

CMN 3020-PUBLIC RELATIONS RESEARCH, MEASUREMENT, AND EVALUATION SPRING 2024 SYLLABUS

Instructor: Rashmi Thapaliya, Ph.D.
Time: TR 11-12:15 p.m.
Credit Hours: 3
Office: 2542 Buzzard Hall
Office Hours: 10-10:50a.m. Tuesdays & Thursdays
10 a.m.-12:20 p.m. Wednesdays, other times by appointment
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Text: Stacks, D.W. (2011). Primer of public relations research (2nd Edition). New York: Guilford Press.

Course Overview: This course surveys the major approaches to data collection and analysis found in the contemporary practice of public relations. It includes an examination of the primary qualitative and quantitative methods used in public relations and how practitioners use data to inform their strategic choices. The course provides students with the foundation necessary to understand public relations research and explains its importance in strategic message creation, monitoring public relations programs, and the evaluation of message effectiveness.

Learning Objectives: By the end of the semester, students will:

- Summarize the basic concepts and methods of public relations research
- Explain the contexts and uses of research in public relations
- Explain the importance and necessity of research in creating public relations messages and programs
- Recognize the ethical issues surrounding public relations research
- Critique public relations efforts according to sound research methodology
- Design research and evaluation programs for public relations efforts

Class Policies

Communication with the Professor

Please use your university email to communicate with the professor. Please, please, please talk to me at any time if you have questions or concerns. I am here to help, but if you don't ask me, I can't help you.

All electronic communication should be professional. If you decide to communicate with the professor via email, you should:

- use only professional email (nothing like donotcallme@yahoo.com),
- always use the following subject line: PR RESEARCH: MAIN REASON YOU ARE WRITING,
- have a professional greeting,

- include your full name, class (PR Research) in your email,
- write email as you were to write an actual letter (use a standard greeting, clearly state the purpose of your email in the lead, choose words carefully, etc.), and
- be SHORT, professional, and respectful.

A grammatically correct, organized short email is a simple and effective way to show your respect and professionalism. I reserve the right NOT to answer any emails that do not meet these requirements. Any emails on weekdays will be answered within 48 hours. Weekend emails will be answered on the next weekday of classes (i.e., if there is a school holiday on Monday, the email will be answered on Tuesday).

Attendance: Attendance is the KEY to pass this class, you are expected to be in the class every day. That said, I understand that life happens. Family issues, health issues, and other concerns may, and do, occur. So everyone will get THREE absences with no penalty. They can be excused or unexcused. Use them wisely as anything beyond these absences, will result in point deductions. So, don't use up your three excused absences just because... something may come up later in the semester when you really do need to miss class.

For each absence after that you will lose 10 points (until 5 absences including the 3 with no penalty). After your sixth absence you will lose 100 points. You will get 0 for the attendance. If you are absent seven times or more then your final grade will be deducted by a letter grade in addition to getting 0 for the attendance.

Please do not arrive late to the class or leave early. If you arrive to class more than 5 minutes late then that will be considered as ½ absence. If you arrive late more than 2 times, then each tardiness will be considered absence.

If you miss a class, you are responsible for accessing the information we covered in class and for completing all readings and assignments that are due that class (by the current deadline) and the next class. Do not contact the professor asking what you missed or if you missed anything important. You are responsible for figuring out yourself what you missed and how best to prepare for the next class. Missing a class does not excuse you from completing assignments.

Make-up Policy: If you miss a class, you will not be able to make-up any quizzes and/or any in-class activities. However, if you have an excused, documented absence such as illness or family emergencies, you will have one opportunity to make-up missed quizzes with alternative written assignment, usually a two-page paper on the topic you missed. Please note that this option will be available one time only for missed quizzes. Please contact me ahead of time, or as soon as possible (in case of emergency), to take advantage of this option. Please note that scheduled routine appointments with a doctor, dentist, etc. will not qualify you for this make-up option.

Late work policy: Deadlines are critical in public relations and therefore they will also be critical in this class. A late penalty of 20% deduction will be applied for late assignments (for 48 hours after the deadline). Late assignment will not be accepted after that and you will get 0 for the assignment. It is your responsibility to get your assignments done on time, please DO NOT expect me to grade your assignments after you have missed the

deadlines.

Personal Electronics: You may use your laptops or iPads to take notes. However, even if you get a permission to use the device, you cannot use it for other activities (such as surfing the internet or accessing social media accounts). If you do, you will be banned from using the device in class for the remainder of the semester.

Lectures may not be recorded. If you are caught using your cellular phone or any other banned device during a quiz or exam, you will be considered in violation of the university's policy on academic dishonesty and I will assess the harshest punishment available. If you surf the internet, send text messages, or utilize any technology during lectures, you will be asked to leave the classroom immediately.

Professionalism: The classroom is a place of learning. I will attempt to make that process as enjoyable as possible but the classroom is not a meeting place for casual conversation or a lounge for taking naps. It also is not a place for rudeness. Displays of disrespect for fellow students or the professor will not be tolerated. If you have a cellular phone, turn it off before you enter the room. If you forget and the phone goes off during class, turn it off immediately and stow it away. If you answer your phone, you must leave the room and may not return for the remainder of the period. Do not use your cell phone or internet in any way during lectures! Do not walk out of the class during the lectures without an excuse. It will distract your professor and your fellow classmates. As a result, the learning process will be interrupted.

Plagiarism and Cheating : For information on Eastern's policy on plagiarism and academic dishonesty, please check EIU's current Academic Regulations in the undergraduate catalogue.

You are responsible for knowing the university policy on what constitutes academic dishonesty. Here is the short version: ALWAYS give credit—I will assume that everything you turn in (unless otherwise noted) is your own personal work, not borrowed work or group-created work.

It is important to remember that plagiarism is not based upon intent. Just because it wasn't intentional or it was an accident does not mean that it was not plagiarism. It is! If you turn in something without giving credit to others whose ideas or words you used, you will definitely receive a 0 for the assignment; additional consequences can include failure of the course and even expulsion from the university.

If you collaborate with someone else on an assignment and turn in substantially similar work, you are both guilty of plagiarism.

If you turn in something written by someone else, expect to fail the course and be reported to the Dean of Students. Do your own work. Give credit where credit is due.

Grade Appeals

- You may always ask me about a grade you received on assignments, and I am open to REASONABLE appeals. If you would like to question a grade, please wait 24 hours after it has been handed back to you, but no longer than ONE week.

- I will NOT discuss grades at the end of the semester unless you believe I made an error in recording and/or calculating your score. Please be advised that I will ignore any requests for “mercy points” at the end of the semester.

Academic integrity: Students are expected to maintain principles of academic integrity and conduct as defined in EIU’s Code of Conduct (<http://www.eiu.edu/judicial/studentconductcode.php>). Violations will be reported to the Office of Student Standards.

Students with disabilities: If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Accessibility & Accommodations (OAA). All accommodations must be approved through OAA. Please stop by McAfee Gym, Room 1272, or call 217-581-6583 to make an appointment.

Academic Support Center

Students who are having difficulty achieving their academic goals are encouraged to contact the Academic Support Center (www.eiu.edu/success) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Academic Support Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to McAfee Gym, Room 2230.

Booth Library: Located in the center of campus, Booth Library is the best place to do research, find expert help, or study in a calm, distraction-free environment. In addition to the many print resources, Booth provides access to high quality e-books, journals and scholarship not freely available on the Web. Stop by the Reference Desk or go to <http://library.eiu.edu> to explore library resources. Get expert help with your research by contacting the Booth Library reference librarians. Visit, call 581-6072, or go to <http://booth.eiu.edu/ask> to connect with a librarian.

Assignments

Exams – There will be three exams throughout the semester. First two will cover the material presented during the unit prior to the test. The final exam is comprehensive.

Quizzes- There will be 10 quizzes throughout the semester. The quizzes will cover the material presented during a class/week and chapter/s assigned to read.

Situation Analysis and Secondary Research-You will prepare a situation analysis and secondary research report. The specifics on the assignment will be discussed during class and posted on D2L.

Content Analysis – You will be given the opportunity to test your abilities in conducting research via a content analysis. The specifics on the assignment will be discussed during class and posted on D2L.

In-depth Interview- You will be given the opportunity to test your abilities in conducting research via in-depth interview. The specifics on the assignment will be discussed during class and posted on D2L.

Survey- You will be given the opportunity to test your abilities in conducting research via survey. The specifics on the assignment will be discussed during class and posted on D2L.

Discussions, In-Class Activities, and Assignments- There will be several in-class activities and, assignments throughout the semester. You will work in groups or individually during these activities. You must be present in the class to get points for these activities.

Point Distribution

Grading

This class will be based on a system of 700 points.

Exam 1	50 points
Exam 2	50 points
Exam 3/Final Exam	100 points
Situational Analysis and Secondary Research	50 points
Content Analysis	50 points
In-depth Interview	50 points
Survey	50 points
Quizzes (10 pts each)	100 points
In-class Activities and Assignments	100 points
Class Attendance	100 points

Grading Scale

A (100-90%)

B (89-80%)

C (79-70%)

D (69-60%)

F (59-0%)

Tentative Class Schedule

Week	Topic	Activities
1(January 9 &11)	Class Introduction What is research and why is it important?	Discussions & In-Class Activities

2(January 16 &18)	PR Research Process	Discussions & In-Class Activities
3(January 23 &25)	Situational Analysis and Secondary Research	Discussions & In-Class Activities
4(Jan.30& Feb.1)	Media Analysis	Assigned: Situational Analysis and Secondary Research Discussions & In-Class Activities
5 (February 6 &8)	Ethics in PR Research	Discussions & In-Class Activities
6 (February13&18)	Exam 1 Concepts, Variables, and Level of Measurement	
7 (February 20&22)	Concepts, Variables, and Level of Measurement Sampling	Discussions & In-Class Activities Due: Situational Analysis and Secondary Research (2/22)
8 (February 27&29)	Content Analysis	Assigned: Content Analysis
9 (March 5 &7)	Qualitative Research: Case Studies and Observation	Discussions & In-Class Activities
10 (March 12 &14)	Qualitative Research: In-depth Interviews and Focus Groups	Assigned: In-depth interview Due: Content Analysis (3/14)
11 (March 19&21)	Spring Break	Enjoy the Break!
12 (March 26& 28)	Quantitative Research: Survey	Discussions & In-Class Activities
13(April 2&4)	Quantitative Research: Survey Exam 2	Assigned: Survey Due: In-depth Interview (4/04)
14(April 9 &11)	Data Visualization	Discussions & In-Class Activities
15(April 16&18)	Bringing Research Tools Together	Discussions & In-Class Activities
16 (April 23&25)	Wrap-Up and Review for Final Exam	Due: Survey (4/25)
17 (Finals Week)	Final Exam	4/30 @ 2:45 p.m.

