Eastern Illinois University
New/Revised Course Proposal Format
(Approved by CAA on 4/3/14 and CGS on 4/15/14, Effective Fall 2014)

Banner/Catalog Information (Coversheet)

1. ____New Course or __x___Revision of Existing Course

2. **Course prefix and number:** ____CMN 5700_____

3. **Short title:** _____Public Relations_____

4. **Long title:** _____Public Relations_____

5. **Hours per week:** _3__ Class   _0__ Lab   _3__ Credit

6. **Terms:** ___ Fall   ___ Spring   ___ Summer   _X__ On demand

7. **Initial term**: _X__ Fall   ___ Spring   ___ Summer   Year: _2022_____

8. **Catalog course description:** This course introduces students to key paradigms and areas of research within public relations scholarship. It further enhances graduate students' professional competencies by applying theories to contemporary public relations problems and challenges, and by examining the managerial and leadership roles public relations professionals play in diverse contexts.

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:

    _x__ Lecture   ___ Lab   ___ Lecture/lab combined   ___ Independent study/research

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

    Mode(s) of Delivery:

    _x__ Face to Face ___ Online Synchronous __x_ 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:**
    _N/A_____

12. **Equivalent course(s):** ____N/A_____

    a. Are students allowed to take equivalent course(s) for credit? ___ Yes ___No

13. **Prerequisite(s):** _____

a. **Can prerequisite be taken concurrently?** ___ Yes   ___ No

b. **Minimum grade required for the prerequisite course(s)?** _N/A__

c. **Use Banner coding to enforce prerequisite course(s)?** ___ Yes   ___ No

d. **Who may waive prerequisite(s)?**

   _X_ No one   ___ Chair   ___ Instructor   ___ Advisor   ___ Other (specify)

14. **Co-requisite(s):** ___N/A_____

15. **Enrollment restrictions**

    a. **Degrees, colleges, majors, levels, classes which <u>may</u> take the course:** _Graduate Students ___

    b. **Degrees, colleges, majors, levels, classes which may <u>not</u> take the course:** _Undergraduates___

16. **Repeat status:** __x_ 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:** _3__

18. **Grading methods:** _x__ Standard   ___ CR/NC   __ Audit   ___ ABC/NC

19. **Special grading provisions:**

    ___ Grade for course will <u>not</u> count in a student's grade point average.

    ___ Grade for course will <u>not</u> 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_____none_____

    Course Fee _x__No ___Yes, Explain if yes_____

21. **Community college transfer:**

    ___ A community college course may be judged equivalent.

    _x__ A community college may <u>not</u> be judged equivalent.

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

<u>Rationale, Justifications, and Assurances (Part I)</u>

1. ___Course is required for the major(s) of _____

   ___Course is required for the minor(s) of _____

   ___Course is required for the certificate program(s) of _____

_X__ Course is used as an elective _____

2. **Rationale for proposal**: The existing course proposal was outdated. This revision meets all current standards. In addition, we are adjusting the scope of the class to include more applied elements focused on increasing professional competence as many of our students aim to work as public relations managers. Graduate learning goals were also updated.

3. **Justifications for (answer N/A if not applicable)**

   Similarity to other courses: N/A

   Prerequisites: N/A

   Co-requisites: N/A

   Enrollment restrictions: This course is designed to provide advanced in-depth examination of theories and concepts suitable for students who are engaging in research at the graduate level.

   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: Although the course will primarily be offered face-to-face, it may be offered online from time to time for the Communication and Leadership degree, and the Graduate Certificate in Communication Processes. These two areas are growing exponentially, and online options are needed for these students.

   Instruction: All resources and activities will be available through the university learning management system. The system provides students with 24-hour online access to all course files, syllabus, PowerPoint files, media content, assignments, group activities, and discussion. Faculty assigned to teach the course will have completed OCDi training, or the equivalent.

   Integrity: Several mechanisms will be in place to ensure the integrity of the course. Any exams or quizzes will be administered through the learning management system and must be completed within a pre-determined time limit. Written assignments will be processed through anti-plagiarism software (such as Turnitin). Discussion boards will be monitored for accurate and original content.

   Interaction: The learning management system will be the required means to facilitate interaction between students, and between students and instructor. Discussion boards will be used extensively, as will video and/or audio PowerPoint presentations. Students will also facilitate using widely available interactive technology. While primarily asynchronous, faculty may choose to schedule synchronous meetings using the learning management system or equivalent.

Model Syllabus (Part II)

Please include the following information:

1. Course number and title: CMN 5700 Public Relations

2. Course description: This course introduces students to key paradigms and areas of research within public relations scholarship. It further enhances graduate students' professional competencies by applying theories to contemporary public relations problems and challenges and examining the managerial and leadership roles public relations professionals play in diverse contexts.

3. Learning objectives:
   Students will be able to:

   - understand and analyze key debates, paradigms and theories within public relations scholarship (GLG 1, 2, 3).
   - understand different managerial and public relations leadership roles and challenges in diverse contexts (GLG 1, 5).
   - apply key public relations theories and concepts to public relations problems and challenges (GLG 1,2,3,5).
   - evaluate and understand ethical standards for public relations practice (GLG 1, 2, 3, 5).
   - develop and complete a research project, proposal, or creative project that connects public relations theories and concepts with relevance to PR practice and/or scholarship (GLG 2, 3, 4).

4. Course Materials:

   - Brunner, B. (2019). Public Relations Theory: Application and Understanding. Wiley-Blackwell.
   - Gregory, A. & Willis, P. (2013). Public Relations Leadership. Routledge: London

5. Weekly outline of content.

Dates	Topics
Week 1	Introduction to class, what is public relations
Week 2	History of the PR Profession
Week 3	PR History Scholarship
Week 4	PR today – research and practice
Week 5	PR today – research and practice
Week 6	PR today – research and practice
Week 7	Ethics and values in PR leadership and practice

Week 8	Ethics and values in PR leadership and practice
Week 9	PR roles and careers
Week 10	Focus on application: Stakeholder & publics in public relations
Week 11	Focus on application: (Digital) media & social media in PR
Week 12	Focus on application: Crisis communication
Week 13	Focus on application: Crisis communication
Week 14	Focus on application: Activist PR
Week 15	Final Projects Workshop and Review Week
Week 16	Final Projects DUE

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

Weekly Discussion, Activities, and Participation	30%
Reflection Papers	35%
Final Project & Presentation	35%

7. Grading scale.
Letter grades will be assigned based on the following scale:

A = 100 – 90%
B = below 90 – 80%
C = below 80 - 70%
D = below 70 - 60%
F = below 60%

8. Correlation of learning objectives to assignments and evaluation.

Course Objective	Weekly Discussion, Activities, and Participation (30%)	Reflection Papers (35%)	Final Project & Presentation (35%)
Students will understand and analyze key debates, paradigms and theories within public relations scholarship (GLG 1, 2, 3).	X	X	X
Students will understand different managerial and public	X	X	X

relations leadership roles and challenges in diverse contexts (GLG 1, 5).			
Students will apply key public relations theories and concepts to public relations problems and challenges (GLG 1,2,3,5).	X	X	X
Students will evaluate and understand ethical standards for public relations practice (GLG 1, 2, 3, 5).	X	X	X
Students will develop and complete a research project, proposal, or creative project that connects public relations theories and concepts with relevance to PR practice and/or scholarship (GLG 1, 2, 3, 4).			X

Date approved by the department or school: February 9, 2022
Date approved by the college curriculum committee: March 2, 2022
Date approved by the Honors Council *(if this is an honors course):*
Date approved by CAA: CGS: