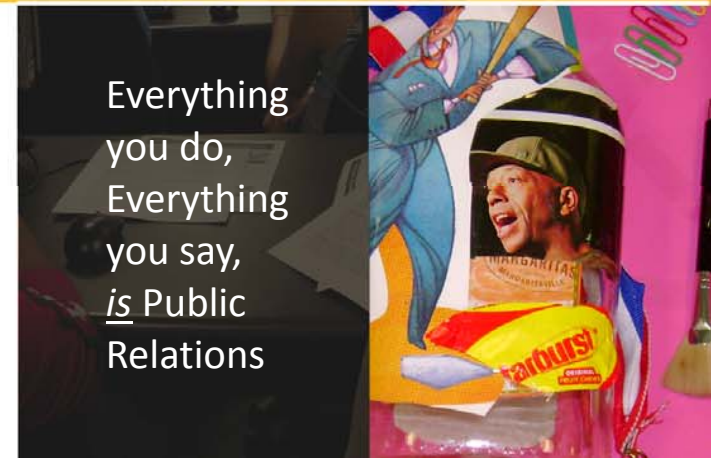


## Principles of Public Relations

Professor: A. Danielle Parker, Ph.D.

(Okay, well that was 6 ways,  
but who's counting...)

Have a question? Need guidance?  
Here is how you find me:  
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Everything  
you do,  
Everything  
you say,  
is Public  
Relations

## Getting Started

- Session 1: First Day of Class: Review Syllabus and Course Brochure
- Session 2: Submit Req. for excused absences
- Session 3: Have Ch. 1 read for today
- Session 4: Group Project Chat (teams assigned)
- Session 5: Have Ch. 2 read for today
- Session 6: In Class Case Study #1
- Session 7: Have Ch. 3 read for today & In Class Case Study #2
- Session 8: Creative Review of Ch. 1-2 and Case Studies (Group Activity)
- Session 9: Have Ch. 4 read for today & Prepare 1-2 questions for Guest Speaker
- Session 10: Discuss Individual Paper Topics (exciting!!!) & Agency Guest Speaker
- Session 11: Have Ch. 5 read for today
- Session 12: Creative Review of Ch. 3-5 (group activity) & Discuss Individual Paper Layout Guidelines
- Session 13: Library Activity & Turn in your paper topics today (at the latest)
- Session 14: In-class Case Study 3 (Group Assignment due next Wednesday)

## Mid-Term We're half way there!

- Session 15: In Class Case Study #4 & Article Assignment
- Session 16: Discuss Ch. 6 today & Article submission Due & In-class review of Bibliography Req.
- Session 17: Creative Review of CH. 5-6 & In-class workshop
- Session 18: Mid-term Review Today
- Session 19: Fall Holiday- No Class
- Session 20: Mid-term Today
- Session 21: Have Ch. 7 read for today
- Session 22: Ethics
- Session 23: Graded Mid-terms Returned and Discussed
- Session 24: Have Ch. 8 read for today
- Session 25: PR and Law
- Session 26: Have Ch. 12 read for today
- Session 27: Individual Review Progress Meeting
- Session 28: Have Ch. 13 & 14 read for today
- Session 29: Review of PR Writing and Style
- Session 30: Submit PR Piece #1

## The Final Stretch

- Session 31: Submit PR Piece #1
- Session 32: Submit PR Piece #2
- Session 33: Submit PR Piece #3
- Session 34: Submit PR Piece #4
- Session 35: In-class workday on PR writing packets (attendance req.)
- Session 36: Thanksgiving Holiday - Enjoy!
- Session 37: Presentations
- Session 38: Presentations
- Session 39: Course Progress Assessment
- Session 40: Advertising and PR & Group Meetings
- Session 41: Review for Final
- Session 42: Final Today



*"I AM A PERSON OF FIXED AND UNBENDING PRINCIPLES; THE FIRST OF WHICH IS TO BE FLEXIBLE AT ALL TIMES."*

*—EVERETT DIRKSEN*