

**Eastern Illinois University**  
**New/Revised Course Proposal Format**  
(Approved by CAA on 9/30/21 and CGS on 11/16/21)

**Banner/Catalog Information (Coversheet)**

1. ☐ New Course or ☒ Revision of Existing Course
2. Course prefix and number: ☐ CMN 4921 A, B, D-F, H-M, O-Q, & T-Y ☐
3. Short title: ☐ Seminar in PR ☐
4. Long title: ☐ Seminar in Public Relations ☐
5. Hours per week: ☐ 2 Class ☐ 0 Lab ☐ 2 Credit
6. Terms: ☐ Fall ☐ Spring ☐ Summer ☒ On demand
7. Initial term: ☒ Fall ☐ Spring ☐ Summer Year: ☐ 2022 ☐
8. **Catalog course description:** This course is designed for senior students who are majors in public relations. It builds upon students' prior public relations knowledge and provides an in-depth examination of contemporary public relations topics and issues not ordinarily covered in existing public relations courses. Specific letter options may not be repeated for credit. A maximum of six hours of CMN 4921 special topics may count toward the Public Relations major.
9. **Course attributes:**  
  
General education component: ☐ N/A ☐  
  
☐ Cultural diversity ☐ Honors ☐ Writing centered ☐ Writing intensive ☐ Writing active  
  
☐ Department Capstone as Senior Seminar
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 ☐ Online Synchronous ☐ Online Asynchronous  
  
☐ 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:**  
☐ None ☐
12. **Equivalent course(s):** ☐ None ☐

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

**13. Prerequisite(s):** CMN 3965: Advanced 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:** 6

**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:** This course is currently set up to have qualifier letters of A, B, D, & E to designate different specific topics. Though these courses may be repeated once for credit, the new degree auditing system makes it difficult to track students who take different topics under the same qualifying letter. We therefore require more qualifiers to avoid repetition as we teach different topics. We are also adding online delivery of the course to help meet the needs of our students.
3. **Justifications for (answer N/A if not applicable)**  
Similarity to other courses: N/A  
Prerequisites: For the seminar format to be most effective students should have a strong background in the theoretical foundations and practical workings of public relations. After having completed CMN 3965 students will be far enough along in their major coursework to understand and engage with the topic areas being covered in the seminar. A working knowledge of public relations will enhance the students' experience in the course and provides information necessary to studying and analyzing the topics covered in the course.  
Co-requisites: N/A  
Enrollment restrictions: N/A  
Writing active, intensive, centered: N/A  
Capstone as Senior Seminar: 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: This course may be offered as an online course in response to increased demand for digitally delivered courses. Learning objectives will be the same as in-person offerings.

Instruction: Instructors will use a variety of online teaching methods and tools provided by the university's LMS and video conferencing tools. All instructors will have completed OCDi training or received an exemption based on equivalent qualifications.

Integrity: Students will be held accountable to all standards of academic integrity. Assignments will be checked for originality. Regular discussion posts, writing and assignments/activities ensure that the instructor can assess the students' progress, their understanding and level of engagement of the material.

Interaction: The instructor may communicate with students using a variety of channels, such as phone, chat, email, discussion boards, video conferencing, etc. Students will interact with each other on the discussion board, among others.

### **Model Syllabus (Part II)**

Please include the following information:

**1. Course number and title**

CMN 4921: Seminar in Public Relations

**2. Catalog description**

This course is designed for senior students who are majors in public relations. It builds upon students' prior public relations knowledge and provides an in-depth examination of contemporary public relations topics and issues not ordinarily covered in existing public relations courses. Specific letter options may not be repeated for credit. A maximum of six hours of CMN 4921 special topics may count toward the Public Relations major.

**3. Learning objectives.**

The following are a set of generalized course learning objectives that topics taught in this class should meet.

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

- Recall/recognize key public relations content/theory (addresses CT goals)
- Explain/summarize the role/effects on public relations/stakeholders through the application of the course content in practice (addresses CT goals)
- Critique public relations messages/programs according to the course content (addresses CT, WR, and SL goals, depending on the messages being critiqued)
- Apply theory to public relations practice (addresses CT goals)
- Generate/produce public relations messages based on course content (addresses WR goals)

The following are an example of specific course learning objectives derived from the general course learning objectives for a course in crisis communication.

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

1. Summarize contemporary crisis theories
  - Undergraduate learning goals: CT-2, CT-3
  - Graduate learning goals: Depth of content knowledge, Effective critical thinking and problem solving
2. Explain the role of crisis communication in contemporary society
  - Undergraduate learning goals: CT-2, CT-3, CT-5
  - Graduate learning goals: Effective critical thinking and problem solving, Effective oral and written communication
3. Explain strategies necessary for coping with uncertainty surrounding crisis
  - Undergraduate learning goals: CT-2, CT-3, CT-5
  - Graduate learning goals: Effective critical thinking and problem solving, Effective oral and written communication
4. Critique the use of crisis communication
  - Undergraduate learning goals: CT-2, CT-3, CT-4, WR-6, SL-7
  - Graduate learning goals: Effective critical thinking and problem solving, Effective oral and written communication
5. Generate crisis responses from multiple different theoretical perspectives
  - Undergraduate learning goals: WR-1, WR-2, WR-3, WR-4, RC-2
  - 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. Synthesize course content with contemporary public relations theory
  - 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.

Course readings will be provided based upon the content area of the course. Extra readings will be assigned to graduate students and provided through the LMS.

#### 5. Weekly outline of content.

The following is an example content outline for a course in Crisis Communication:

<u>Week</u>	<u>Topic</u>
Week 1	Class introduction
Week 2	Defining and understanding crisis
Week 3	Defining and understanding crisis communication
Week 4	Organizational legitimacy

Week 5	Crisis and reputation
Week 6	Instructing and adjusting information
Week 7	Apologia
Week 8	Image repair
Week 9	Situational Crisis Communication Theory
Week 10	Discourse of renewal
Week 11	Managing uncertainty
Week 12	Effective crisis communication techniques
Week 13	Crafting and executing apologies
Week 14	Crisis leadership
Week 15	Crisis evaluation
Week 16	Final Exam

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

The following are example assignments for a course in Crisis Communication.

### Undergraduate students:

Midterm exam	15%
Final exam	15%
Crisis response analysis papers (3)	30%
Crisis response project	20%
Crisis critique presentation (group)	20%

### Graduate students:

Midterm exam	15%
Final exam	15%
Crisis response analysis papers (3)	15%
Crisis response project	10%
Crisis critique presentation (group)	10%
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.**

The following are example correlations for a course in Crisis Communication.

	<b>Exams</b> (Undergrad: 30%) (Graduate: 30%)	<b>Crisis Response Analysis Papers</b> (Undergrad: 30%) (Graduate: 15%)	<b>Crisis Response Project</b> (Undergrad: 20%) (Graduate: 10%)	<b>Crisis Critique Presentation</b> (Undergrad: 20%) (Graduate: 10%)	<b>Research Paper</b> (Graduate: 35%)
Summarize contemporary crisis theories CT-2, CT-3	X	X			X
Explain the role of crisis communication in contemporary society CT-2, CT-3, CT-5	X	X		X	X
Explain strategies necessary for coping with uncertainty surrounding crisis CT-2, CT-3, CT-5		X	X	X	
Critique the use of crisis communication CT-2, CT-3, CT-4, WR-6, SL-7		X		X	
Generate crisis responses from multiple different theoretical perspectives WR-1, WR-2, WR-3, WR-4, RC-2			X		
Synthesize course content with contemporary public relations theory (graduate students only)					X

**Date approved by the department or school:** December 1, 2021

**Date approved by the college curriculum committee:** January 19, 2022

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

**Date approved by CAA:** 2/3/2022 **CGS:**