CMST 3757 - Public Relations Writing

Fall 2026 Syllabus, Section 01, CRN 42781,

Credit hours: 3

Instructor

Michele Gatts

Professional Qualifications:
MA English, Youngstown State University, 1996
AB Speech Communication/Telecom (Broadcast Journalism), YSU, 1989

Lecturer

Email: mmgatts@ysu.edu

Office: Bliss Hall 2011

Office Phone: (330) 941-3631

Preferred Contact Method: email

Communication Expectations:
Monitor your university email frequently; email will be answered by instructor within 48 hours.

How to Refer to me:
Professor

Instructor

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TBA; by appointment recommended.

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Course Description

3757. Public Relations Writing. Focus on the essential writing skills needed for effective public relations practice. Students will learn to create a variety of PR materials, including press releases, media kits, speeches, and social media content. Emphasizing clarity, persuasion, and audience engagement, the course will cover the principles of strategic communication and the importance of storytelling in PR. Students will refine their writing style and develop a critical eye for editing and feedback. Crosslisted with: JOUR 3757. Prereq.: JOUR 2602. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Associated Press Style Book 2024-2026 (56th edition acceptable)	The Associated Press	ISBN-13: 978-1541647572
Required	Strategic Public Relations Writing: Proven Tactics and Techniques	Jim Eggensperger and Jeanne Salvatore	9781032163871
Optional	The Elements of Style	Strunk & White	978-0205309023

Additional reading/video viewing may be required.

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of topics and assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24		Review syllabus, Blackboard & safety procedures. Unit 1 Lecture: HOMEWORK	
8/31		Lecture: Major project assigned. HOMEWORK	
9/7		Legal Holiday-UNIVERSITY CLOSED IN HONOR OF LABOR DAY. Unit 2 Lecture. Related in-class activity. HOMEWORK	
9/14		Lectures: Units 3 & 4. Related in-class activities. HOMEWORK	
9/21		Lectures: Unit 5 Parts A & B. Related in-class activities. HOMEWORK	
9/28		Lectures: Units 6 & 7. Related in-class activities. HOMEWORK	
10/5		Lectures: Units 8 & 9. Related in-class activities. HOMEWORK	
10/12		Lectures: Units 10 & 11. Related in-class activities. HOMEWORK	
10/19		Midterm conferences. HOMEWORK	
10/26		Lecture: Unit 12; Community-engaged project.	
11/2		Lecture: Unit 13. Related in-class activities. HOMEWORK. Pro Series speaker.	
11/9		Pro Series speaker. UNIVERSITY CLOSED IN HONOR OF VETERANS DAY	
11/16		Pro Series speaker. Major project work.	
11/23		Major project work. NO CLASS/YSU CLOSED FOR THANKSGIVING BREAK	
11/30		Final Project presentations.	

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.