

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: 3355 Title: PR Techniques
3. Course description exactly as it is to appear in the catalog: (LIMIT DESCRIPTION TO 100 WORDS OR LESS).

A study of the public relations techniques, strategies, and tactics commonly used to conceptualize, design, produce, and manage various print and digital media campaigns. This intermediate-level course combines real-life cases with core theoretical ideas to help students relate theory to the actual practice of the profession. Special emphasis is placed the application of various techniques to digital media, such as blogs and social media.

Prerequisite: MCOM 3320, Introduction to Public Relations.

4. Course Objectives:

- ❖ To obtain practical experience in Public Relations through field experience.
- ❖ To use skills obtained through classroom & field assignment to design one's own personal PR campaign.
- ❖ To introduce a variety of techniques and tactics used by public relations practitioners in the performance of their duties and responsibilities.
- ❖ To identify issues and trends that shape and will continue to shape the practice of public relations in the present and in the future.

5. Recommended textbook(s) or text materials:

PR Style Guide. 3rd Edition

6. Prerequisites (if any): MCOM 3320
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).

Justification for a Course Description Change

Public Relations
MCOM 3355

Old Description:

Examination of the skills and techniques used in the practice of public relations. Particular attention is given to writing for public relations, copy dissemination, media use and network design. Prerequisite: MCOM 2300.

New Course Description:

A study of the public relations techniques, strategies, and tactics commonly used to conceptualize, design, produce, and manage various print and digital media campaigns. This intermediate-level course combines real-life cases with core theoretical ideas to help students relate theory to the actual practice of the profession. Special emphasis is placed the application of various techniques to digital media, such as blogs and social media. Prerequisite: MCOM 3320, Introduction to Public Relations.

Justification:

We propose to change the current course description for PR Techniques because the old catalog description is too broad and does not include the role of social media in contemporary public relations. We believe the proposed course description emphasizes the skill sand techniques that are implemented in contemporary media outlets, such as social media or other Internet-based PR campaigns.

This is a required course for public relations majors and minors. Popular skills students will learn include news conferences, news lists, media pitches, blogs, and social media applications. This course satisfies the ACEJMC's accreditation standard.

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9. Justification for course numbering (freshman, sophomore, junior, senior): Junior Level Course.
This is a core 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? Spring, 2017

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

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

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

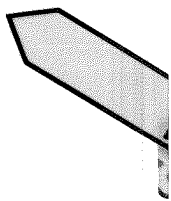
15. Approved by: Paul H. [Signature] 3/8/17
Department Chair Date

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

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

18. Approved by: Terma K. 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: **PR 3355**
Course Title: **Public Relations Techniques**
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 public relations techniques, strategies, and tactics commonly used to conceptualize, design, produce, and manage various print and digital media campaigns. This intermediate-level course combines real-life cases with core theoretical ideas to help students relate theory to the actual practice of the profession. Special emphasis is placed the application of various techniques to digital media, such as blogs and social media.

COURSE PREREQUISITES:

MCOM 3320

TEXTS, READINGS, AND INSTRUCTIONAL RESOURCES:

PR Style Guide. 3rd Edition

ADDITIONAL READING AND INSTRUCTIONAL RESOURCES

Gibaldi, Joseph. *MLA Handbook for Writers of Research Papers*. 6th ed. New York: Modern Language Association of America, 2003.

The Purdue Online Writing Lab (OWL) <http://owl.english.purdue.edu/>

COURSE OBJECTIVES/LEARNER OUTCOMES:

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

- ❖ obtain practical experience in public relations through field experience.
- ❖ use skills obtained through classroom & field assignment to design one's own personal PR campaign.
- ❖ introduce a variety of techniques and tactics used by public relations practitioners in the performance of their duties and responsibilities.
- ❖ identify issues and trends that shape and will continue to shape the practice of public relations in the present and in the future.

COURSE OUTLINE:

Jan. 11	Introductions & Overview
Jan. 18	Chapters 1 & 2
Jan. 25	Chapters 3 & 4
Feb. 1	Chapters 5 & 6
Feb. 8	Chapters 7 & 8 & Last week to secure Field Site
Feb. 15	Chapters 9 & 10
Feb. 22	Field assignment
Feb. 29	Field assignment
Mar. 7	Field assignment
Mar. 14	Field assignment due for Oral Presentation (Dress professionally)
Mar. 21	Spring Break & begin final project
Mar. 28	Chapters 11-13
Apr. 4	Chapters 14 & 15
Apr. 11	Rough draft for final project
Apr. 18	Final project due (Dress professionally)
Apr. 20	Expo for Final Projects
Apr. 27	Final Projects (one on one Press Kit evaluation/grading)
April 29	Last day of instruction

Please read chapters and take notes prior to class. Quizzes are subject at any time over material covered in class or assigned. Presentations boards will be required for both oral assignments, please purchase yours as soon as possible.

GRADING POLICY

Students will receive a final grade of A, B, C, D or F.

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>
90-100	A (Excellent)
80-89	B (Good)
70-79	C (Fair)
60-69	D (Poor)
59 or lower	F (Failure)
	UF (Unofficial Withdrawal/Failure)
	I (Incomplete with prior approval)

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.

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.