

Eastern Illinois University
New Course Proposal

Agenda Item #15-139 Effective Fall 2016
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CMN 3965, Advanced Public Relations Writing and Production

Banner/Catalog Information (Coversheet)

1. ☒ **New Course** or ☐ **Revision of Existing Course**
2. **Course prefix and number:** CMN 3965
3. **Short title:** Advanced PR Writing
4. **Long title:** Advanced Public Relations Writing and Production
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

Catalog course description:

This class focuses on the strategic management of multiple organizational communication channels and the production of written content across different platforms. Students learn how to manage, produce, and coordinate written content and how to engage internal and external stakeholders using a variety of communication channels (off- and online) available to non- and for-profit organizations. WI.

8. Course attributes:

General education component: _____

☐ Cultural diversity ☐ Honors ☐ Writing centered ☒ Writing intensive ☐ Writing active

9. 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 _____

10. Course(s) to be deleted from the catalog once this course is approved. None

11. **Equivalent course(s):** None

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

12. **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)? X Yes No

d. Who may waive prerequisite(s)?

 No one X Chair X Instructor Advisor Other (specify)

13. Co-requisite(s): None

14. 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

15. Repeat status: X May not be repeated May be repeated once with credit

16. Enter the limit, if any, on hours which may be applied to a major or minor:

17. Grading methods: X Standard CR/NC Audit ABC/NC

18. 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: _____

19. Additional costs to students:

Supplemental Materials or Software _____

Course Fee X No Yes, Explain if yes _____

20. 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:** This course is necessary for public relations majors. Crafting messages and creating informative, persuasive, and community-building content across different platforms is at the heart of contemporary public relations. This course builds on students' knowledge of public relations writing acquired in CMN 3960 and introduces them to strategically managing, creating and coordinating content for various organizational communication channels. It is important for students to gain these advanced skills if they are going to be successful in the job market upon graduation.
3. **Justifications for (answer N/A if not applicable)**
Similarity to other courses: N/A
Prerequisites: This course uses the basic public relations writing tactics introduced in CMN 3960 as a starting point for students to understand more advanced techniques and the strategic management of multiple communication channels.
Co-requisites: N/A
Enrollment restrictions: N/A
Writing active, intensive, centered: The class focuses on advanced writing techniques and strategies in public relations; at least 35% of the grade is based on writing assignments. Students will also be provided the opportunity to revise at least one writing assignment.
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 3965: Advanced Public Relations Writing and Production

2. Catalog description

This class focuses on the strategic management of multiple organizational communication channels and the production of content across different platforms. Students learn how to manage, produce, and coordinate content and how to engage internal and external stakeholders using a variety of different communication channels (off- and online) available to non- and for-profit organizations. WI.

3. Learning objectives

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

- a) Explain and critique the use of media/communication channels by for- and non-profit organizations (CT-5, RC-2)
- b) Generate and interpret strategic goals and objectives for the management and coordination of an organization's internal and external communication channels and publications (CT-3, CT-6, RC-4)
- c) Produce and critique engaging content for internal and external stakeholders across multiple communication channels (CT-4, CT-5, WR-1, WR-3, WR-4, WR-5, WR-7, QR-5, RC-2, RC-4)
- d) Facilitate and critique mediated stakeholder dialogue and discussions. (WR-1, WR-2, WR-4, WR-5, WR-6, CT-1, CT-3, CT-5, CT-6, RC-1, RC-2, RC-4)

4. Course materials.

Due to new media shifting constantly, the innovative nature of the class content, and the advanced writing focus, readings will be provided via the LMS.

5. Weekly outline of content.

Week 1	Introduction to the class Contemporary communicative challenges and possibilities for organizations
Week 2	Evolution and convergence of communication channels Blurring boundaries: Auto-communication
Week 3	PR 2.0: Principles of social- and multimedia communication & management
Week 4	Strategies and objectives for the management of multiple communication channels
Week 5	Producing content for internal communication channels Newsletters & Intranets
Week 6	Producing content across platforms for internal stakeholders Employee profiles Communicating change
Week 7	Facilitating and moderating mediated discussions among internal stakeholders Strategies of engagement

	Strategies of facilitation
Week 8	Managing public organizational communication channels Website & social media platforms Digital newsroom
Week 9	Producing content for public communication across platforms Annual reports (for-profit) Product launch (for-profit)
Week 10	Producing content for public communication across platforms Fundraisers (non-profit) Mobilizing for action (non-profits)
Week 11	Managing stakeholder comments on social media platforms Going mobile: Adapting content to different mobile devices
Week 12	Social media metrics/Evaluation & Monitoring
Week 13	Social media metrics/Evaluation & Monitoring Responding to crises
Week 14	Responding to crises
Week 15	Campaign presentations
Week 16	Final exam

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

Strategic public relations concepts

e.g., Internal newsletter concept	5 %
e.g., Social media channel concept	10 %

Public relations writing assignments

Internal newsletter	10 %
Cross-platform feature story	15 %
Responding to stakeholder complaints and comments on social media	5 %
Online discussion facilitation	5 %
Cross-platform fundraiser - PR campaign	15 %

Exams

Midterm exam	5 %
Final exam	10 %

Participation & Activities	10%
Homework & Preparation	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.

	Strategic Concepts (15%)	PR Writing Assignments (50%)	Exams (15%)	Participation & Activities (10%)	Homework & Preparation (10%)
Explain and critique the use of media/communication channels by for- and non-profit organizations (CT-5, RC-2)	X		X	X	X
Generate and interpret strategic goals and objectives for the management and coordination of an organization's internal and external communication channels and publications (CT-3, CT-6, RC-4)	X	X	X	X	X
Produce and critique engaging content for internal and external stakeholders across multiple communication channels (CT-4, CT-5, WR-1, WR-3, WR-4, WR-5, WR-7, QR-5, RC-2, RC-4)		X	X	X	X
Facilitate and critique mediated stakeholder dialogue and discussions. (WR-1, WR-2, WR-4, WR-5, WR-6, CT-1, CT-3, CT-5, CT-6, RC-1, RC-2, RC-4)	X	X	X	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