

Nouvel Catholic Central

Public Relations

COURSE SYLLABUS

COURSE DESCRIPTION:	Public Relations is a hands-on, project based course in which students will learn about the fundamentals of Marketing and Public Relations.
MAJOR COURSE GOALS:	Students will examine current marketing campaigns, celebrities, and how the use of social media has changed the way we view the promotion of persona. Within the constructs of the class, students will put into practice marketing strategy in promoting events and creating a publicity campaign for NCC.
COURSE ASSESSMENT PLAN:	Class lecture and discussion, school and community based projects
SUPPLIES AND MATERIALS:	Three-ring binder or notebook (with pockets for hand-outs) Flash Drive preferred but not required
EXTRA HELP:	The teacher is available 5 th -7 th hour as well as after school until 3:30.
INSTRUCTIONAL PHILOSOPHY:	There are a variety of teaching strategies used to address differing learning styles. Lecture notes are incorporated on the overhead, and group discussion, current articles, and individual responses are also used. The goal in every class is for students to make real-world connections. I never want them wondering "Why do I need to know this?", or "When will I ever use this?"
MAJOR COURSE PROJECTS AND INSTRUCTIONAL ACTIVITIES:	Class participation is expected and required! Students will work individually and within groups on various projects throughout the semester. Some of which may include: Assemblies, Press Releases, NCC events, Homecoming and fundraising opportunities.
CLASSROOM EXPECTATIONS:	*Respect yourself and others at all times. *Listen while others are speaking. *Students are not allowed on the computers without permission.
HOMEWORK POLICY AND GRADING SCALE:	*Assignments will only receive full credit when they are handed in the day they are due. Late work will be accepted the following day

	<p>but the grade will be reduced by half.</p> <p>*All formal papers, articles and responses must be typed.</p> <p>*Plagiarism will not be tolerated and is an automatic zero for the assignment. When in doubt, always cite any work/sources that are not your own.</p> <p>All points are approximate by issue/edition of the Panther Print:</p> <p>Participation: 15-20 points</p> <p>Project Contributions: 30-50 points</p> <p>Homework/In-Class Activities 10-25 points</p> <p>*Extra credit will be offered throughout the semester at my discretion.</p> <p>*Grades are based on the accumulated points of all assignments.</p> <p>*The NCC grading scale is listed in the NCC handbook.</p>
CONTACT INFORMATION:	
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