



**EAST TEXAS A&M**  
UNIVERSITY

**ALC 4311- Public Relations, Crisis Communications, and Leading Change  
May Mini**

**Please note: May Mini courses are a great way to complete coursework quickly. As such, the course moves...well...quickly. We will be covering the same amount of material as a long semester in a much shorter timeframe. You would be well advised to check your D2L course DAILY.**

**Instructor:** Dr. Maggie R. Pfeiffer Salem  
Assistant Professor  
Agricultural Leadership, Education, & Communications

**Office Phone:** 903-886-5357

**Email:** Maggie.Salem@tamuc.edu

**Office Info:** AGET 146

**Office Hours:**

I have an open door policy when possible and will try to assist students any time that I am available. However, occasionally the demands of class preparation, my role at the university, and service prohibit immediate drop-in service. Please email to arrange an appointment time during May Mini.

**Class Location:** Web-based via D2L

**Materials – Textbooks, Readings, Supplementary Readings**

No textbook is required for this course. The instructor will provide supplementary readings and materials throughout the course. Material will come from a variety of sources including scientific and professional journals, publications from governmental agencies, information from agricultural organizations, and guest presenters.

Reliable Internet Access

MS Word 2007 or newer

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**Course Description:** (as in catalog) This course offers the development of theoretical knowledge of strategically managing communications and developing mutually beneficial relationships with the public, crisis issue management, crisis communication, image repair discourse, and implementing effective change leadership. Best practices (and other) practices are discussed through real-world case studies.

**Student Learning Outcomes:**

Upon completion of the course, the student will be able to:

1. demonstrate knowledge of the interconnectedness of current issues pertaining to public relations and crisis communications in agriculture,
2. apply knowledge of the interconnectedness of current issues pertaining to public relations and crisis communications in agriculture as evidenced through course related activities and assignments.
3. view themselves as engaged and effective agricultural leaders, able to effectively lead through crisis and change, within an interconnected and diverse world.

**Course Assignments and Grading**

Topics	Resources and Selected Readings	Activities, Point Value, and Grading Scale
Course Introduction and Overview	D2L Lecture	20 points Discussion
Communication Perception	D2L Lecture  Norris, S. L., Murphrey, T. P., & Leggette, H. R. (2019). Do they believe they can communicate? Assessing college students' perceived ability to communicate about agricultural sciences. <i>Journal of Agricultural Education</i> , 60(4), 53-70. doi: 10.5032/jae.2019.04053	20 points Discussion
Effective Communication and Message Development	D2L Lecture	20 points Discussion
Research Methods Used in Communication	D2L Lecture  Research Methods Used in Communication Application Exercise	20 points Discussion  100 points Application Exercise

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ALC 4311-Public Relations, Crisis Communications, and Leading Change

Communications Campaign Development	D2L Lecture  Analyzing a Campaign Application Exercise	20 points Discussion  100 points Application Exercise
Crisis Communications: When Things Go Wrong	D2L Lecture	20 points Discussion
Crisis Communications: An Examination of Research	D2L Lecture  Irlbeck, Erica; Jennings, Jessica Fry; Meyers, Courtney; Gibson, Courtney; and Chambers, Todd (2013) "A Case Study of the Crisis Communications Used in the 2009 Salmonella Outbreak in Peanut Products," <i>Journal of Applied Communications</i> : Vol. 97: Iss. 4.  Palmer, Ashley; Irlbeck, Erica; Meyers, Courtney; and Chambers, Todd (2013) "A Case Study of the Risk and Crisis Communications Used in the 2008 Salmonella Outbreak," <i>Journal of Applied Communications</i> : Vol. 97: Iss. 1.  Calley, Brandyl Brooks; Meyers, Courtney; Gibson, Courtney; and Irlbeck, Erica (2019) "A Comparative Content Analysis of News Stories and Press Releases During the 2015 Blue Bell Ice Cream Recall," <i>Journal of Applied Communications</i> : Vol. 103: Iss. 3.	20 points Discussion  100 points Quiz (Details in D2L)
Persuasion and Persuasive Informational and Educational Campaigns	D2L Lecture  Persuasion and Persuasive Informational and Educational Campaigns Application Exercise	20 points Discussion  100 points Application Exercise
Leading Change	D2L Lecture	20 points Discussion
Final	Final Reflective Test: The Future of Agricultural Communications	200 points
<b>Final Grade</b>		<b>Points Earned/780=Your</b>

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		<p><b>Grade (don't panic...move the decimal)</b></p> <p><b>A=90-100%</b>  <b>B=80-89%</b>  <b>C=70-79%</b>  <b>D=60-69%</b>  <b>F=59% and below</b></p>
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**\*Written Assignments**

The Research Brief, presentation, and Persuasive One-page essays should be written in a format aligned with the *American Psychological Association (APA) Manual for Publication, 7<sup>th</sup>* edition. Exemptions to APA formatting will be specified when appropriate. A tutorial on scientific writing, including the use of APA format is available from the Online Writing Lab at Purdue University (<http://owl.english.purdue.edu/>). Personal face-to-face assistance with editing and format suggestions is available from the East Texas A&M University on-campus Writing Center. APA will be used for punctuation, writing style, headings, and citations.

**There will be no extra credit work available.  
 Late assignments will earn, at maximum, a grade of 70.**

**Course Policies and Instructor Expectations:**

Students are required to meet the expectations listed below:

**Professional Behavior:** It is important that you maintain a professional demeanor at all times, both during live class sessions, online, and via “electronic communication.” East Texas A&M University expects this from you, as do current and future employers. This course will be a good place to practice interacting in a manner appropriate to a professional setting. Participation in class discussion and instructional activities should follow the basic principles of common courtesy and decency. Rude and disruptive behavior, as well as cheating, in any form, will not be tolerated. The use of tobacco products in the classroom, laboratory, Zoom (or other virtual meeting platforms) meetings, and field trip sites is strictly prohibited. Use of intoxicants before class is strictly prohibited and will result in your immediate removal from class. Inappropriate conduct will not be tolerated. Failure to comply with instructor’s guidelines may result in suspension from class for the remainder of the day’s instruction. Repeat offenses may result in additional consequences.

**Class Attendance Policy:** Attendance is required and roll will be taken each class meeting (for online courses this is accomplished via D2L Discussions). Missing class can affect your grade. Attendance is expected. Absences will be considered excused if the instructor is 1) notified in advance and is approved PRIOR to class, and 2) the absence is related to a severe illness, participating in a university-sanctioned event, death of an immediate family member, or other absences as approved by the instructor. Students who miss class that is unexcused will NOT be given a makeup grade.

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### Assignments:

1. **Submitted assignments must be correctly formatted and free of grammatical and stylistic errors.** Students should have at least some skill with software for word processing, spreadsheets, databases, graphics, presentations, and with web browsers and search engines. Spelling and grammatical errors will detract from your grade!
2. **Assignments must be turned in on time.** Assignments are due on the date or module listed. Start working on each assignment as soon as you possibly can and make sure that you have all the assignments submitted by the specified due dates. There will be no extra credit work available.
3. **Assignments must be complete.** You must complete and submit all components at the specified due date and time to receive credit for the assignment. Please do not turn in work that is only “half-finished” as this will reflect a grade respective of what was submitted.
4. **Written assignments must be submitted in a format that is compatible with Microsoft Word,** if submitting electronically.

**E-mail:** Students must routinely check e-mail sent to his or her **East Texas A&M University account**. This is my primary mechanism for communicating outside of class. I check my e-mail several times a day, so this is the best way to reach me. Maggie.Salem@tamuc.edu.

**Changes to Schedule:** While I plan to stick to the class schedule, there might be occasions to modify the schedule. In these cases, all changes will be announced in class and e-mail. It is your responsibility to become aware of any such changes.

## TECHNOLOGY REQUIREMENTS

### LMS

All course sections offered by ETAMU have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

Zoom Video Conferencing Tool

[https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom\\_Account.aspx?source=universalmenu](https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu)

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## **ACCESS AND NAVIGATION**

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a ETAMU campus open computer lab, etc.

## **COMMUNICATION AND SUPPORT**

If you have any questions or are having difficulties with the course material, please contact me as soon as possible. I am happy to help.

### **Technical Support**

If you are having technical difficulty with any part of D2L Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here: <https://community.brightspace.com/support/s/contactsupport>

## **COURSE AND UNIVERSITY PROCEDURES/POLICIES**

### **Syllabus Change Policy**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.

<https://inside.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf>.

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

### **ETAMU Attendance**

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedures 13.99.99.R0.01](#)

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ALC 4311-Public Relations, Crisis Communications, and Leading Change

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

### Academic Integrity

Students at ETAMU are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty, see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

[Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

### Graduate Students Academic Integrity Policy and Form

[Graduate Student Academic Dishonesty Form](#)

<https://inside.tamuc.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10.pdf>

### STUDENTS WITH DISABILITIES-ADA STATEMENT

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

#### Office of Student Disability Resources and Services

East Texas A&M University

Velma K. Waters Library Rm 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Student Disability Services](#)

<https://www.tamuc.edu/student-disability-services/>

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### [Nondiscrimination Notice](#)

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### **CAMPUS CONCEALED CARRY STATEMENT**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and East Texas A&M University Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

### **ETAMU SUPPORTS STUDENTS' MENTAL HEALTH**

The Counseling Center at ETAMU, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit

[www.tamuc.edu/counsel](http://www.tamuc.edu/counsel)

### **Mental Health and Well-Being**

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.

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<http://telusproduction.com/app/5108.html>

### AI USE POLICY

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty

#### References:

The following web sites will serve as useful references.

##### **AgHires**

<https://ag hires.com/>

##### **AgCareers**

<https://www.agcareers.com/>

##### **National FFA Organization**

[www.ffa.org](http://www.ffa.org)

##### **Texas FFA**

[www.texasffa.org](http://www.texasffa.org)

##### **Vocational Agriculture Teachers Association of Texas**

<http://www.vatat.org>

##### **National 4-H Headquarters (USDA-CSREES)**

<http://www.national4-hheadquarters.gov/>

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ALC 4311-Public Relations, Crisis Communications, and Leading Change

**National 4-H Council**

<http://www.fourhcouncil.edu/>

**Texas 4-H Web Page**

<http://texas4-h.tamu.edu/>

**National FCCLA**

<http://www.fcclainc.org/>

**Texas FCCLA**

<http://www.texasfccla.org/>

**Judging Card**

[www.judgingcard.com](http://www.judgingcard.com)

**Educational Excellence for AFNR Teachers**

<http://www.txeducationalexcellence.com/>

**Journal of Extension**

<http://www.ioe.org/>

**Journal of Agricultural Education**

<http://jae-online.org/>

**Journal of Southern Agricultural Education  
Research**

<http://www.isaer.org/>

**Texas Journal of Agriculture and Natural  
Resources**

<http://www.tarleton.edu/Departments/txjanr/OnlineJrnl.html>

**Sciences Education**

<http://www.natefacs.org/JFCSE/jfcse.html>

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