



COMM 3331 793
Public Advocacy
Fall 2025 Session 8W2
Delivery Method: Online

Instructor Information

Name: Jeremy Cox
Email: cox_j@utpb.edu
Phone: (432) 552-2319 (do not call without an appointment)
Office Location: MB 4132
Office Hours: M & W Noon - 2:30 (via Teams; please schedule an appointment)

Course Information

Class Location: Online
Prerequisites: None
Credit Hours: 3

Schedule a Meeting

If there is a link below, it will take you to the instructor's Bookings page, where you can conveniently sign up for a meeting.

Course Description

Explores the public messaging strategy of corporations and other large organizations. Students investigate how research techniques used to identify public groups are transformed into message in

various media. Emphasis is given both to relevant theoretical issues as well as to relevant professional skills.

Course Learning Outcomes (CLO)

This course focuses on the public advocacy strategy of organizations. The course is designed to both explore relevant theoretical issues as well as to help the student develop directly relevant professional skills. At the end of this course, students should be able to: Identify audiences and situations for an organizational messaging strategy. Develop a clear public advocacy strategy for an organization. Discuss cases and examples of public messaging strategies which have been previously attempted.

UTPB Bookstore

[Bookstore link](#)

This link will take you directly to the official UTPB bookstore page for this course. Please note, you are welcome to make purchases from any supplier of your choice.

Course Materials

Multiple formats of identical course materials may be contained in this list (i.e. Hardcover book, Electronic Text, etc.). You may only need one of these materials. Please follow the "bookstore link" under the material to go to the official online UTPB bookstore to ensure you are selecting the format which best suits your needs.

Title: Organizational Rhetoric : Situations and Strategies

ISBN: 9781483302140-008863-1-2258-8W2-793

Authors: Hoffman

Publisher: Sage Publications, Incorporated

Publication Date: NA

Edition: 1st

Required or Recommended: Required

Title: Organizational Rhetoric : Situations and Strategies

ISBN: 9781483342788-008863-1-2258-8W2-793

Authors: Hoffman

Publisher: Sage Publications, Incorporated

Publication Date: NA

Edition: 1st

Required or Recommended: Required

Title: Organizational Rhetoric

ISBN: 9781412956697-008863-1-2258-8W2-793

Authors: Hoffman

Publisher: Sage Publications, Incorporated

Publication Date: 2010

Required or Recommended: Required

Faculty - This list reflects your selections in the Follett bookstore website.

Important Academic Dates

UTPB [Academic Calendar](#)

Graded Material

Course Activity	Points	Percentage of Total Grade
Organizational Selection Worksheet	50	10
Situations and Strategies Paper	75	20
Evaluative Reading Paper	75	20
Discussion Boards	75 (each)	50

Grading Scale

A	93+
A-	90-92
B+	87-89

B	83-86
B-	80-82
C+	77-79
C	73-76
D	60-69
F	<60

University Policies

Accommodation for Students with Disabilities

Students with Disabilities: The University of Texas Permian Basin in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act provides “reasonable accommodations” to students with disabilities. Only those students, who an Instructor has received an official Letter of Accommodation (LOA) sent by the Office of ADA for Students, will be provided ADA academic accommodations.

ADA Officer for Students: Amber Lucero, Director of Student Emergency and Accessibility Services

Address: 4901 E. University, Odessa, TX 79762

Student Activity Center (SAC) Room #200D

Voice Telephone: 432-552-4602

Email: ada@utpb.edu

For the accessibility and privacy statements of external tools used within courses, go to [Accessibility and Privacy Statements](#).

Sexual Harassment/Sexual Misconduct Policy

The University of Texas Permian Basin (the University) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act), Violence Against Women Act (VAWA), and Clery Act. Sexual Misconduct, Retaliation, and other conduct prohibited under this Policy will not be tolerated and will be subject to disciplinary action.

The University will promptly discipline any individuals or organizations within its control who violate this Policy. The University encourages you to promptly report incidents that could

constitute violations of this Policy to the Title IX Coordinator. The complete Sexual Harassment/Sexual Misconduct Policy can be found [here](#).

You may report incidents of sexual misconduct to any University employee. They are obligated to report any incident to the Title IX Coordinator or Deputy Coordinator.

You may also contact:

- The UTPB Police Department at 432-552-2786
- The Title IX Coordinator at 432-552-2697 or TitleIXCoordinator@UTPB.edu.
- The Dean of Students at 432-552-2600
- Reports can also be made via the University Complaint Portal: [UTPB Complaint Management](#)

A **confidential reporting option is available**. Please contact UTPB's Counseling Center at 432-552-3365 or 432-552-2367 or stop by MB 1150.

Scholastic Dishonesty

"Scholastic Dishonesty" is any form of cheating or plagiarism that violates the Student Code of Conduct. Scholastic dishonesty or academic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, and any act designed to give unfair advantage to the student (such as, but not limited to, submission of essentially the same written assignment for two [2] courses without the prior permission of the instructor, and providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment), or the attempt to commit such an act. The Student Code of Conduct provides students fair notice of conduct considered unacceptable at The University of Texas Permian Basin and which may be the basis for disciplinary action. This policy provides the procedures to be following when student disciplinary action may need to be implemented and outlines the appeals process. The Student Code of Conduct is available online at: <https://www.utpb.edu/life-at-utpb/student-services/dean-of-students/student-code-of-conduct>

Student Success at UTPB

UT Permian Basin offers numerous services to help you reach your academic goals. Available both in the Success Center on the 2nd Floor of the Mesa Building (<https://www.utpb.edu/academics/advising-and-support/student-success-center/index>), and online, UTPB Student Success offers the following services to all students:

- O.W.L. (Online Writing Lab) - Submit essays that need to be revised by one of our tutors to owl@utpb.edu.

- Tutoring – For both online and in person tutoring, please use EAB to create an appointment. (Utpb.campus.eab.com) Sign in using UTPB credentials.
- SI/PLTL Sessions - If available for your class, will be communicated to you by the mentor assigned to your class section and students can communicate to their SI or PL through Canvas.
- Peer Mentoring - Incoming freshmen can be paired with a peer mentor who will help you navigate your first year on campus.
- SSC Computer Lab - Come take advantage of the state-of-the-art computers available at the Student Success Center.

Please email success@utpb.edu for more information.

Student Support Services

For more information on academic, technical, and support services for UTPB students, please see the [Online Student Services](#).

Course Modalities

Both the Texas Higher Education Coordinating Board (THECB) and the Southern Association of Schools and Colleges Commission on Colleges (SACSCOC) provide standard definitions for basic course types/modalities that have informed the following adopted course definitions.

Online Courses are those in which more than 85 percent of the planned instruction occurs online/virtually (asynchronously) when students and faculty are not in the same place. A fully online course is one in which mandatory in-person meetings occur no more than 15% of the planned instructional time.

Remote Courses are ones in which students, while not required to physically come to campus to attend in-person classes, are required to “attend” virtually/remotely (synchronously) during scheduled days and times, with students expected to log in and participate in the lecture via video conferences.

Hybrid Courses are courses in which the majority (more than 50% but less than 85%) of the planned instruction occurs when students and instructor(s) are not in the same place. This form of instruction offers a mix of on-campus/in-person and remote/online/electronic learning.

HyFlex Courses are those which, like hybrid courses, offer a mix of on-campus/in-person and remote/online/electronic learning. These courses, however, do not require student authentication since at least 50% of the planned instruction occurs when students and instructor(s) are in the same place.

Face-to-Face/In-Person Courses are those in which more than 85 percent of the planned instruction occurs when students are in the same place with an instructor(s).

End-of-Course Evaluation & Instructor Evaluation

Every student is encouraged to complete an end of course evaluation survey provided by UTPB. During the last two weeks of class, there will be an announcement in Canvas, an email, and a button in your course navigation that will take you to any available surveys.

The survey is anonymous and your responses are confidential. Your feedback is critical to us and to your instructor as we strive to improve our offerings, and our support of you, the students.

Disclaimer & Rights

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of UTPB to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes, if any.

Distance Education Policy

Preparation for Emergencies

Computer Crash

Not having a working computer or a crashed computer during the semester will NOT be considered an acceptable reason for not completing course activities at a scheduled time. NOTE: Identify a second computer before the semester begins, that you can use when or if your personal computer crashes. Limited Loaner Laptops are available through the J. Conrad Dunagan Library.

Complete Loss of Contact

If you lose contact with course connectivity completely (i.e. you cannot contact me via Canvas or email), you need to call the instructor, and leave a message regarding connectivity loss and your contact information.

Lost/Corrupt/Missing Files

You must keep/save a copy of every project/assignment on an external drive, UTPB Outlook 365 OneDrive, or personal computer. In the event of any kind of failure (e.g. virus infection, student's own computer crashes, loss of files in cyberspace, etc.) or any contradictions or problems, you may be required to resubmit the files.

Distance Education Courses and Student Identity Authentication Requirements and Policy

SACSCOC defines a distance education course as one in which more than 50 percent of the planned instruction occurs when students and instructor(s) are not in the same physical place. Distance education courses, therefore, include online, remote, and hybrid courses as defined above. Per SACSCOC and University policy, all distance education courses are required to follow our Distance Education Student Authentication Policy procedures (please see below), and these requirements and policies must be stated in the course syllabus. Further, any projected additional student charges associated with verification of student identity must be indicated on the courses schedule and course syllabus.

The Distance Education Student Authentication Policy does not apply to Hyflex Courses--those in which at least 50% of the planned instruction occurs when students and instructor(s) are in the same place--and Face-to-Face/In-Person Courses--those in which more than 85 percent of the planned instruction occurs when students and instructor(s) are in the same place. Student authentication and identity verification in these courses may be accomplished by in-person attendance monitoring as well as through in-class instructor proctored examinations and other assessments. These same "in-class" authentication procedures also may be employed in hybrid courses, but in the case of these defined distance education courses, they must be documented on the course syllabus as described below.

Distance Education Student Authentication Policy and Syllabus Requirements

UT Permian Basin's Distance Education Student Authentication Policy requires the University to employ processes (documented in each distance education syllabus) to verify that each student who registers for a distance education course is the same student who participates in, completes, and receives credit for the course.

The policy requires faculty members teaching distance education courses to employ at least two methods of verification to ensure student identities. The first method of verification is accomplished by the student logging into Canvas, our learning management system. To access all UTPB courses, students must login to Canvas uniqueness personal identifying username and secure password. This is the primary method of student identity verification. The Distance Education Student Authentication Policy requires at least one additional student identification method within the distance learning course that has been determined and approved by the faculty or academic program. The second method of

authentication must be explicitly stated in the syllabus. The second method of student authentication maybe:

- Proctored exams using an approved photo ID*.
- Presentation of approved photo ID through a webcam and optional levels of proctoring during assessment.
- Field or clinical experiences using an approved photo ID.
- Synchronous or asynchronous video activities using an approved photo ID.
- In hybrid distance education courses, which have an in-person meeting component, the secondary method of student authentication may be accomplished (as is it may be done in hyflex and face-to face-courses) by in-person attendance monitoring as well as through required in-class instructor proctored examinations and other assessments.
- Other Technologies or procedures, etc. (which must be detailed in the syllabus).

If faculty require secondary method of verification for which students are charged a fee(e.g. face-to-face proctoring at an off-campus site that charges a fee), this notification must be stated on the course schedule and in the course syllabus as well.

*Approved photo identifications include passports, government issued identification, driver's licenses, military ID from DoD; dual credit and early college high school students use school district identifications.

Course Policies

Attendance and Class Participation: The time commitment for college courses is substantial, whether the course is face-to-face or online. In either case, expect to spend around 50 minutes per credit hour per week in "instructional time" in which you engage with the class directly. Students in accelerated 7-week courses must receive the same amount of instructional time, though in a shorter timeframe, in effect doubling the instructional time you should spend in the course each week. In addition to instructional time, students should be ready to commit at least 1-3 hours of course work per credit hour of the course each week. In short, you should expect to spend at least 9 hours per week on the coursework for this class. Please talk with your faculty advisor to ensure that your schedule permits this level of commitment. Regular and active participation is essential to your success in this online course. At a minimum, students must login to the course at least four times each week; successful students will do so more often, and will probably post more often than minimally required to do. If your instructor is to be away from the course for more than 72 hours, you will receive an email in advance.

Discussion Forum Guidelines: To be eligible for full credit, you must post a response to discussion board prompts by Wednesday of the week they are due. In your post, you must make specific references (with citations) to all of the readings from that week and, when applicable, other course readings. You must also reply to at least four of your peers' weekly postings by Saturday of each week. Your replies are shorter than your own response to the prompt, but must provide a thoughtful response to your classmates' work; simple agreement with a classmate's post and/or restatements of their original argument will not receive credit. Because discussion boards work best when everyone participates regularly, you will be required to post on at least three separate days throughout the week.

Assignments Submission: You must submit all assignments through the appropriate drop boxes in the "Assignments" area of Canvas. Please submit all assignment files in .doc, .docx, or rich text format (.rtf). Please do not submit PDF files unless absolutely necessary, as they are difficult to mark up with comments. Similarly, do not submit files in Pages or other formats that are incompatible with Canvas. If you need access to Microsoft Word, you can access a free version via the **Office 365** button at [MyUTPB](#). Always keep a copy of all the work you submit and a copy of the confirmation page generated by Canvas.

Grading and Feedback: Your instructor will make every effort to return graded assignments one week after the set due date, though some papers may take slightly longer. If there is any dispute about the grade, you must wait at least 24 hours after receiving the assignment before contacting me. Grade disputes will not be considered after one week of when the assignment is returned.

Grading, Make-Up and Late Submission Policy: All the course grades will be posted to Canvas. Weekly assignments will be graded within one week of submission, but papers may take longer. If there is any dispute about the grade, you must wait at least 24 hours after I have returned the work to the class before contacting me. You must also contact me within one week of when I returned the work to the class. All course activities must be submitted before or on set due dates. *Submitting work late will result in a zero for the assignment unless advance arrangements have been made with your instructor.* If you are going to be absent on the day work is due, you must submit it in advance. I will work with you for any official school activity, but it is your responsibility to contact me personally at least one week prior to the event to make acceptable arrangements (a note from your coach/supervisor is not sufficient; I must hear from you directly).

Course Incomplete: All students are required to complete the course within the semester they are signed up. Incomplete grades for the course are rarely given, and are exclusively at the discretion of the instructor. An incomplete is only granted if the student has completed at least 75% of the course with a grade of 'C' or better, provides a valid, documented excuse for not being able to complete the course on time, and has contacted their teacher prior to the last scheduled class to request an extension. Being busy is never a reason for a course extension. If a grade of "Incomplete" is granted, the student will sign a contract that includes the incomplete course activities and the new due dates.

Cheating/Plagiarism/Academic Dishonesty: Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student such as, but not limited to, submission of essentially the same written assignment for two courses (without the prior permission of the instructor) or the attempt to commit such acts. Plagiarism includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit. If you engage in academic dishonesty, you may receive a substantial deduction on your grade, including receiving a zero on the assignment. Egregious cases of academic dishonesty may result in you failing the course and being referred to the Dean of Students for action pursuant to the UTPB student disciplinary process.

Computer Crashes and Lost Files: Computer crashes during the semester are not an acceptable excuse for failing to complete course activities on time. You should identify a second computer that you can use when/if your personal computer crashes. You should also save a copy of every assignment on an external storage system for easy recovery (e.g., Dropbox, Google Drive).

Changes to the Syllabus: Your instructor reserves the right to change the terms of the syllabus as he believes necessary. All changes will be announced on Canvas. Enforcement of the policies of the syllabus are at the discretion of the instructor and will not modify that or any other provision of the syllabus except as explicitly outlined by your instructor.

Course Schedule

SCHEDULE Unless otherwise indicated, all assignments are due by 11:59 PM Central time on Saturday of each week.			
WEEK	TOPIC	READINGS	ASSIGNMENTS
Module 1: Rhetorical Situations & Public Messaging			
Week 1 10/20-10/25	The Importance of Organizational Rhetoric	<ul style="list-style-type: none"> Hoffman and Ford, Preface Hoffman and Ford, "Organizations and Rhetoric in 	<ul style="list-style-type: none"> All activities in the "Start Here" module (Canvas)

		Contemporary Culture" (Ch. 1)	<ul style="list-style-type: none"> • Class Discussion Board 1 • Group Discussion Board: Choose an Organization
Week 2 10/26-11/1	Rhetorical Situations: 'Myth' and Reality	<ul style="list-style-type: none"> • Bitzer, "The Rhetorical Situation" (Canvas) • Vatz, "The Myth of the Rhetorical Situation" (Canvas) • Hoffman and Ford, "Rhetorical Situations in Organizations" (Ch. 3) 	<ul style="list-style-type: none"> • Class Discussion Board 2 • <i>Group Discussion: Create a discussion board to start working on the Organizational Selection Paper</i>
Week 3 11/2-11/8	Identity and Identification	<ul style="list-style-type: none"> • Hoffman and Ford, "Identity Creation and Maintenance" (Ch. 6) • Hoffman and Ford, "Org. Rhetoric for Internal Audiences" (Ch. 10) 	<ul style="list-style-type: none"> • Discussion Board 3 • Organizational Selection Paper
Week 4 11/9-11/16	Rhetorical Strategies	<ul style="list-style-type: none"> • Hoffman and Ford, "Identifying Rhetorical Strategies" (Ch. 2) • Smuddle and Courtright, "Strategic message 	<ul style="list-style-type: none"> • Rhetorical Strategies Paper

		Design Defined" (Canvas)	
Week 5 11/17- 11/22	Issues, Risks, and Crises	<ul style="list-style-type: none"> • Hoffman and Ford, "Rhetoric About Issues" (Ch. 7) • Hoffman and Ford, "Rhetoric About Organizational Risk" (Ch.8) • Hoffman and Ford, "Crisis Rhetoric" (Ch. 9) 	<ul style="list-style-type: none"> • Discussion Board 4
Week 6 11/23- 11/29	Conducting an Evaluative Reading	<ul style="list-style-type: none"> • Hoffman and Ford, "Evaluating and Critiquing Org. Rhetoric" (Ch. 5, pp.103-09) 	<ul style="list-style-type: none"> • Discussion Board 5
Week 7&8 11/30- 12/8	Course Conclusion	None	<ul style="list-style-type: none"> • Evaluative Paper (Due 12/8)

Generative AI Content Policy

UT Permian Basin Faculty recognize the innovative potential of generative AI. We also recognize that generative AI can be used as a substitute for critical thinking and plagiarism, and that its use may be more appropriate in some learning experiences than in others. For these reasons, any policy regarding its use must be nimble so that instructor discretion and instructional context are taken into consideration when determining what "appropriate use" looks like in any student learning experience.

This policy will both cover generative AI use in all courses at UT Permian Basin and must be customized by instructors for each course. Customization is offered according to the expectations outlined below (instructors complete this section as appropriate to your course):

1. Use of generative AI in this course is prohibited.

Examples of Generative AI include, but are not limited to: Grammarly, ChatGPT, and DeepSeek.

If the use of generative AI is discovered in student work that is out of compliance with the policy of this course, the submitted work will be subject to penalty under the plagiarism policy.

Sample Syllabus