Syllabus: Texas A&M University – San Antonio
Communications/Journalism Department
COMJ 4322: Public Relations

Lecturer: Dr. Lorena "Lorraine" Pulido
Fall 2026 – Central Academic Building (CAB) 321
Email: LPR410@gmail.com and lpulido@tamusa.edu
Office Hours: By appointment
*Syllabus is current as of Aug. 9, 2026. Syllabus is subject to change.

TAMUSA COURSE DESCRIPTION: Principles of public relations and their application in business, industry, education, government, social agencies and other institutions; the media of PR; research methods used in PR; journalistic implications of the PR process. Case studies and analysis. Practice in PR planning and writing.

LECTURE OR DISCUSSION TOPICS: Lectures and class discussions will focus on chapter topics and current events. Public relations strategies will be analyzed and studied. Case studies will be reviewed. Guest speakers will enhance students' knowledge about the communications and journalism industries.

REQUIRED READINGS: Broom, G. & Bey-Ling, S. Cutlip & Center's Effective Public Relations. Prentice Hall. 11th edition, and other readings, video viewing, and podcasts assigned during the semester.

GRADING

Assignments	30 pts (three at 10 pts each)
Midterm	20 pts
Final (PR Plan)	50 pts (20 pts PowerPoint Presentation & 30 pts Report)
Total	100 pts

Attendance: See the A&M – San Antonio policy in the next page.

Participation: As this class is related to communications, students are expected to participate actively in class discussions and read designated chapters. In order for this course to be a successful learning experience, active and committed participation on your part is crucial; therefore, participation is mandatory. ***Use of cell phones during class is *not* allowed unless the professor has instructed otherwise. Phones must be off and put away (not on desk). You may use phones during the class break (if applicable).

Assignments: A wide variety of written projects will be assigned during the semester, including written exercises based on chapter topics. Please check Blackboard for supplemental reading. ***All assignments must be typed and printed prior to class, unless otherwise instructed by the professor. See the TAMUSA policy that follows for information on late assignments.

Midterm: There will be a midterm that'll include information from textbook readings, lectures, and class notes. Test content for review will be discussed in class at least one week prior to the midterm.

Final Exam: A community outreach/PR plan will be presented and submitted at the end of the semester by your group, and a panel of judges will select the winning plan. Your group will be assigned a client and the plan will focus on target audiences. More details and the required sections will be provided to you. The plan will be a valuable tool to showcase at job and internship interviews, and in scholarship and graduate school applications. The members of the winning group earn five extra points added to their final grade for the class.

Academic Honesty: You are expected to write your own papers and complete your own assignments. If you are caught cheating, you will receive an F on the exam/assignment and may receive an F in the course. A letter also will be sent to the department chair and dean. Cheating can result in your being removed from the university. Neither cheating nor plagiarism will be tolerated. Plagiarism is the use of someone else's work, ideas, and/or quotes, without due credit or attribution in writing. PR requires ethical behavior of its practitioners, and you are expected to practice such behavior.

Absences: If you are absent, you must contact a classmate for any homework assignments you missed and borrow notes. Also, let the professor know by email that you are missing class on or before the class date, and indicate the reason for your absence. This will help determine if the absence is excused or unexcused. If the email isn't received within a day of your absence, it is automatically counted unexcused.

Texas A&M University – San Antonio: ATTENDANCE POLICY

YOU MUST ATTEND CLASS FOR THE FULL CLASS PERIOD for every scheduled class. There are two kinds of absences, excused and unexcused.

Excused Absences are those for religious observance, illness, military service, or other official activity in which the student is required to participate. For multiple absences due to illness, a note is required. Work or exams missed via excused absences will be accommodated by the instructor. However, should excused absences become excessive (excessive being defined as absences that result in the student's inability to adequately perform in class or those that effect the completion of assignments) then you and your instructor should discuss the possibility of recording an "I" - Incomplete.

Unexcused Absences ARE ALL OTHERS.

**For classes that meet *once per week*, one (1) unexcused absence will result in the automatic reduction of your final grade by 5 percent (or 1/2 of a letter grade). Two (2) unexcused absences will result in the automatic reduction of your final grade by a total of 10 percent (or one whole letter grade). And three (3) unexcused absences will result in YOU FAILING THE CLASS.

**Lateness Policy: After 10 minutes, you are considered tardy. Three tardies equal one unexcused absence.

LATE WORK Defined
Quite simply, we agree that the definition of late work is work turned in beyond the due date and time of commencement of the class unless noted otherwise (such as an assignment slated to be due at the end of class, etc).

Late work will be automatically reduced by one letter grade, and thereafter, lowered by one letter grade for each subsequent 24-hour period the work is not submitted. The deadline or due date/time for work is at the discretion of the instructor and may be the beginning of class, end of class, or any time in between.

The Tutoring Center at Texas A&M University–San Antonio provides academic assistance to students in TAMU-SA's schools of Business, Education, and Arts and Sciences. Literacy tutors help students develop reading skills, prepare oral presentations and plan, draft, and revise their papers. The goal of TAMU-SA tutors is to empower students to succeed academically. Appointments are made by calling (210) 784-1329 or by emailing Tutoring@tamusa.tamus.edu.

Additional academic skill resources can be found in The JAGS (Jaguar Academic Guides to Success) Program. JAGS offers academic skill building strategies and can assist you in developing an effective academic success plan. For more information, please visit the Tutoring Services website: http://www.tamusa.tamus.edu/studentengagementsuccess/tutoringservices/.

Disability Support Services
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 disability. If you believe you have a disability that may require accommodations, please contact Disability Support Services (DSS) for the coordination of services. DSS is located at the Main Campus on the 2nd floor of the Central Academic Building in room 210 and at the Brooks City-Base Campus in room 149. The phone number for DSS is (210) 784-1335 and email is dsupport@tamusa.tamus.edu.

Use of Generative AI Permitted Under Some Circumstances or With Explicit Permission
There are situations and contexts within this course where you may be asked to use artificial intelligence (AI) tools to explore how they can be used. Outside of those circumstances, you should not use AI tools to generate content (text, video, audio, images) that will end up in any student work (assignments, activities, discussion responses, etc.) that is part of your evaluation in this course. Any student work submitted using AI tools should clearly indicate with attribution what work is the student's work and what part is generated by the AI. In such cases, no more than 25% of the student work should be generated by AI. If any part of this is confusing or uncertain, students should reach out to their instructor for clarification before submitting work for grading. Use of AI-generated content without the instructor's permission and/or proper attribution in this course qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.