

Eastern Illinois University
New Course Proposal

Agenda Item #15-137 Effective Fall 2016
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CMN 3020, Public Relations Research, Evaluation, and Measurement

Banner/Catalog Information (Coversheet)

1. ☒ **New Course** or ☐ **Revision of Existing Course**
2. **Course prefix and number:** CMN 3020
3. **Short title:** PR Research
4. **Long title:** Public Relations Research, Evaluation, and Measurement
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 surveys the major approaches to data collection and analysis found in the contemporary practice of public relations. It includes an examination of the primary qualitative and quantitative methods used in public relations and how practitioners use data to inform their strategic choices. The course provides students with the foundation necessary to understand public relations research and explains its importance in strategic message creation, monitoring public relations programs, and the evaluation of message effectiveness.

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): None

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

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

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: 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: ____

18. Grading methods: X 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 X No ____ Yes, Explain if yes _____

21. Community college transfer:

____ A community college course may be judged equivalent.

X 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. X 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
 X Course is used as an elective
2. **Rationale for proposal:** Today's public relations practitioners need to understand and interpret data in order to create effective messages. This occurs at the beginning of the PR process, such as when practitioners analyze stakeholder needs or examine public opinion in order to create the most effective message. Data analysis also occurs after a message/campaign/event has concluded to determine the effect of the public relations effort and determine how future messages can be produced more effectively and efficiently.
3. **Justifications for (answer N/A if not applicable)**
Similarity to other courses: N/A
Prerequisites: N/A
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: 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: Course content will be delivered online in a variety of media such as audio/visual recorded lectures, textual conversations, and multi-media components as appropriate and hosted on the University's online learning management system. The evaluation methods would differ from the face-to-face version of the course expanding the roles of the in-class activities, written analyses, and discussion board participation. All online instructors must complete OCDi training or the equivalent before teaching the course.
Integrity: Several mechanisms will be in place to ensure the integrity of the course. All exams and quizzes will be administered through the learning management system and must be completed within a pre-determined time limit. All written assignments will be submitted online using plagiarism

detecting software. Students will work with the instructor to agree upon project topics so the instructor may ensure the project is the student's original work.

Interaction: The course will rely on discussion board participation so students can simultaneously interact with each other and engage with the material and instructor. To encourage this interaction, discussion board participation is a crucial component of student grades. Instructors may hold virtual office hours so students may pose questions in real-time and ask for further clarification if needed. Instructors will regularly communicate with students through email and announcements via the learning management system.

Model Syllabus (Part II)

Please include the following information:

1. Course number and title
CMN 3020: Public Relations Research, Evaluation, and Measurement
2. Catalog description
This course surveys the major approaches to data collection and analysis found in the contemporary practice of public relations. It includes an examination of the primary qualitative and quantitative methods used in public relations and how practitioners use data to inform their strategic choices. The course provides students with the foundation necessary to understand public relations research and explains its importance in strategic message creation, monitoring public relations programs, and the evaluation of message effectiveness.
3. Learning objectives.

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

- Summarize the basic concepts and methods of public relations research (CT-2, CT-3, QR-3)
- Explain the contexts and uses of research in public relations (CT-2, CT-3, QR-5)
- Explain the importance and necessity of research in creating public relations messages and programs (CT-2, CT-3, QR-4, QR-5)
- Recognize the ethical issues surrounding public relations research (CT-2, RC-2)
- Critique public relations efforts according to sound research methodology (CT-2, CT-3, CT-5, QR-3, QR-4)
- Design research and evaluation programs for public relations efforts (CT-6, WR-1, WR-2, WR-3, QR-2, QR-3, QR-5)

4. Course materials.

Stacks, D.W. (2011). *Primer of public relations research* (2nd Edition). New York: Guilford Press.

5. Weekly outline of content. (* The online version of the course will maintain student engagement equivalent to 37.5 hours per semester credit hour, including synchronous and asynchronous instructional time and out-of-class work.)

<u>Week</u>	<u>Topic</u>
Week 1	Class introduction <ul style="list-style-type: none"> • Class expectations • Understand public relations implications of research
Week 2	Management of research in public relations <ul style="list-style-type: none"> • Programmatic research • Best practices
Week 3	Types of public relations evaluations
Week 4	Measuring outcomes <ul style="list-style-type: none"> • Measurement scales
Week 5	Descriptive statistical reasoning <ul style="list-style-type: none"> • Measurement levels • Descriptive statistics
Week 6	Ethical concerns in public relations research <ul style="list-style-type: none"> • Data ownership • Research ethics
Week 7	Qualitative – content analysis
Week 8	Qualitative – historical and secondary research
Week 9	Qualitative – case studies
Week 10	Qualitative – observation
Week 11	Quantitative – sampling messages and people
Week 12	Quantitative – surveys and polls
Week 13	Quantitative – experiments
Week 14	Quantitative – statistical reasoning
Week 15	Writing the final research report
Week 16	Final Exam

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

Exam 1	15%
Exam 2	15%
Final exam	20%
Qualitative research practice	10%
Quantitative research practice	10%
Research design proposal	20%
Class activities	10%

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 (50% total)	Research Practices (20% total)	Class Activities (10%)	Research Design Proposal (20%)
Summarize the basic concepts and methods of public relations research (CT-2, CT-3, QR-3)	X		X	
Explain the contexts and uses of research in public relations (CT-2, CT-3, QR-5)	X	X	X	X
Explain the importance and necessity of research in creating public relations messages and programs (CT-2, CT-3, QR-4, QR-5)	X	X		X
Recognize the ethical issues surrounding public relations research (CT-2, RC-2)	X	X		
Critique public relations efforts according to sound research methodology (CT-2, CT-3, CT-5, QR-3, QR-4)		X	X	
Design research and evaluation programs for public relations efforts (CT-6, WR-1, WR-2, WR-3, QR-2, QR-3, QR-5)			X	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: Not Applicable