

**Eastern Illinois University**  
**Revised Course Proposal**  
**CMN 4920, Public Relations Case Studies**

Agenda Item #15-45 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 4920
3. Short title: PR Case Studies
4. Long title: Public Relations Case Studies
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 enhances students' understanding of public relations by providing a sophisticated presentation of public relations theory and discussing real world examples in which that theory is applied. The course focuses on developing the analytical skills necessary to evaluate public relations programs, campaigns, and communication practices by building on the students' knowledge of public relations theories, strategies, goals, tactics and techniques.

**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 case studies class enhances our students' ability to critically assess public relations efforts in various contexts. It provides students with the opportunity to examine public relations action and implementation through multiple theoretical lenses. It enables students to develop a broader understanding of the practice and its consequences. 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 case studies cover a variety of public relations efforts in a multitude of contexts. In each case it is necessary that students be familiar with the basics of public relations writing, tactics, and message creation before assessing and evaluating public relations efforts.  
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 4920: Public Relations Case Studies

## 2. Catalog description

This course enhances students' understanding of public relations by providing a sophisticated presentation of public relations theory and discussing real world examples in which that theory is applied. The course focuses on developing the analytical skills necessary to evaluate public relations programs, campaigns, and communication practices by building on the students' knowledge of public relations theories, strategies, goals, tactics and techniques.

## 3. Learning objectives.

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

1. Explain contemporary theories of public relations and their application to public relations practices
  - Undergraduate learning goals: CT-2, CT-3
  - Graduate learning goals: Depth of content knowledge, Effective critical thinking and problem solving
2. Analyze and critique public relations tactics, techniques, and campaigns
  - Undergraduate learning goals: CT-2, CT-3, CT-4
  - Graduate learning goals: Effective critical thinking and problem solving
3. Differentiate the effects of contemporary theories of public relations on understanding public relations practice
  - Undergraduate learning goals: CT-2, CT-3, CT-4
  - Graduate learning goals: Effective critical thinking and problem solving
4. Explain the ethical implications of public relations practice through real world examples
  - Undergraduate learning goals: CT-2, RC-2
  - Graduate learning goals: Effective critical thinking and problem solving

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 case study
  - 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.

Swann, P. (2014). *Cases in public relations management* (2<sup>nd</sup> Edition). New York: Routledge.

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"> <li>• Class expectations</li> <li>• Overview of public relations theory</li> </ul>
Week 2	Public relations theory <ul style="list-style-type: none"> <li>• Place of theory in contemporary public relations practice</li> <li>• State of theory in public relations</li> </ul>
Week 3	Excellence theory
Week 4	Excellence theory <ul style="list-style-type: none"> <li>• Case studies</li> </ul>

Week 5	Rhetorical approaches to public relations
Week 6	Rhetorical approaches to public relations <ul style="list-style-type: none"> <li>• Case studies</li> </ul>
Week 7	Social constructionism and public relations
Week 8	Social constructionism and public relations <ul style="list-style-type: none"> <li>• Case studies</li> </ul>
Week 9	Strategic issue management
Week 10	Strategic issue management <ul style="list-style-type: none"> <li>• Case studies</li> </ul>
Week 11	Image repair theory
Week 12	Image repair theory <ul style="list-style-type: none"> <li>• Case studies</li> </ul>
Week 13	Situational crisis communication theory
Week 14	Situational crisis communication theory
Week 15	Case Presentations
Week 16	Final Exam

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

Undergraduate students:

Exam 1	20%
Exam 2	20%
Final exam	20%
Case study analysis paper 1	10%
Case study analysis paper 2	10%
Case study analysis paper 3	10%
Case presentation	10%

Graduate students:

Exam 1	10%
Exam 2	10%
Final exam	15%
Case study analysis paper 1	10%
Case study analysis paper 2	10%
Case study analysis paper 3	10%
Case presentation	5%
Original research paper	30%

**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.**

	<b>Exams</b> (Undergrad: 60%) (Graduate: 35%)	<b>Case Study Analysis Papers</b> (Undergrad: 30%) (Graduate: 30%)	<b>Case Presentation</b> (Undergrad: 10%) (Graduate: 5%)	<b>Research Paper</b> (Graduate: 30%)
Explain contemporary theories of public relations and their application to public relations practices (CT-2, CT-3)	X	X		
Analyze and critique public relations tactics, techniques, and campaigns (CT-2, CT-3, CT-4)	X	X	X	X
Differentiate the effects of contemporary theories of public relations on understanding public relations practice (CT-2, CT-3, CT-4)		X	X	
Explain the ethical implications of public relations practice through real world examples (CT-2, RC-2)		X	X	
Utilize contemporary public relations theory to create and develop an original argument based on the analysis of a current public relations case study (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**