PROFESSIONAL DEVELOPMENT IN MILITARY PUBLIC AFFAIRS

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Schedule number: 15SU 09100
Prerequisite: open to graduate students admitted to the SDSU intensive PAO master's degree program or instructor consent

The syllabus is a general plan for the course; deviations announced to the class by the professor may be necessary.

> COURSE DESCRIPTION
Development of professional expertise in preparing research findings for external review, using methods that include statistical data analysis. Prepare for professional examination in public relations.

> TEXTS
Recommended:
- http://www.praccreditation.org/apply/apr-m/
- Online resources for class: http://delicious.com/kaye.sweetser/casestudy

> MATERIALS
Each student must have the following (there will be no exceptions!):
- SDSU computer account with SDSU email access (check it often)
- Use of a printer, as all products, unless otherwise noted, are required to be typed, printed & stapled
- Access to Blackboard for grades – reconcile grades by Dec. 8

> OVERVIEW
This course is the continuation of the summer JMS 603 course. For the most part this course will focus on further connecting one’s public affairs practice to the scholarly and academic process of public relations through preparation for accreditation in public relations. Students are not required to pursue the accreditation process, though this course is set up to provide them success in doing so. There will be periodic meetings as a group with the professor, however the class does not meet weekly.

> LEARNING OUTCOMES
√ Students are required to tentatively select a topic that may become a research project for the fall/spring research projects. Students are encouraged to pursue research topics and questions that are relevant to their careers at Public Affairs Officers.
√ Students are encouraged to pursue professional certification in public relations (Accreditation in Public Relations or APR; or APR+M, Accreditation in Public Relations+Military Communication). This process requires candidates to demonstrate understanding of social science research methods and apply them to the 4-step process of strategic public relations (research, planning, implementation & evaluation).

ACEJMC’S 11 COMPETENCIES
1. Understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
3. Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
4. Understand concepts and apply theories in the use and presentation of images and information.
5. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
6. Think critically, creatively and independently.
7. Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
8. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
9. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
10. Apply basic numerical and statistical concepts.
11. Apply tools and technologies appropriate for the communications professions in which they work.

> STUDENTS WITH DISABILITIES
Any student with a documented disability needing academic adjustments is requested to speak with the Student Disability Services office and the professor as early in the semester as possible. All discussions will remain confidential. More information about SDSU's policy and procedures can be found at http://go.sdsu.edu/student_affairs/sds/.

> ACADEMIC HONESTY
All academic work must meet the Standards for Student Conduct explained 41301 Title 5 California Code of Regulations. Students are responsible to inform themselves about SDSU standards before performing any academic work. Students who break the university's honor code, are found to be cheating or fraudulently use another student's ideas/work will fail this course. Find out more about student responsibilities at SDSU at http://studentaffairs.sdsu.edu/SRR/academics1.html. Students who are uncertain as to what constitutes academic dishonesty should consult the University's Office of Student Rights and Responsibilities (www.sa.sdsu.edu/srr).

While students are encouraged to build their research program throughout their entire master's study at SDSU, they are restricted from turning in work prepared for or submitted to any other class (either at this campus or another). All work must be original. Any form of plagiarism, including plagiarizing one's self, will not be tolerated.

The best way to avoid academic honesty violations is to maintain integrity when preparing work to be turned in for the class and properly citing ideas and passages when appropriate. The fine for plagiarism in this course is, at minimum, a zero on the assignment at hand. The School or the University may determine the bigger-picture fine for additional repercussions. Just say no.

> LATE WORK OR MAKEUPS
Students are not permitted to make up (either before or after) missed in-class graded assignments, exams or quizzes. Quizzes and exams must be started within 10 minutes of class start, and students arriving when a quiz, exam or homework assignment is being turned in will not be able to participate in that graded element. Late assignments or work turned in in any place other than when assignments are collected/due are never accepted. Ever. In the real world, late work can mean a missed public relations opportunity.

> GRADE
This class spans three semesters starting in the summer through the spring semester. From this point the grade is computed through a combination of each semester's scores. See each individual syllabus for that semester's grade criteria. The following breakdown explains how the grade is to be computed (note this is a formula 8 uses grades from other semesters):

<table>
<thead>
<tr>
<th>Graded Item</th>
<th>Date</th>
<th>% Grade (computation)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer 2015 grade (as assigned August 2015)</td>
<td>Summer 2015</td>
<td>30% (computed summer 2015)</td>
</tr>
<tr>
<td>Progress toward professional development project</td>
<td>Dec. 8</td>
<td>30% (pass/fail)</td>
</tr>
<tr>
<td>Spring 2016 grade</td>
<td>Spring 2016</td>
<td>30% (pass/fail)</td>
</tr>
<tr>
<td>Re-file education plan in spring 2016 by deadline</td>
<td>Feb. 10, 2016</td>
<td>10% (pass/fail)</td>
</tr>
</tbody>
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All grades on assignments, projects and quizzes are based on the following +/- grading scale:

- 98 – 100% = A
- 88 – 92.9% = B+
- 76 – 79.9% = C+
- 66 – 69.9% = D+
- below 59% = F

Grades will not be discussed via email or the telephone. If a student has a question about a grade and would like to discuss it, then the student must meet with the professor in person. This policy protects the student.
> FALL SEMESTER GRADED PRODUCTS

The fall 2015 semester grade is a pass/fail experience, which is then combined with the student's already-earned summer 2015 grade and next semester’s spring 2016 grade. This semester the student must make progress, as noted below, toward at least one professional development project track. Failure to successfully complete the chosen track’s milestones will result in a 0% for this semester, which would be an automatic failure for the entire JMS 603 year-long experience.

To receive full points (30%) students must simply meet all of the milestones for at least one track as outlined below.

Student must election which track will be pursued no later than Sept. 14. Students are permitted to take on multiple professional development project to ensure at least one track is met completely by Dec. 8.

SCHOLAR TRACK: PRESENT RESEARCH AT AN ACADEMIC CONFERENCE

All students in JMS 600B are eligible for this professional development project track. Those wishing to pursue the scholar track will work on an academic, theory-based quantitative project in preparation for submission to the annual academic conference from the International Public Relations Research Conference in Miami. To complete this track, students must (1) write an academic theory-based quantitative research proposal, (2) submit the proposal to IPRRC by the conference deadline and (3) provide the professor with proof of submission. Students may work in teams for this option. These milestones must all be completed (not partially completed) no later than Dec. 8. The actual presentation of scholarly research is not expected until spring 2016.

In working toward this option, students should actively seek out assistance from Dr. Sweetser and Dr. Dozier.

Students who elect this track but do not have their proposal accepted by IPRRC must move forward on a different track starting spring 2016 in order to successfully complete the year-long JMS 603 experience. Students who pursued this track in fall 2015 but find that they must switch to a new track in spring 2016 are not penalized, though they are still required to successfully complete the upcoming spring 2016 requirements for one of the three tracks by the end of the spring 2016 semester.

PROFESSIONAL TRACK: APR/APR+M

Students who are not currently Accredited in public relations may pursue this professional development project track. Students who are Accredited are not eligible for this track. Those wishing to pursue Accreditation may seek to obtain either APR or APR+M. Students do not need to be a member of PRSA to do so. In the summer session of JMS 602 students eligible for this option already drafted the majority of the first section of Accreditation essays. To complete the milestones for this track, students must (1) complete the remaining application essays (either APR or APR+M), (2) apply to the UAB to begin the Accreditation process, (3) prepare a public relations/public affairs campaign for a Readiness Review panel (note that the JMS 602 notional campaign is not an eligible campaign), (4) sit for a Readiness Review and (5) receive confirmation from the UAB that the student has passed the Readiness Review and permitted to take the Computer-based Exam. These milestones must all be completed (not partially completed) no later than Dec. 8. The actual earning of Accreditation is not expected until spring 2016. This is an individual project and though students may pool efforts to study and schedule Readiness Reviews the milestones must be met individually.

In working toward this track, students should actively seek out assistance from Dr. Sweetser and the Public Relations Society of America San Diego/Imperial Counties Accreditation chair.

Students who elect this track but do not pass the Computer-based Exam by the end spring 2016 must move forward on a different track during spring 2016 in order to successfully complete the year-long JMS 603 experience. Students who pursued this track in fall 2015 but find that they must switch to a new track in spring 2016 are not penalized, though they are still required to successfully complete the upcoming spring 2016 requirements for one of the three tracks by the end of the spring 2016 semester.

PROFESSIONAL TRACK: ATTEND PR CONFERENCE

All students are eligible for this option. To elect this option, students must (1) notify the professor which of the following PR conferences he or she would like to attend: International Public Relations Society of America annual conference, International Public Relations Research Conference or a regional PRSA conference. Students should note that the conference fee and travel must be funded by that student. This milestone must all be completed (not partially completed) no later than Dec. 8. The actual attendance of the conference is not expected until spring 2016 (unless the conference elected to attend was held in fall 2015).

In working toward this option, students may seek out assistance from Dr. Sweetser.
> COURSE POLICIES

BE NICE. Disrespect in any form in the classroom is not permitted. If a student is deemed disrespectful by the professor, then the student may be asked to leave (and receive an absence). Disrespect is conveyed in many forms, both face to face and online. None will be tolerated. Respect your class member's privacy and do not post comments, photos or other information online with permission. Live by your Navy Core Values.

COMMUNICATE PROFESSIONALLY. As this is a respected legacy school in public relations, the ability to communicate in a professional and courteous manner via email is important. Students are expected to display their top-level PR communication skills each time they send an email to the professor. Students who fail to use a professional greeting, sign one's full name or use proper AP Style in an email will have one point deducted from the final (overall grade) for the course for each infraction. Ask the professor for examples of proper and improper email communication so as to not make this mistake.

KNOW WHEN YOU NEED HELP. We understand that graduate school is stressful, and the military summer program is perhaps even more so. If you feel as if you need professional services to assist in coping with stress related to school or other life’s events, please contact the University’s Counseling & Psychological Services (www.sa.sdsu.edu/cps/index.html). The center is located at Room 4401 in the Calpulli Center, open Monday through Friday, 8 a.m. to 4:30 p.m. If you need assistance beyond their business hours, call the San Diego Access and Crisis 24-hour Hotline at 1-800-479-3339. Other campus emergency services include the Student Health Services Nurse Advisory Line at 1-888-594-5281 or University Police at 619-594-1991.

INCOMPLETES: Incompletes will rarely, if ever, be given for this class. Only students who are already operating at a satisfactory level prior to a medical or other serious circumstance beyond one's control will even be considered for an incomplete. Incompletes are not a way to skirt responsibility and work around lost opportunities in major course assignments.