![UCONN University of Connecticut logo]

Syllabus – Summer, 2025

Course and Instructor Information

Course Title: COMM 3530
Credits: 3
Format: Online Asynchronous
Prerequisites: Course Prerequisites: COMM 2100 (Professional Communication), 2500 (Persuasion), or 2600 (Media in the Information Age)

Professor/Instructor/Facilitator: Tyler G. Page, Ph.D.

Email: tyler.page@uconn.edu
Office Hours/Availability: I strive to answer emails within 1 business day. I am happy to schedule a Webex call to discuss any challenges you may be having with the class or professional job hunting.

Course Materials

Required course materials should be obtained before the first day of class. **All materials presented are required.**

Required textbooks are available for purchase through the UConn Bookstore (or use the Purchase Textbooks tool in HuskyCT). Textbooks can be shipped (fees apply).

Required Materials:
Broom, G. M. & Sha, B.L. (2011). Cutlip & Center's effective public relations (11th Ed.). *Pearson*.

Additional course readings and media are available within HuskyCT, through either an Internet link or Library Resources

Course Description

Practical applications of major theories of communication and mass media to public relations practiced by organizations.

Course Objectives

By the end of the semester, you should be able to:

1. Define attributes of the contemporary practice and history of public relations.
2. Create and execute a media relations campaign.
3. Identify ethical, theoretically-driven, best practices in public relations in multiple contexts.
4. Define the public relations management process
5. Determine the dynamics of public relations in sectors of the economy.

Further, you will obtain a media relations certificate during the course.

Excluding materials for purchase, syllabus information may be subject to change. The most up-to-date syllabus is located within the course in HuskyCT.

Course Requirements and Grading

Summary of Course Grading:

Course Components	Weight
Reading & Post-Class Quizzes	30%
Presentation	20%
Muck Rack Academy	10%
Simulation	20%
Exams	20%

Reading & Post-Lecture Quizzes 30%

Before each class, you will be expected to complete an open-book quiz about the reading assigned for that day. I encourage you to take the quiz as you read the text.

After each lecture, there is a brief quiz reinforcing the key points from the lecture. These quizzes are open-book, open-note, and open-friend.

You will be allowed up to 3 attempts for each quiz. The highest grade will count.

Presentation 20%

You will create a video presentation about some use of public relations. You should explore how a person, organization, or industry uses public relations. Explain whether these uses are good or bad.

You should create a 5 question quiz in the style of our class quizzes about your presentation and submit it with the presentation.

Muck Rack Academy 10%

During the course of the semester, you will take the Fundamentals of Media Relations course from Muck Rack academy. When you complete the course and pass the exam, you will receive a certificate. Upload this certificate in blackboard to get full points.

Here is the link to the course: https://academy.muckrack.com/

Simulation 20%

During the second half of the semester, we will conduct a simulation of a real public relations situation as a class. You will be assigned a role in this simulation and will be graded based upon the quality of your work as judged by both the instructor and feedback from your peers. The simulation will take place on discussion boards within HuskyCT. At the end of the simulation, you will write a report of your activities and state the grade you believe you deserve in the assignment.

Exams 20%

There will be two timed, closed-note exams during the course of the semester, a midterm and a final. Each exam will include questions from the reading and post-class quizzes, as well as other questions based upon the book and the lectures.

The final exam is comprehensive and we will discuss what that means in detail during class.

Note: I am a firm believer in exams because the study process is where real learning is solidified. As a result, these exams are designed to be hard. Please spend considerable time studying for them.

For additional information on graduate grading policies see here
https://gradcatalog.uconn.edu/grad-school-info/academic-regulations/#Grades

Grading Scale:

Grade	Letter Grade	GPA
93-100	A	4.0
90-92	A-	3.7
87-89	B+	3.3
83-86	B	3.0
80-82	B-	2.7
77-79	C+	2.3
73-76	C	2.0
70-72	C-	1.7
67-69	D+	1.3
63-66	D	1.0
60-62	D-	0.7
<60	F	0.0

Due Dates and Late Policy

All course due dates are identified in the class schedule. Deadlines are based on Eastern Time unless otherwise specified. *The instructor reserves the right to change dates accordingly as the semester progresses. All changes will be communicated in an appropriate manner.*

Quizzes, exams, and class presentation must be completed by the due date with no exceptions except for university approved excused absences. The reason for such absences must be communicated to the professor in advance of the due date except in emergencies. False or misleading excuses for late work are academic misconduct and will result in an automatic failing grade.

Muck Rack Academy and course simulation must be turned in by assigned due date. Late assignments will be assessed a 10% per day late penalty.

Feedback and Grades

Grades are given based upon overall quality of work. Quality work includes proper grammar, high quality formatting, and clear/concise writing. You will also need to demonstrate high quality strategic thinking on assignments that reflects the lessons taught in the class. In assignments where I expect a specific format, I will give very specific guidance as to what I am looking for (suggested page counts, etc.).

I will make every effort to provide feedback and grades in 1 week. To keep track of your performance in the course, refer to My Grades in HuskyCT.

Weekly Time Commitment

You should expect to dedicate 30 hours a week to this course. This expectation is based on the various course activities, assignments, and assessments and the University of Connecticut's policy regarding credit hours. (More information related to hours per week per credit can be accessed at the Online Student website).

Student Authentication and Verification

The University of Connecticut is required to verify the identity of students who participate in online courses and to establish that students who register in an online course are the same students who participate in and complete the course activities and assessments and receive academic credit. Verification and authentication of student identity in this course will include:

1. Secure access to the learning management system using your unique UConn NetID and password.
2. Taking the exams via Respondus lock-down browser.

Assessment/Exam Proctoring

Exams will be proctored with the Respondus lock-down browser. You are responsible for the proper functioning of your device. If you have a problem, you should reach out to the IT department to resolve the situation.

How to Succeed in this Course

All students can succeed in this course and we are here to help you along the way. Please do not hesitate to ask questions or attend office hours. All questions are important here. Success in this course program depends heavily on your personal health and well-being. Recognize that stress is an expected part of the college experience, and it often can be compounded by unexpected setbacks or life changes outside the classroom. I strongly encourage you to reframe challenges as an unavoidable pathway to success. Reflect on your role in taking care of yourself throughout the semester, before the demands of exams and projects reach their peak. Please feel free to reach out to me about any difficulty you may be having that may impact your performance in your courses or campus life as soon as it occurs and before it becomes too overwhelming. In addition to your academic advisor, I strongly encourage you to contact the many other support services on campus that stand ready to assist you.

[Dean of Students Office](#), [Academic Achievement Center](#), [Writing Center](#), [Quantitative Learning Center](#), [Center for Students with Disabilities](#), [Title IX Office](#), [Student Health and Wellness -- Mental Health](#).

The best way to succeed in this class is to make sure you keep on schedule. I strongly recommend students set aside a set time each week to work on the class. Be sure to do all of the reading. Take notes on both the reading assignments as well as the lectures. Review the quizzes before you take the exams.

Resources for Students Experiencing Distress

The University of Connecticut is committed to supporting students in their mental health, their psychological and social well-being, and their connection to their academic experience and overall wellness. The university believes that academic, personal, and professional development can flourish only when each member of our community is assured equitable access to mental health services. The university aims to make access to mental health attainable while fostering a community reflecting equity and diversity and understands that good mental health may lead to personal and professional growth, greater self-awareness, increased social engagement, enhanced academic success, and campus and community involvement.

Students who feel they may benefit from speaking with a mental health professional can find support and resources through the **[Student Health and Wellness-Mental Health](#)** (SHaW-MH) office. Through SHaW-MH, students can make an appointment with a mental health professional and engage in confidential conversations or seek recommendations or referrals for any mental health or psychological concern.

Mental health services are included as part of the university's student health insurance plan and also partially funded through university fees. If you do not have UConn's student health insurance plan, most major insurance plans are also accepted. Students can visit the **Student Health and Wellness-Mental Health located in Storrs on the main campus in the Arjona Building, 4th Floor,** or contact the office at **(860) 486-4705, or** **[https://studenthealth.uconn.edu/](#)** for services or questions**.**

Accommodations for Illness or Extended Absences

Please stay home if you are feeling ill and please go home if you are in class and start to feel ill. If illness prevents you from attending class, it is your responsibility to notify your instructor as soon as possible. You do not need to disclose the nature of your illness, however, you will need to work with your instructor to determine how you will complete coursework during your absence.

If life circumstances are affecting your ability to focus on courses and your UConn experience, students can email the Dean of Students at dos@uconn.edu to request support. Regional campus students should email the Student Services staff at their home campus to request support and faculty notification.

COVID-19 Specific Information: People with COVID-19 have had a wide range of symptoms reported – ranging from mild symptoms to severe illness. These symptoms may appear 2-14 days after exposure to the virus and can include:

- Fever,
- Cough,
- Shortness of breath or difficulty breathing
- Chills
- Repeated shaking with chills
- Muscle pain
- Headache
- Sore throat
- New loss of taste or smell

Additional information including what to do if you test positive or you are informed through contract tracing that you were in contact with someone who tested positive, and answers to other important questions can be found here: https://studenthealth.uconn.edu/updates-events/coronavirus/

Classroom/Virtual Classroom Guidelines

This class requires you to interact with fellow students, the professor, and potentially with our course client. You are expected to do so professionally. Professional behavior is fundamentally about treating others with respect. At a minimum, you should answer emails politely and within a reasonable time frame, attend all scheduled meetings with your group and professor, and treat everyone with respect during meetings.

Respect includes seeking to avoid offending others and avoid being easily offended. It requires you to give people the benefit of the doubt in interactions. It also requires you to politely indicate any concerns you may have in a professional manner.

Unprofessional behavior may result in a warning from the professor, and, if that warning is not heeded, grade reductions, or dismissal from the class.

Recorded Lectures

All lectures will be recorded in advance. The sharing of any recorded content without my written permission is prohibited. Please remember that the unauthorized recording or sharing of course content may be considered a violation the law, University policy, and/or The Student Code.

The web-based video delivery of each class in this course is for sole use of the students enrolled in this course. Any other use of these class videos or any pictures or derivatives of the class videos without the written consent of the course's professor is prohibited.

Students with Disabilities

The University of Connecticut is committed to protecting the rights of individuals with disabilities and assuring that the learning environment is accessible. Students who require accommodations should contact the Center for Students with Disabilities, Wilbur Cross Building Room 204, (860) 486-2020 or http://csd.uconn.edu/.

Blackboard measures and evaluates accessibility using two sets of standards: the WCAG 2.0 standards issued by the World Wide Web Consortium (W3C) and Section 508 of the Rehabilitation Act issued in the United States federal government." (Retrieved March 24, 2013 from Blackboard's website)

Software/Technical Requirements (with Accessibility and Privacy Information)

The software/technical requirements for this course include:

- Equipment Recommendations (https://remotework.uconn.edu/equipment-recommendations/)
- HuskyCT/Blackboard (HuskyCT/ Blackboard Accessibility Statement, HuskyCT/ Blackboard Privacy Policy)
- Adobe Acrobat Reader (Adobe Reader Accessibility Statement, Adobe Reader Privacy Policy)
- Google Apps (Google Apps Accessibility, Google for Education Privacy Policy)
- Microsoft Office (free to UConn students through uconn.onthehub.com) (Microsoft Accessibility Statement, Microsoft Privacy Statement)
- Dedicated access to high-speed internet with a minimum speed of 1.5 Mbps (4 Mbps or higher is recommended).
- WebCam

For information on managing your privacy at the University of Connecticut, visit the University's Privacy page.

NOTE: This course has NOT been designed for use with mobile devices.

Help

Technical and Academic Help provides a guide to technical and academic assistance.

This course uses the learning management platform, HuskyCT. If you have difficulty accessing HuskyCT, you have access to the in person/live person support options available during regular business hours through the Help Center. You also have 24x7 Course Support including access to live chat, phone, and support documents.

Student Technology Training

Student technology training is now available in a new HuskyCT short course created by students for students. It will prepare you to use the IT systems and services that you will use throughout your time at UConn, whether learning online or on-campus. It is available at https://lms.uconn.edu/ultra/courses/_80016_1/cl/outline .

Minimum Technical Skills

To be successful in this course, you will need the following technical skills:

- Use electronic mail with attachments.
- Save files in commonly used word processing program formats.
- Copy and paste text, graphics or hyperlinks.
- Work within two or more browser windows simultaneously.
- Open and access PDF files.
- Create posts and other content on social media

Evaluation of Course Experience

Students will be given an opportunity to provide feedback on their course experience and instruction using the University's standard procedures, which are administered by the Office of Institutional Research and Effectiveness (OIRE).

The University of Connecticut is dedicated to supporting and enhancing teaching effectiveness and student learning using a variety of methods. The Student Evaluation of Teaching (SET) is just one tool used to help faculty enhance their teaching. The SET is used for both formative (self-improvement) and summative (evaluation) purposes.

Additional informal formative surveys and other feedback instruments may be administered within the course.

Course Schedule is located here:
https://docs.google.com/document/d/1ehqMbcJVc7KchAaq-63gBYl6zXgwo5jz/