

Eastern Illinois University
New Course Proposal
CMN 4921A, B, D, E: Seminar in Public Relations

Agenda Item #15-46
Effective: Fall 2016

Banner/Catalog Information (Coversheet)

1. **New Course** or **Revision of Existing Course**
2. **Course prefix and number:** CMN 4921 (A, B, D, E) _____
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: 2016 _____

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. Topics to be announced. May be repeated for credit with topic change.

8. Course attributes:

General education component: N/A _____

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 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)

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: 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: 6

17. Grading methods: 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 No Yes, Explain if yes _____

20. 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 designed to meet the needs of students in the public relations major. The course provides a capstone experience that will allow students to explore topic areas and emerging issues in the field with considerably more depth than can be covered in other content courses. The flexibility of the seminar format is desirable and necessary for a dynamic field such as public relations. Students are best served by a capstone experience that can address contemporary issues facing public relations, such as social media's rise in importance to the field, while also being flexible enough to encompass areas of student interest in the field, such as crisis communication or non-profit public relations.

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

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 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. Topics to be announced. May be repeated once for credit with topic change.

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 will be able to:

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.

	Exams (Undergrad: 30%) (Graduate: 30%)	Crisis Response Analysis Papers (Undergrad: 30%) (Graduate: 15%)	Crisis Response Project (Undergrad: 20%) (Graduate: 10%)	Crisis Critique Presentation (Undergrad: 20%) (Graduate: 10%)	Research Paper (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			X		

WR-1, WR-2, WR-3, WR-4, RC-2					
Synthesize course content with contemporary public relations theory (graduate students only)					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: 11/17/2015