

**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 ☒ Revision of Existing Course
2. Course prefix and number:  CMN 5720
3. Short title:  Seminar in PR
4. Long title:  Seminar in Public Relations
5. Hours per week:  3  Class  0  Lab  3  Credit
6. Terms: ☐ Fall ☐ Spring ☐ Summer ☒ On demand
7. Initial term: ☒ Fall ☐ Spring ☐ Summer Year:  2022
8. **Catalog course description:** This seminar is a study of special topics in Public Relations. The course builds upon students' prior public relations knowledge and provides in-depth examination of contemporary public relations topics and issues not covered in the introductory graduate seminar on public relations. May be repeated once with a change in course content.

**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 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:**

N/A

**12. Equivalent course(s):**  N/A

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

**13. Prerequisite(s):** N/A

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)?

☐ No one ☐ Chair ☐ Instructor ☐ Advisor ☒ Other (Graduate Director)

14. Co-requisite(s): N/A

**15. Enrollment restrictions**

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

b. Degrees, colleges, majors, levels, classes which may not take the course: Undergraduates

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 ☐ none \_\_\_\_\_

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 \_\_\_\_\_

☐ 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 description was outdated, and no current course proposal is on file. This revision meets all current standards. 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 interactions 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 5720 Public Relations
2. Course Description: This seminar is a study of special topics in Public Relations. The course builds upon students' prior public relations knowledge and provides in-depth examination of contemporary public relations topics and issues not covered in the introductory graduate seminar on public relations. May be repeated once with a change in course content.
3. Learning objectives:
  - Understand key public relations research, content, and theories on the topic covered (GLG: 1, 2, 3).
  - Evaluate gaps in public relations scholarship on the topic covered (GLG 1, 2, 3).
  - Apply course content to contemporary public relations challenges and problems (GLG 1, 2, 3, 5).
  - Evaluate and analyze challenges for public relations practice regarding the covered topic (GLG 1, 2, 3, 5).
  - Create and complete a research project or proposal, or an applied creative project with relevance to PR practice and/or scholarship (GLG 2, 3, 4).
4. Course Materials:

Journal articles and other diverse sources available through Booth Library or shared on D2L (or other LMS).

5. Weekly outline of content.

Example of a Seminar in Public Relations focused on Activist PR and Crisis Communication

Dates	Topics
Week 1	Introduction to the Class
Week 2	Activist PR: Example Greenpeace
Week 3	Activist PR: Scholarship and Debates I
Week 4	Activist PR: Scholarship and Debates I
Week 5	Activist PR: Strategies and Tactics – Mobilizing Publics
Week 6	Activist PR: Strategies and Tactics – (Social) Media
Week 7	Causing Organizational Crises to Make Change: Activist Pressure on corporations
Week 8	Organizational Crisis Communication – What is a crisis? What is a paracrisis?

Week 9	Pre-Crisis Management: Prevention and Preparation
Week 10	Crisis Communication: Instructional Information, Adjusting Information and Image Restoration
Week 11	Crisis Communication: Re-legitimation and Organizational Apologia
Week 12	Situational Theory of Crisis Communication
Week 13	Social Media and Crisis Communication
Week 14	Post-crisis Communication and Renewal
Week 15	Connections between Crisis Communication and Activist PR Final Project Presentations I
Week 16	Final Projects and Project Presentations

**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.**

<b>Course Objective</b>	<b>Weekly Discussion, Activities, and Participation (30%)</b>	<b>Reflection Papers (35%)</b>	<b>Final Project &amp; Presentation (35%)</b>
Understand key public relations research, content, and theories on the topic covered (GLG: 1, 2, 3).	<b>X</b>	<b>X</b>	<b>X</b>
Evaluate gaps in public relations scholarship on the topic covered (GLG	<b>X</b>	<b>X</b>	<b>X</b>

1, 2, 3).			
Apply course content to contemporary public relations challenges and problems (GLG 1, 2, 3, 5).	<b>X</b>	<b>X</b>	<b>X</b>
Evaluate and analyze challenges for public relations practice regarding the covered topic (GLG 1, 2, 3, 5).	<b>X</b>	<b>X</b>	<b>X</b>
Create and complete a research project or proposal, or an applied creative project with relevance to PR practice and/or scholarship (GLG 2, 3, 4).			<b>X</b>

**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:**