

Eastern Illinois University
Revised Course Proposal
CMN 4919, Principles and Practices of Public Relations Campaigns

Agenda Item #15-44 Effective: Fall 2016
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Banner/Catalog Information (Coversheet)

1. ☐ New Course or ☒ Revision of Existing Course
2. Course prefix and number: CMN 4919
3. Short title: Public Relations Campaigns
4. Long title: Principles and Practices of Public Relations Campaigns
5. Hours per week: 3 Class 0 Lab 3 Credit
6. Terms: ☐ Fall ☐ Spring ☐ Summer ☒ On demand
7. Initial term: ☒ Fall ☐ Spring ☐ Summer Year: 2016
8. **Catalog course description:** This course examines the methods and approaches to planning, pitching, and implementing public relations campaigns. It introduces students to a stakeholder approach to developing campaign strategy including preparing a project proposal, managing a campaign, and evaluating a campaign's success. The techniques addressed in this course are applicable to diverse clients and build on prior knowledge of public relations writing.

9. Course attributes:

General education component: N/A

☐ Cultural diversity ☐ Honors ☐ Writing centered ☐ Writing intensive ☐ Writing active

10. Instructional delivery

Type of Course:

☒ Lecture ☐ Lab ☐ Lecture/lab combined ☐ Independent study/research

☐ Internship ☐ Performance ☐ Practicum/clinical ☐ Other, specify: _____

Mode(s) of Delivery:

☒ Face to Face ☐ Online ☐ Study Abroad

☐ Hybrid, specify approximate amount of on-line and face-to-face instruction _____

11. Course(s) to be deleted from the catalog once this course is approved. N/A

12. Equivalent course(s): None

a. Are students allowed to take equivalent course(s) for credit? ☐ Yes ☒ No

13. Prerequisite(s): CMN 3960: Public Relations Writing and Production

a. Can prerequisite be taken concurrently? ☐ Yes ☒ No

b. Minimum grade required for the prerequisite course(s)? D

c. Use Banner coding to enforce prerequisite course(s)? ☒ Yes ☐ No

d. Who may waive prerequisite(s)?

☐ No one ☒ Chair ☒ Instructor ☐ Advisor ☐ Other (specify)

14. Co-requisite(s): None

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which may take the course: All

b. Degrees, colleges, majors, levels, classes which may not take the course: None

16. Repeat status: ☒ May not be repeated ☐ May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: ____

18. Grading methods: ☒ Standard ☐ CR/NC ☐ Audit ☐ ABC/NC

19. Special grading provisions:

☐ Grade for course will not count in a student's grade point average.

☐ Grade for course will not count in hours toward graduation.

☐ Grade for course will be removed from GPA if student already has credit for or is registered in:

☐ Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: _____

20. Additional costs to students:

Supplemental Materials or Software _____

Course Fee ☒ No ☐ Yes, Explain if yes _____

21. Community college transfer:

☐ A community college course may be judged equivalent.

☒ A community college may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the content is judged to be equivalent.

Rationale, Justifications, and Assurances (Part I)

1. ☒ Course is required for the major(s) of Public Relations
☐ Course is required for the minor(s) of _____
☐ Course is required for the certificate program(s) of _____
☒ Course is used as an elective
2. **Rationale for proposal:** The course is being revised to meet the needs of the public relations major and its students. A public relations campaigns class teaches students how to strategically coordinate messages across communication platforms. It provides students with knowledge necessary to successfully work in public relations today. The course is also being revised to incorporate the University's new learning goals.
3. **Justifications for (answer N/A if not applicable)**
Similarity to other courses: N/A
Prerequisites: Public relations campaigns are strategic, coordinated communication phenomena that are by design based on multiple, integrated communication techniques. Therefore, it is necessary that students be familiar with the basics of public relations writing, tactics, and message creation before learning how to coordinator those communication pieces into a coherent public relations campaign.
Co-requisites: N/A
Enrollment restrictions: N/A
Writing active, intensive, centered: N/A
4. **General education assurances (answer N/A if not applicable)**
General education component: N/A
Curriculum: N/A
Instruction: N/A
Assessment: N/A
5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**
Online or hybrid delivery justification: N/A
Instruction: N/A
Integrity: N/A
Interaction: N/A

Model Syllabus (Part II)

Please include the following information:

1. Course number and title
 CMN 4919: Principles and Practices of Public Relations Campaigns

2. Catalog description

This course examines the methods and approaches to planning, pitching, and implementing public relations campaigns. It introduces students to a stakeholder approach to developing campaign strategy including preparing a project proposal, managing a campaign, and evaluating a campaign's success. The techniques addressed in this course are applicable to diverse clients and build on prior knowledge of public relations writing.

3. Learning objectives.

At the end of this course, students should be able to:

1. Critique public relations campaigns to analyze the strategic value of their messages in relation to key stakeholders
 - Undergraduate learning goals: CT-2, SL-7
 - Graduate learning goals: Depth of content knowledge, Effective critical thinking and problem solving
2. Explain the components of a successful strategic communications plan
 - Undergraduate learning goals: CT-2, CT-3, CT-4
 - Graduate learning goals: Effective critical thinking and problem solving
3. Plan the coordination of multiple communication strategies across multiple media platforms
 - Undergraduate learning goals: CT-3, CT-4, WR-1, WR-3
 - Graduate learning goals: Effective critical thinking and problem solving, Effective oral and written communication
4. Produce a public relations campaign proposal
 - Undergraduate learning goals: WR-1, WR-3, WR-4
 - Graduate learning goals: Effective oral and written communication
5. Recognize professional expectations when working with a client to develop a public relations campaign, including an ability to listen to, understand and respond to client expectations
 - Undergraduate learning goals: CT-3, SL-2, SL-3, SL-7
 - Graduate learning goals: Effective critical thinking and problem solving, Effective oral and written communication

Students earning graduate credit

At the end of this course, graduate students should be able to:

1. Utilize contemporary public relations theory to create and develop an original argument based on the analysis of a current public relations campaign
 - Graduate learning goals: Depth of content knowledge, Effective critical thinking and problem solving, Effective oral and written communication, Advanced scholarship through research and creative activity

4. Course materials.

Bobbitt, R., & Sullivan, R. (2014). *Developing the public relations campaign* (3rd Edition). Boston: Pearson.

Graduate students will also be provided with extra readings through the LMS

5. Weekly outline of content.

<u>Week</u>	<u>Topic</u>
Week 1	Class introduction <ul style="list-style-type: none"> • Class expectations • Overview of campaign/project types • Common elements of effective campaigns
Week 2	Developing a campaign strategy <ul style="list-style-type: none"> • Determining the scope of the project • Defining the problem to be solved
Week 3	Project planning and preparation <ul style="list-style-type: none"> • Identifying needs • Background research • Stakeholder analysis
Week 4	Campaign tools and tactics – Part 1 <ul style="list-style-type: none"> • Reaching strategy • Understanding how to implement the campaign
Week 5	Campaign tools and tactics – Part 2 <ul style="list-style-type: none"> • Current best practices • Message coordination
Week 6	Campaign tools and tactics – Part 3 <ul style="list-style-type: none"> • Ethical advocacy in campaigns • Employing campaign strategy
Week 7	Evaluating the campaign <ul style="list-style-type: none"> • Creating measureable objectives with the client • Identifying appropriate measures
Week 8	Writing the proposal <ul style="list-style-type: none"> • Parts of a proposal • Expectations of clients • Communicating strategy
Week 9	Pitching the client <ul style="list-style-type: none"> • Professionalism • Presenting the proposal
Week 10	Winning the job <ul style="list-style-type: none"> • Arguing for your strategy • Closing the deal
Week 11	Campaign evolution <ul style="list-style-type: none"> • Incorporating on-going evaluation to enhance your campaign • Dealing with unexpected issues
Week 12	Building on previous campaigns <ul style="list-style-type: none"> • Working with previous strategy • Building on an organization's identity
Week 13	Proposal Presentations
Week 14	Proposal Presentations
Week 15	Proposal Presentations
Week 16	Final Exam

6. Assignments and evaluation, including weights for final course grade.

Undergraduate students:

Midterm exam	15%
Final exam	15%
Campaign analysis papers (3)	30%
Campaign proposal project	40%

Graduate students:

Midterm exam	10%
Final exam	10%
Campaign analysis papers (3)	15%
Campaign proposal project	30%
Original research paper	35%

7. Grading scale.

A = 100% - 90%

B = 89.9% - 80%

C = 79.9% - 70%

D = 69.9% - 60%

F = Below 60%

8. Correlation of learning objectives to assignments and evaluation.

	Exams (Undergrad: 30%) (Graduate: 20%)	Campaign Analysis Papers (Undergrad: 30%) (Graduate: 15%)	Campaign proposal project (Undergrad: 40%) (Graduate 30%)	Research Paper (Graduate: 35%)
Critique public relations campaigns to analyze the strategic value of their messages in relation to key stakeholders (CT-2, SL-7)	X	X		
Explain the components of a successful strategic communications plan (CT-2, CT-3, CT-4)	X	X	X	
Plan the coordination of multiple communication strategies across multiple media platforms (CT-3, CT-4, WR-1, WR-3)		X	X	
Produce a public relations campaign proposal (WR-1, WR-3, WR-4)			X	
Recognize professional expectations when working with a client to develop a public relations campaign, including an ability to listen to, understand and respond to client expectations (CT-3, SL-2, SL-3, SL-7)			X	
Utilize contemporary public relations theory to create and develop an original argument based on the analysis of a current public relations campaign (graduate students only)				X

Date approved by the department or school: August 21, 2015

Date approved by the college curriculum committee: September 23, 2015

Date approved by the Honors Council (*if this is an honors course*):

Date approved by CAA: October 15, 2015 CGS: 11/17/2015