

UNIVERSITY OF ARKANSAS AT PINE BLUFF

COURSE CHANGE REQUEST FORM

(Please use a separate form for each course. Submit the original form to the chair of the Academic Affairs and Educational Policies Committee. Submit one copy of the request to EACH member of the Academic Affairs and Educational Policies Committee).

1. School: Arts and Science Department: English, Theatre and Mass Communications

2. Code: MCOM Course Number: 3320 Title: Introduction to Public Relations

3. Course description exactly as it is to appear in the catalog: (LIMIT DESCRIPTION TO 100 WORDS OR LESS).

A study of the profession of public relations, including historical, legal, ethical, and theoretical underpinnings of the field and an examination of the wide range of career opportunities available to PR practitioners.

4. Course Objectives:

- ❖ To learn the role and functions of public relations in contemporary society and in the global economy.
- ❖ To develop an understanding of the basic principles involved in the public relations Process, including research, planning, communication, and evaluation.
- ❖ To gain practical experience in using communication strategies to achieve organizational objectives.
- ❖ To learn practical guidelines for utilizing, spoken, and visual techniques.
- ❖ To understand public relations activities in firms, corporations, social agencies, trade organizations, government, education, non-profits, sports and entertainment.
- ❖ To learn historical evolution of public relations and future directions for career opportunities in the field.
- ❖ To learn basic theories of communication/persuasion and how to apply them to specific PR situations.

5. Recommended textbook(s) or text materials:

Sietel, F. P. (2014). The Practice of Public Relations (13th ed.). New Jersey, Prentice Hall.

6. Prerequisites (if any): None.

Justification for a Course Title and Description Change

Public Relations

MCOM 3320

Old Course Title:

Public Relations

Old Description:

Application of public relations skill in supervised assignments or projects with the University public relations office or other acceptable agencies.

New Course Title:

Introduction to Public Relations

New Course Description:

A study of the profession of public relations, including historical, legal, ethical, and theoretical underpinnings of the field and an examination of the wide range of career opportunities available to PR practitioners.

Justification:

We propose to change the title of the course from Public Relations to Introduction to Public Relations. We also propose a corresponding change to the current course description for Public Relations (MCOM 3320). With the change, we consider this course will serve as an introductory course, teaching students essential elements of a strong education in public relations. In the past, this course has been taught with different course content, ranging from basic skills to cases and strategies, although the latter subjects should be dealt with in more advanced service-learning type of courses. As a result, we propose a replacement of the current Public Relations course title and description with the proposed ones while proposing a separate course to cover cases and strategies. The course number will be the same to avoid a duplication of the old course.

This course is required for PR Option and introduces students to the field of public relations and provides a foundational knowledge of public relations functions, key principles, ethical issues, and the historical background of the role of PR professionals and institutions of the public relations in shaping communication. This course will be part of the new Multimedia Communications degree with a Public Relations Option. This serves as a foundation course for the degree because it not only teaches fundamentals of the field but also satisfies the ACEJMC's accreditation standard.

7. Course Duplication: Is this course similar in content to present offerings in other departments of the University? If yes, explain. No.
8. Justification: Make the justification specific in terms of the need, clientele to be served, the contribution the course makes to a specific degree program, how those needs have been met in the past, and courses to be dropped or replaced by the course requested.
(LIMIT STATEMENT TO 250 WORDS OR LESS).

We propose to change the current course title and course description for Public Relations (MCOM 3320). In the past, this course has been taught with different course content, ranging from basic skills to cases and strategies, although the latter subjects should be dealt with in a more advanced course. As a result, we propose a replacement of the current Public Relations course title and description with the proposed ones while proposing a separate course to cover cases and strategies. The course number will be the same to avoid a duplication of the old course.

This course is required for PR Option and introduces students to the field of public relations and provides a foundational knowledge of public relations functions, key principles, ethical issues, and the historical background of the role of PR professionals and institutions of the public relations in shaping communication. This course will be part of the new Multimedia Communications degree with a Public Relations Option. This serves as a foundation course for the degree because it not only teaches fundamentals of the field but also satisfies the ACEJMC's accreditation standard.

9. Justification for course numbering (freshman, sophomore, junior, senior): Junior Level Course.
This is an introduction course for students majoring in Public Relations after their sophomore year.

10. Prospective instructor: Dr. Nokon Heo

11. When will the course first be offered? Fall, 2017

12. How often will the course be offered? During the Fall Semester

13. Submitted by: Dr. Nokon Heo November 16, 2016
Date

14. Approved by: Douglas Robillard 3/8/17
Department Curriculum Committee (Chair) Date

15. Approved by: Paul H. 2 3/8/17
Department Chair Date

16. Approved by: Andrea Stewart 3/9/17
Dean of School Date

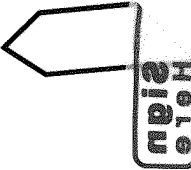
17. Approved by: _____
Teacher Education Committee (Chair) Date

18. Approved by: Terma R. Jones 3/13/17
Academic Affairs and Educational Policies Committee (Chair) Date

19. Approved by: Jacquelyn W. McCray 4-3-17
Vice Chancellor for Academic Affairs Date

20. Approved by: _____
Faculty/Staff Senate President Date

21. Approved by: _____
Chancellor Date



COURSE SYLLABUS

University of Arkansas at Pine Bluff
School of Arts and Sciences
Department of Mass Communications

Course Prefix and Number: MCOM 3320

Course Title: **Introduction to Public Relations**

Credit: 3

Instructor: Nokon Heo

Office Location: Room 239, Dawson-Hicks

Office Hours: 10-11 & 3-4, M-F

Telephone: 870-575-8802

E-Mail: heon@uapb.edu

COURSE DESCRIPTION:

A study of the profession of public relations, including historical, legal, ethical, and theoretical underpinnings of the field and an examination of the wide range of career opportunities available to PR practitioners.

TEXTS, READINGS, AND INSTRUCTIONAL RESOURCES:

Sietel, F. P. (2014). *The Practice of Public Relations* (13th ed.). New Jersey, Prentice Hall.

COURSE OBJECTIVES/LEARNER OUTCOMES:

Upon completion of this course, the candidate will be able to:

- ❖ To learn the role and functions of public relations in contemporary society and in the global economy.
- ❖ To develop an understanding of the basic principles involved in the public relations Process, including research, planning, communication, and evaluation.
- ❖ To gain practical experience in using communication strategies to achieve organizational objectives.
- ❖ To learn practical guidelines for utilizing, spoken, and visual techniques.
- ❖ To understand public relations activities in firms, corporations, social agencies, trade organizations, government, education, non-profits, sports and entertainment.
- ❖ To learn historical evolution of public relations and future directions for career opportunities in the field.
- ❖ To learn basic theories of communication/persuasion and how to apply them to specific PR situations.

Course Outline:

Week	Content	Readings
1	Introduction to Course/PR	Ch. 1

	What is Public Relations Anyway?	
2	The History and Growth of Public Relations	Ch. 2
3	Communication	Ch. 3
4	Public Opinion	Ch. 4
5	Management <i>Exam 1</i>	Ch. 5
6	Ethics	Ch. 6
7	The Law	Ch. 7
8	Media Relations	Ch. 9
9	Employee Relations <i>Exam 2</i>	Ch. 10
10	Community Relations	Ch. 11
11	Government Relations	Ch. 12
12	Consumer Relations	Ch. 13
13	International Relations	Ch. 14
14	Public Relations Writing	Ch. 15
15	Crisis Management	Ch. 16
16	<i>Final Exam As Scheduled</i>	

COURSE CONTENT/ASSIGNMENTS/ASSESSMENTS:

Persuasive Campaigns
Public Relations Process
Planning
Implementation
Evaluation
Logistics
Media Channels

GRADING:

Grading is based on the course assessments outlined above. All students will receive a mid-term grade for the course; however, students should note that the grade he or she receives on his or her grade report is only an **indication** of his or her progress in the course at that time and in no way reflects what his or her final grade will be. The mid-term grade carries **no** weight in the determination of the final grade and may be higher **or** lower than the final grade depending on the number of assignments that have been actually received **and** evaluated by the instructor at the time mid-term grades are due. In addition, students will be informed of the grade he or she makes on each individual writing assignment, quizzes, and tests after a 14-day span of the deadline or the assignment, test, and quiz date.

GRADING SCALE:

Final letter grades will be determined by the total points scored from the above items and will be assigned based on the following criteria:

<u>Percent</u>	<u>Letter Grade</u>
900-1000	A (Excellent)
800-890	B (Good)
700-790	C (Fair)
600-690	D (Poor)
590 or lower	F (Failure)
	UF (Unofficial Withdrawal/Failure)
	I (Incomplete with prior approval)

The midterm grade is no more than a progress report. It is neither an indicator of the final grade nor a portion of the final grade.

FINAL EXAMINATION

THE FINAL EXAMINATION WILL BE ADMINISTERED ACCORDING TO THE FINAL EXAMINATION SCHEDULE. NO EXCEPTIONS WILL BE MADE,)

WEB SITES AND ADDITIONAL RESOURCES:

Please utilize the Viralene J. Coleman Computerized Writing Center. It is located in Corbin Hall, Room 105. The telephone number is 870-575-8696.

UAPB Writing Center: www.uapbwriting.org

UAPB Writing Center Email: writingcenter@uapb.edu

John Brown Watson Memorial Library
870-575-8415

STUDENTS WITH DISABILITIES:

It is the policy of the University of Arkansas at Pine Bluff to accommodate students with disabilities, pursuant to federal and state law. Any disabled student who needs accommodation, for example, in seating placement or in arrangements for examinations, should inform the instructor at the beginning of the course. The Chair of the department offering this course is also available to assist with accommodations. Disabled students are also encouraged to contact Mr. Michael Bumpers in the Office of Disabled Student Services, which is located in the Caldwell Hall, Room 202, or by telephone at 575-8293.

CLASS ATTENDANCE STATEMENT:

1. Attendance is the responsibility of the student. Students are expected to regularly attend all classes in which they are enrolled.
2. Instructors will provide each student with the attendance requirements in writing, either in the course syllabus or in a separate handout, and verbally explain them to students the first day of class.
3. The student is responsible for informing instructors in advance when an absence will occur. If this is not possible, it is the responsibility of the student to contact the instructor as soon as possible.

4. For school-sanctioned events such as field trips, band, choir, athletics and similar events, the coordinator of the event should send a letter to the Vice Chancellor of Academic Affairs seeking approval for the respective students to be absent from classes for the event. The letter should identify the type of event for which excused absences are being requested and include a listing of all student participants.

Following approval, the list and the letter of request with the Vice-Chancellor's approval should be presented by all student participants to their respective instructors. The Coordinator of the event will submit a copy of the approved letter and the list of student participants to the Dean of Students' Office where it will be kept on record.

5. The Dean of Students will notify instructors when a student is absent three days or longer due to an illness or other issue. This courtesy memo does not alter the instructor's attendance policies, excuse the student from policy #3 above, nor does it constitute an excused absence. Rather, it is documentation of the absence.
6. Class participation may be used, at the instructor's discretion, as a factor in determining a student's final grade for the course.

CENSUS PERIOD:

Students who do not attend class at least one time during the first 11 days of the fall and spring semesters, or the first 5 days of a summer session, will be administratively dropped from the course for non-attendance.

TECHNOLOGY INTEGRATION:

Students are required to have the Group Me app. We communicate via Group Me for class assignments, events, etc. Each student enrolled in this class must have an e-mail account opened through the university or the student may use personal e-mail accounts. One class period will be set aside for instructions on how to use the Internet. Technology has become a vast resource for teachers and education professionals. You will learn how to access and retrieve information from the Internet as an additional resource for achieving the goals and objectives of this course. In addition, students will employ techniques and strategies of various media production of classroom materials including PowerPoint.

DIVERSITY INTEGRATION:

The Department of English, Theatre and Mass Communications prepares students to use the English language effectively and efficiently and to interpret and appreciate the human condition through the study of composition and literature. In addition, the department expects its majors to engage in research that will contribute to the body of knowledge about the use of the English language and the critical interpretation of literary texts.

Course Assignments

Campaign case-study presentation (30 pts)

Students will select a campaign from the last decade to present to the class. This presentation should describe the campaign and give take away points in under nine minutes. See full assignment directions online.

OTHER POLICIES:

Academic Dishonesty:

Please make sure you read the UAPB policies on academic misconduct published in the UAPB Student Handbook. All your work must be your own, unless peer collaboration is authorized. Presenting as one's own words, ideas, or expression of another in any form is cheating through plagiarism, and will not be tolerated. If you use any words ideas that are not your own, you must cite all relevant sources using an appropriate format. If you use any Internet sources, you must cite the author and website used. Ignorance of the policies is never considered an excuse for academic misconduct. Possible penalties can include failure in this course, revocation of funding, and/or even expulsion from the university. Examples of academic misconduct include, but are not limited to:

- 1) Violation of course rules as specified in this course syllabus or other information provided by the instructor.
- 2) Providing and using unauthorized assistance on individual assignments.
- 3) Providing or receiving information during examinations, i.e., cheating.
- 4) Plagiarism, including the use of information from any sources that are not credited.
- 5) Altering the earned grades or credits.
- 6) Failing to report incidents of academic misconduct.

In short, don't cheat on exams, plagiarize, falsify data, submit the same work for two different classes or copy the work of another student.

Tentative Nature of this Syllabus:

The syllabus represents a contract in the course works. In some circumstances, events that occur over the semester may require me to modify the course and thereby the syllabus. For example, policies, deadlines, topics to be covered, etc. In the event I need to do so, I will announce the modifications in class. Students are responsible for any changes to this syllabus.

Office Hours and Individual Meetings:

Please feel free to contact or see me any time you have problems, questions, concerns or difficulties relating to the course material, assignments, or exams. I will be happy to work with you either during my office hours or at mutually convenient time.

Cell Phone Policy:

There is nothing more distracting than a cell phone ring during lectures, quizzes, and exams. Therefore, all students are advised to silence their cell phones during the entire class period. Receiving and making calls or text messages during the class period is an overt act of selfishness. **Your instructor reserves the right to dismiss from the class any student who repeatedly ignores this policy. Your cell phone must be stowed in an out of sight location (inconspicuous place) and is not allowed to be on the desktop.**