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EDAD 562 Political Structure/ Public Relations

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EDUCATION 562: POLITICAL STRUCTURES/PUBLIC RELATIONS
XAVIER UNIVERSITY, Spring, 2014
ROGER C. EFFRON

COURSE OBJECTIVES
1. To gain a practical understanding of political structures and processes.
2. To develop an approach to the art of public relations
3. To learn about customer relations and quality service
4. To gain a better understanding of current political issues.
5. To learn from each other.
6. To improve your own workplace
7. To reduce political naivete and to successfully work within a political environment.
8. To enhance your own personal image in order to be more effective; gain presence
9. To gain confidence as a leader
10. To provide you with skills to work with individuals, groups (small and large), communities, governmental groups, lightening rods, and the media
11. To give yourself permission to think in a zany and creative way!!

TEACHER EXPECTATIONS OF STUDENTS
1. Participation on line especially in discussion forums. As mentioned in another document, the one good thing about Canvas is providing me with a lot of data regarding your engagement online.
2. Quality completion and presentation of all assignments in a quality manner.
3. Willingness to look outside the box and stretch your horizons; your willingness to become a player in this class, rather than a spectator.
4. Keeping up with the class.

HOT ISSUES
We will discuss hot issues, therefore, it is imperative that you read the paper (especially headlines, letters to editor, metro page), watch t.v., etc. This is the type of course that frequently uses current issues as a foundation for discussion. For example, a school experiences a public relations crisis when a teacher is arrested. We will dissect the issue and determine how we would handle this crisis. It is important that you begin to understand the big picture and how that big picture was created. I want you to also understand how to dissect the picture into smaller parts and further understand how and why it was created.
This course moves quickly in order to equip you in dealing with issues you will face as an administrator. We may spin off events that occur in the “real world.”

The Discussion Board online will be used throughout the course.

**CRITERIA FOR GRADE**

1. Contribution and engagement) ONLINE
2. Successful completion of various assignments including articles submitted on line
3. Attendance for the two on campus sessions.
4. Final examination… on line

I wanted to assure you that I read ALL of your postings. You may not see a response from me but I assure you that I read what you have written. Sometimes my responses are very brief because of the number I have to read. Last semester my class had over 1500 posts. A lot of reading in Florida under the sun.

**ASSIGNMENTS**

*Throughout this course, assignments will be posted. Given the flexibility of this class due dates are usually within 7 days from posting. The sooner the better.*

*The sooner items get posted on the discussion board, the more engagement in this class.*

*There is no textbook in this class.*

**HOW TO STAY IN CONTACT**

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