

ADDENDUM to Strategies of Public Relations Course Syllabus Spring 2020

In light of the newly-enacted TCNJ procedures to move all classes to online delivery to help mitigate the spread of the COVID-19 virus over the two weeks following spring break, **the following changes are being made for Strategies of Public Relations:**

- Week 8 **March 25 – Media Kits and Media Relations** (Playbook Chapt. 9) and Preparing PSAs and Media Advisories will be delivered online
- Week 9 **April 1 – Meet with working groups** – These meetings will take place via online, with the following designated times for each group:
- 5:30 to 6 p.m. Five Girls Public Relations
 - 6 to 6:30 p.m. WeR PR
 - 6:30 to 7 p.m. Sunday Morning PR
 - 7 to 7:30 p.m. PR PRos
 - 7:30 to 8 p.m. Outcast PR Firm

In addition, should TCNJ extend our time using online delivery to continue to mitigate the virus, we will all need to be flexible. The following reflects the adjusted course schedule that will be either in-person or online:

- Week 10 **April 8 – PR Case Studies Presentations**
- Week 11 **April 15 – Meet with Working Groups** (if online, same schedule as week 9)
- Week 12 **April 22 – Using the Internet / All PR Plans Due***
- Week 13 **April 29 – Job Hunting Workshop**
- Week 14 **May 6 – 1st set of Final Presentations / All Media Kits Due***
- Week 15 **May 13 – Second set of Final Presentations**

All online convenings will take place on Wednesday evenings beginning at 5:30 p.m., unless otherwise noted. For Week 9 and potentially Week 11, you are only required to join the online forum during your group's designated time slot. In addition, I am able to host online meetings or conference calls with student groups should they need additional support on their group projects.

All details regarding web platform and access will be sent to you via your @tcnj.edu e-mail account via Canvas by Monday, March 23, 2020.

*will be accepted online if necessary