

**COURSE SYLLABUS**

**OML 410 Leadership Issues in Public and Community Relations**

**INSTRUCTOR: Dr. Marcy Hehnly, PhD**

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**COURSE SCHEDULE:**

Summer Semester:  March 11 - May 5, 2024

**COURSE DESCRIPTION:**

Focus will be on the philosophies, values, missions, development, and evaluation of the delivery of public safety services in the community, and the impact on these services of policy, public option, and constituent dynamics.

**CREDIT HOUR STATEMENT**

Courses offered in a 8-week session are twice as intensive as those held during a traditional full semester. Each week students should expect to spend 14 hours interacting with course content through a combination of direct instruction and out of class student work.  Examples of direct instruction may include viewing or reading course lectures, engaging in class forum discussions with the course instructor and other students, viewing or reading supplementary online content required by the instructor, completing course quizzes and/or examinations, and reading instructor announcements related to course material and instructor feedback on assignments.  Examples of out of class student work may include reading the assigned course textbook, doing independent library research, completing essay assignments, developing more extensive research papers, and studying in preparation for exams and quizzes.

**REQUIRED TEXTBOOKS**:

N/A will use open source.

**PROGRAM LEARNING OUTCOMES (PLO’s)**

1. Critical Thinking, Analytical and Problem Solving Skills - analyze business situations using information and logic to make recommendations for problem solving and decision making.
2. Interpersonal, Teamwork, Leadership, and Communications Skills - use team building and collaborative behaviors in the accomplishment of group tasks and will communicate effectively the problem alternatives considered, a recommended solution, and an implementation strategy in oral, written, and electronic form.
3. Ethical Issues and Responsibilities - recognize and analyze ethical dilemmas and propose resolutions for practical business solutions.
4. Awareness of Global and Multicultural Issues - develop awareness and analyze global and multicultural issues as they relate to business.
5. Technology Skills - effectively use current technology for business applications.

**COURSE LEARNING OUTCOMES**

After completing this course, the student will be able to:

1. Students will demonstrate understanding of the broad role of public relations and corporate communication in today’s society, including the processes, tactics, and applications.
2. Students will show critical thinking skills in written documents that demonstrate how readings from the text and additional research are relevant to and applied tin corporate and community programs.
3. Students will demonstrate advanced research skills in research assignments.
4. Students will demonstrate effective presentation and oral communications skills in both class discussions and presentations.

COURSE POLICIES AND PROCEDURES

**ACADEMIC INTEGRITY:**

The learner must complete all assignments.  Learners are expected to read and adhere to the Academic Integrity section of Reinhardt University’s Academic Catalog.  Cases of academic dishonesty may result in expulsion from the University, a failing grade for the course, or a failing grade for the assignment.

The following are recognized as unacceptable forms of academic behavior at Reinhardt University:

1. Plagiarizing, that is presenting words or ideas not your own as if they were your own. The words of others must be enclosed in quotation marks and documented. The source of the distinctive ideas must also be acknowledged through appropriate documentation. (NOTE:  Strictly adhere to APA citation and referencing guidelines to avoid this).
2. Submitting a paper written by another student or another person as if it were your own.
3. Submitting a paper containing sentences, paragraphs, or sections lifted from another student’s work or other publication; there must be written documentation.
4. Submitting a paper written by you for another course or occasion without the explicit knowledge and consent of the instructor.
5. Fabricating evidence or statistics that supposedly represent your original research.
6. Cheating of any sort on tests, papers, projects, reports, etc.
7. Using the Internet inappropriately as a resource. See 3 above.

**Module Discussion Posts**:  All initial posts are due on Thursday each week.  Learners are required to respond to a minimum of 2 peers by Sunday of each week. Each Module Discussion posting must meet the minimum word requirement in the initial response.  Learners will be penalized 5 points for each day he/she is late on an initial posting.  Initial postings will not be accepted after 11:59 PM on the first Friday after the initial posting was due.

Learners must reply to two different students in the class with a minimum of a 75 word response by established deadlines, every Sunday at midnight.  The responses must be substantive in nature by adding additional knowledge to the conversation. Learners must also respond to any questions posed by the instructor. For maximum participation points, learners should respond to **two students in the class** (see rubric).

Use your own words to communicate ideas and incorporate source material to support your assertions.  All postings and replies must adhere to APA 7th Edition guidelines regarding citations and referencing. **Learners must also employ proper grammar, punctuation, and correct spelling.** Module discussion posts will be averaged together and will account for 30% of the final course grade.

**Module Essay Assignments**:  Class assignments will include writing, interview techniques, library research, speaking, organization and planning, time management and problem solving. Learners must complete assignments no later than 11:59 PM (EST) on the last Sunday of that module. Module assignments often have more than one part.  Be sure to answer each part of each question. Learners must adhere to the minimum word count specified for each assignment. Use your own words to communicate ideas and incorporate source material to support your assertions. Assignments must adhere to the citation and referencing guidelines contained in the 7th Edition APA Manual.  **Learners must also employ proper grammar, punctuation, and correct spelling in all submissions.** Unit assignments will be averaged together and will account for 40% of the final course grade.

**Research Paper**:  A research paper is required for this course and will account for 30% of the final course grade. See the research component section of this syllabus for specific directions and guidelines on both assignments.

**EVALUATION & GRADING:**

The following grading scale will be utilized in the determination of the student’s course grade:

Percentage of Points Earned                    Corresponding Letter Grade

 90 to 100%                                             A

 80 to 89%                                               B

 70 to 79%                                               C   *\* grade of C or higher required*

 60 to 69%                                               D

  0 to 59%                                                F

**FINAL AVERAGE BREAKDOWN:**

Discussion Posts                                                     30%

Essay Assignments                                                  40%

Research Paper                                                         30%

**ONLINE ATTENDANCE AND WITHDRAWAL POLICY:**

Students are accountable for all required work in each of their courses. They must assume full responsibility for class attendance in a way satisfactory to the instructor and for work missed because of absence. Since class sessions function not merely for individual learning but also for group interaction, absences can become a serious problem both for the individual and for the group.

Online courses are generally delivered over a period of eight weeks with activities and assignments specified for each week.  An online week is defined as being Monday 12:00 AM (EST) through Sunday at 11:59 PM (EST).  Deadlines for attendance are based on Eastern Standard Time.

A student will be considered in attendance for a given week of online instruction if he or she participates in the course.  Participation is defined as posting a response to a discussion assignment or submitting a completed course room activity/assignment during the online week prior to Sunday at 11:59 PM (EST).

**Initial Course Participation**

A student who fails to participate during the first 8 calendar days of a course shall be administratively dropped from the course.

**Ongoing Course Participation**

Ongoing course participation is satisfied through the continued completion of course room activities, such as written assignments or discussion question responses.  Students who do not participate in a course for 7 or more consecutive days are not satisfying ongoing course participation.

Students who are not satisfying the ongoing course participation requirement shall be notified by a University representative via University email.  The learner must resume participation in the course within 3 calendar days following the sending of the notification.

Students who do not resume participation in the course will be administratively withdrawn from the course and be issued a grade of “W” or “F”.

A grade of “W’ will be issued if an administrative or voluntary withdrawal occurs before 11:59 PM on Monday of the fifth week of the course.

A grade of “F” will be issued if an administrative or voluntary withdrawal occurs after 11:59 PM on Monday of the fifth week of the course.

Students may be impacted academically and financially in the case of voluntary and administrative withdrawals.  It is the student’s responsibility to understand these implications.

**Online Academic Support Services**

Reinhardt University offers academic support services for online students through BrainFuse HelpNow.  Services include access to live tutors, writing lab assistance, and study center resources.  These resources are offered at no additional charge and are available on demand at:   [http://www.brainfuse.com/highed/helpNow.asp?a\_id=68F429E2&ss=&r (Links to an external site.)Links to an external site.= (Links to an external site.)Links to an external site.](http://www.brainfuse.com/highed/helpNow.asp?a_id=68F429E2&ss=&r)

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a documented disability requiring an accommodation, please contact the Academic Support Office (ASO).

Reinhardt University is committed to providing reasonable accommodations for all persons with disabilities. Therefore, if you are seeking classroom accommodations under the Americans with Disabilities Act, you are required to register with the Academic Support Office (ASO). ASO is located in the basement of Lawson Building. Phone is 770-720-5567. To receive academic accommodations for this class, please obtain the proper ASO letters/forms.

**NON-DISCRIMINATION STATEMENT:**

Reinhardt University does not discriminate in any of its policies, programs, or activities on the basis of race, color, age, culture, national origin, socioeconomic status, gender, religious belief, sexual orientation, physical (dis)ability or genetic information.

**RESEARCH COMPONENT INFORMATION**

Learners will prepare a research paper on a topic assigned by the instructor to each student. The topic will have a focus on one subject area discussed throughout the term with a focus on how an aspect of public relations and how the subject has been handled within communities nationally and/or internationally. This paper should include a minimum of one personal interview and use of pertinent library materials. Each paper will be written in APA format. The instructions are as follows:

* Prepare an 8–10-page research paper on a topic assigned by the instructor

**LITERATURE REVIEW REQUIREMENTS**

**The completed literature review must be uploaded to Canvas by the required due date.**

* Written in APA 7th Edition format, consisting of an introduction, body, and conclusion.
* Must be a minimum of 8 (full) pages **excluding** cover page and reference page.
* Must have a title and reference page in APA format. An abstract is not required for this assignment.
* Must have a minimum of 5 acceptable scholarly references listed and cited in the body of the work. You are highly encouraged to exceed the minimum reference count.
* Students may use the course texts as a source, but make sure your other sources fit the category of being scholarly in nature. *Wikipedia or general websites are not scholarly.* Students should seek guidance from the instructor if in doubt about the acceptability of a source. Scholarly sources are peer-reviewed before publication. They are the work by someone who is considered to be an expert in their respective field. Some examples of work that are NOT scholarly in nature are magazine articles, newspaper articles, and again, general websites!
* Double spacing is required between sentences and paragraphs per APA guidelines.
* Must demonstrate the ability to summarize and paraphrase information from sources in proper APA format.
* Plagiarism (which includes copying and pasting from reports or essays online) will not be tolerated…your paper must properly document all ideas and information not your own. Plagiarism or academic dishonesty may result in a failing grade for this course.  Other sanctions may be imposed based on University policy.  See your syllabus and the University’s Academic Catalog for additional information.
* Use of proper grammar, correct spelling, and writing principles are expected in all work. Full credit will not be granted for work that contains grammatical or spelling errors. In the event a student does not feel competent in this area he/she should discuss the matter with the instructor.

**TIPS FOR SUCCESS:**

* Conduct independent study on what it means to be a “critical thinker”.
* Conduct independent study on the components of a critical argument.
* Save sources from discussion posts and completes…students may be able to use these in the paper and it saves time!
* Start work on your project now…do not procrastinate…it will be due before you realize it and you’ll stress yourself out if you wait to start the week the paper is due.
* Have your paper proofed before submission by the Brainfuse Writing Lab. We all make mistakes and it is best to have another set of eyes look the product over.
* Exceed the minimum requirements…don’t just do enough to get by…
* Study APA formatting and seek help from the instructor.

**APA RESOURCES:**

The sites listed below provide guidance on APA format and how to cite and document various types of sources.

* Purdue Owl
* Bethel University APA Student Guide: http://bethelu.libguides.com/content.php?pid=268177&sid=2213129
* Here is a free reference maker that you can use, but bear in mind it is limited in capabilities. Click on Noodle Tools Express for the free version:  http://www.noodletools.com

**POSSIBLE PLACES TO FIND ACCEPTABLE REFERENCE MATERIAL:**

* Google Scholar (not the regular Google) http://scholar.google.com/schhp?hl=en
* Online through GALILEO http://www.galileo.usg.edu/
* Reinhardt University’s Library: http://library.reinhardt.edu/
* The National Criminal Justice Reference Service provides publications in electronic format: http://www.ncjrs.gov/
* Department of Justice: http://www.justice.gov/publications/publications\_a.html
* Bureau of Justice Statistics has electronic publications: http://bjs.gov/