

UNIVERSITY OF ARKANSAS AT PINE BLUFF

NEW COURSE 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: 3356 Title: Writing for Public Relations
3. Course description exactly as it is to appear in the catalog: (LIMIT DESCRIPTION TO 100 WORDS OR LESS).

An examination of writing skills used for production of public relations materials for television, radio, and social media, including news releases, fact sheets, media kits, advertising copy, fund-raising letters, grant proposals, speeches, and other promotional copies.

Prerequisites: MCOM 3320, Introduction to Public Relations; MCOM 3355, Public Relations Techniques.

4. Course Objectives:

- ❖ To be able to write clear, concise copy that is accurate and logically organized.
- ❖ To write with correct grammar, spelling and punctuation.
- ❖ To analyze news, trends, and emerging issues with an eye toward potential public relations implications.
- ❖ Develop key messages and tailor them to specific audiences and organizational objectives.
- ❖ To gain through research the background knowledge necessary to find and use reliable sources of information.
- ❖ To effectively tailor content for multimedia platforms and communication methods.
- ❖ To apply reasoning, critical thinking, persuasion and creativity as you move through the writing and editing process.
- ❖ To interview skillfully and to utilize relevant contributions from various sources.
- ❖ To use basic information in different formats.
- ❖ To develop a final portfolio suitable for a professional job interview.

5. Recommended textbook(s) or text materials:

Wilcox, D. L. (2013). *Public Relations Writing and Media Techniques* (7th ed.). Pearson, New York.

6. Prerequisites (if any): MCOM 3320, MCOM 3355.

Justification for a Course Proposal

Public Relations

Proposed Course Number: 3356

Proposed Course Title: Writing for Public Relations

Proposed Course Description:

An examination of writing skills used for production of public relations materials for television, radio, and social media, including news releases, fact sheets, media kits, advertising copy, fund-raising letters, grant proposals, speeches, and other promotional copies.

Prerequisites: MCOM 3320, Introduction to Public Relations; MCOM 3355, Public Relations Techniques.

Justification:

This course will be part of the new Multimedia Communications Option with a Public Relations Option in which students will be exposed to both instruction and writing practice designed to develop the professional-level communication skills expected of public relations practitioners. This is a foundation course for the degree because we believe that effective PR writing is essential to successful messaging strategies. This course also meets the program accreditation required for ACEJMC.

7. Course Duplication: Is this course similar in content to present offerings in other departments of the University? If yes, explain.
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).

This course will be part of the new Multimedia Communications Option with a Public Relations Option in which students will be exposed to both instruction and writing practice designed to develop the professional-level communication skills expected of public relations practitioners. This is a foundation course for the degree because we believe that effective PR writing is essential to successful messaging strategies. This course also meets the program accreditation required for ACEJMC.

9. Justification for course numbering (freshman, sophomore, junior, senior):
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. J.* 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: Verma R. Jones 3/13/17
Academic Affairs and Educational Policies Committee (Chair) Date

19. Approved by: Jacquelyn W. McCoy 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 3356**
Course Title: **Writing for 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:

An examination of writing skills used for production of public relations materials for television, radio, and social media, including news releases, fact sheets, media kits, advertising copy, fund-raising letters, grant proposals, speeches, and other promotional copies.

COURSE PREREQUISITES:

MCOM 3320

TEXTS, READINGS, AND INSTRUCTIONAL RESOURCES:

Wilcox, D. L. (2013). *Public Relations Writing and Media Techniques* (7th ed.). Pearson, New York.

COURSE OBJECTIVES/LEARNER OUTCOMES:

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

- ❖ To be able to write clear, concise copy that is accurate and logically organized.
- ❖ To write with correct grammar, spelling and punctuation.
- ❖ To analyze news, trends, and emerging issues with an eye toward potential public relations implications.
- ❖ Develop key messages and tailor them to specific audiences and organizational objectives.
- ❖ To gain through research the background knowledge necessary to find and use reliable sources of information.
- ❖ To effectively tailor content for multimedia platforms and communication methods.
- ❖ To apply reasoning, critical thinking, persuasion and creativity as you move through the writing and editing process.
- ❖ To interview skillfully and to utilize relevant contributions from various sources.

- ❖ To use basic information in different formats.
- ❖ To develop a final portfolio suitable for a professional job interview.

Course Outline:

Week	Content	Readings
1	Introduction to the Course "Getting Organized for Writing"	Ch. 1
2	"Becoming a Persuasive Writer"	Ch. 2
3	"Finding News"	Ch. 3
4	"Getting Along with Journalists and Bloggers" <i>Exam 1</i>	Ch. 4
5	"Writing the News Release"	Ch. 5
6	"Preparing Fact Sheets, Advisories, Media Kits, and Pitches"	Ch. 6
7	"Creating News Features and Op-Ed"	Ch. 7
8	"Selecting Publicity Photos and Graphics" <i>Exam 2</i>	Ch. 8
9	"Radio, TV, and Online Video"	Ch. 9
10	"Distributing News to the Media"	Ch. 10
11	"Avoiding Legal Hassles"	Ch. 11
12	"Tapping the Web and Digital Media"	Ch. 12
13	"News Letters, Brochures, and Intranets"	Ch. 13
14	"Doing E-Mail, Memos, and Proposals"	Ch. 14
15	"Using Direct Mail and Advertising"	Ch. 15
16	<i>Final Exam As Scheduled</i>	

ASSIGNMENTS:

❖ ***Case Participation***

Thoughtful participation in case discussions is a vital aspect of developing your understanding of public relations campaigns. Thus, the quality of your verbal contributions during each case discussion will be evaluated.

❖ ***Writing Samples***

There will be two sets of graded writing assignments in this class. Some of these assignments will be used in your final media kit for this class. These assignments will also prepare you for entry-level employment in the public relations industry.

❖ ***Exams***

There will be three exams, the first covering the first 4 chapters and the second covering the remaining 6 chapters. The format will vary with multiple choices and short answers.

❖ **Portfolio Interview**

On the day your second writing samples are due, you will submit your portfolio in a simulated job interview. This will give you practice explaining your work and presenting yourself as a strategic public relations specialist.

Further guidance will be provided later in the semester.

❖ **Attendance**

This class a discussion-based course. Students are expected to come to class on time, being prepared to be actively engaged in cases with their classmates. In addition to in-class participation, students will be assessed on their attendance, evidence or completed pre-class readings, case reviews, and in-class engagement.

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.

Grades will be assigned for the following:

Participation	5%
Exams	30%
Client Presentations	10%
Portfolio Interview	5%
Final Media Kit	30%
Writing Samples	<u>20%</u>
	100%

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

INSTRUCTIONAL SKILLS:

- | | |
|---|--|
| <input type="checkbox"/> Lecture | <input type="checkbox"/> Discovery Learning |
| <input type="checkbox"/> Discussion/Questioning | <input type="checkbox"/> Small Group Activities |
| <input type="checkbox"/> Cooperative Learning | <input type="checkbox"/> Demonstration/Modeling/Model |
| <input type="checkbox"/> Role Playing | <input type="checkbox"/> Technology/Media Presentation |
| <input type="checkbox"/> Problem Solving | <input type="checkbox"/> Team Teaching |
| <input type="checkbox"/> Individualized Instruction | <input type="checkbox"/> Other(s) |

BIBLIOGRAPHY:

Wilson, L. J., & Ogden, J. D. (2008). *Strategic communications planning: For effective public relations and marketing* (5th ed.). Dubuque, IA: Kendall/Hunt.

Hallahan, K. (2011) *Organizing a Communications Campaign*. Retrieved from <http://lamar.colostate.edu/~pr/OrganizerAtaGlance083111.pdf>

Kelly, K. S. (2001). Stewardship: The fifth step in the public relations process. In R. L. Heath (Ed.), *Handbook of public relations* (pp. 279-289). Thousand Oaks, CA: Sage.

Lindenmann, W. K. (2006). *Public relations research for planning and evaluation*. Gainesville, FL: Institute for Public Relations Research.

Rawlins, B. L. (2006). *Prioritizing stakeholders for public relations*. Gainesville, FL: Institute for Public Relations.

Tucker, K., Derelian, D., & Rouner, D. (1997a). *An issue-driven approach to public relations planning*. In *Public relations writing: An issue-driven behavioral approach* (3rd ed.) (pp. 9-38). Upper Saddle River, NJ: Prentice Hall.

Tucker, K., Derelian, D., & Rouner, D. (1997b). *Applying behavioral principles in public relations writing*. In *Public relations writing: An issue-driven behavioral approach* (3rd ed.) (pp. 39-64). Upper Saddle River, NJ: Prentice Hall.

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.**