Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: College of Liberal Arts
   Department: Communication & Journalism

2. Course Prefix and Number: PRCM 3040/3043
   3. Effective Term: Fall 2011

4. Course Title: Foundations of Public Relations
   Abbreviated Title (30 characters or less): Ends of PR

5. Requested Action:
   - Renumber a Course
   - Add a Course
   - Revise a Course
   - Current Course Number: 3040
   - Proposed Course Number: 3043
   - Type of Revision:

6. Course Credit:
   Maximum Hours (Repeatability): 6
   Contact/Group Hours: 3
   Scheduled Type (e.g.: Lab, Lecture, Practicum, Directed Study): Lecture
   Weekly or Per Term: Term
   Credit Hours: 3
   Anticipated Enrollment: 75
   Total Credit Hours: 3

7. Grading Type:
   - Regular (ABCDF)
   - Satisfactory/Unsatisfactory (S/U)
   - Audit

8. Prerequisites/Corequisites:
   Use “P:” to indicate a prerequisite, “C:” to indicate a corequisite, and “P/C:” to indicate a prerequisite with concurrency.
   None.

9. Restrictions: List specific restriction in space above.
   - College
   - Major
   - Standing
   - Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Overview of public relations looking at communication skills and technologies necessary for successful public relations.

11. May Count Either
    - PRCM 3040
    - PRCM 3043
    (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
    (Respond “N/A” if not included in any program; attach memorandum if more space is required)
    | Program Type | Program Title | Requirement or Elective? |
    |--------------|---------------|--------------------------|
    | Major | Public Relations | Requirement |

13. Overlapping or Duplication of Other Units’ Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
    - Applicable
    - Not Applicable
14. Justification:

PRCM 3040, Foundations of Public Relations, already exists in the course catalog. Reason to add the XXX designation is to allow students to take the course through distance learning. A distance learning option will help motivated students advance through their plan of study at a brisker pace. A distance learning option for this course will also aid the department by providing increased flexibility in scheduling classes and the ability to accommodate more students. It will also bring the department more in line with the university’s strategic plan.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:

No additional resources are required.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond “Not Applicable”)

16. Student Learning Outcomes:

Learning outcomes

This course is designed to be an overview of the functions, practices and growing applications of public relations in both private industry and the public sector. By the end of the semester, a student in this course should be able to:

(1) Understand management functions, techniques and strategies of public relations.

(2) Apply, compare, and contrast ethical perspectives concerning public relations.

(3) Use the knowledge and vocabulary gained in this course to engage in an analysis of and participate in discussions about public relations.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

Distance learning students with questions will be able to contact the course instructor in several ways:

(1) The instructor will keep regular on-campus office hours during the normal academic term so that students may have a face-to-face conversation if they so desire. The instructor will also be available for telephone consultations during office hours.

(2) Students may submit their questions and the instructor will respond via university e-mail.

(3) AU Access Blackboard has its own internal e-mail system that distance learning students might use to contact the instructor with questions.

(4) AU Access Blackboard has a chat room function that the instructor can utilize during normal office hours or at a time later in the day to accommodate those students with work schedules that conflict with the instructor’s office hours.

(5) AU Access Blackboard also has a tool named “Live Classroom.” Using a headset with earphones and a microphone attachment, this tool allows for several students and the instructor to have a conference call.

The distance learning course will follow a standard 10-week summer session and a standard 15-week semester. For example:

PRCM 3040/3043 Foundations of Public Relations
Sample Course Schedule
Fifteen Week Semester T/Th Schedule

Week 1
Class 01
Optional Class Meeting: Introduction to the Course. In this meeting, your instructor will explain the operation of this distance learning course, including the AU Access Blackboard tools that you will use. Note: Students who are unable to attend this initial class meeting may make arrangements to have a Skype conference with the instructor.

Class 02
What is PR?
Reading Assignment Chapter 1
Podcast 1
Reading Quiz 1 due at midnight

Week 2
Class 03
Topic continued
Reading Assignment Chapter 1
Podcast 2
Note Card 1 -- What is PR due by midnight

Class 04
The Evolution of PR
Reading Assignment Chapter 2
Podcast 3
Reading Quiz 2 due at midnight

Week 3
Class 05
Topic continued
Reading Assignment Chapter 2
Note Card 2 -- Thoughts on PR's History due by midnight

Class 06
Ethics
Reading Assignment Chapter 3
Podcast 4
Reading Quiz 3 due at midnight

Week 4
Class 07
Topic continued
Note Card 3 -- Ethics due at midnight

Class 08
Departments & Firms
Reading Assignment Chapter 4
Podcast 5
Reading Quiz 4 due at midnight

Week 5
Class 09
Topic continued

Class 10
Research
Reading Assignment Chapter 5
Podcast 6
Reading Quiz 5 due at midnight
Week 6
Class 11
Topic continued
Podcast 7
Note Card 4 -- Employment due at midnight

Class 12
Planning
Reading Assignment Chapter 6
Podcast 8
Reading Quiz 6 due at midnight

Week 7
Class 13
Communication
Reading Assignment Chapter 7
Podcast 9
Reading Quiz 7 due at midnight

Class 14
Evaluation
Reading Assignment Chapter 8
Podcast 10
Reading Quiz 8 due at midnight
History Paper due at midnight

Week 8
Class 15
Public Opinion
Reading Assignment Chapter 9
Podcast 11
Reading Quiz 9 due at midnight

Class 16
Topic continued
Note Card 5 -- Research due at midnight

Week 9
Class 17
Crisis Communication
Reading Assignment Chapter 10
Podcast 12
Reading Quiz 10 due at midnight

Class 18
Topic continued
Note Card 6 -- Public Opinion due at midnight

Week 10
Class 19
Diversity
Reading Assignment Chapter 11
Podcast 13
Reading Quiz 11 due at midnight

Class 20
Topic continued
Podcast 14
Note Card 7 -- Crisis due at midnight

Week 11
Class 21
Law
Reading Assignment Chapter 12
Podcast 15
Reading Quiz 12

Class 22
Topic continued
Podcast 15
Note Card 8 -- Diversity due at midnight

Week 12
Class 23
New Technologies
Reading Assignment Chapters 13 & 14
Podcast 16
Reading Quiz 13 due at midnight

Class 24
Topic continued
Podcast 17
Social Media Project due at midnight

Week 13
Class 25
Politics & Government
Reading Assignment Chapter 15
Podcast 18
Reading Quiz 14 due at midnight

Class 26
Global Public Relations
Reading Assignment Chapter 16
Podcast 19
Note Card 9 -- Global PR due at midnight

Week 14
Class 27
Nonprofit Organizations
Reading Assignment Chapter 17
Podcast 20
Reading Quiz 15 due at midnight

Class 28
Education
Reading Assignment Chapter 18
Podcast 21
Reading Quiz 16 due at midnight

Week 15
Class 29
Entertainment, Sports & Travel
Reading Assignment Chapter 19
Podcast 22
Reading Quiz 17 due at midnight

Class 30
Topic continued
Note Card -- Entertainment, Sports & Travel due at midnight

Week 16
Final Exam, at assigned university time
In keeping with established university policy, students will take a final exam. Distance learning students may take the final exam in one of three ways:

(1) Students may take the final exam on the AU campus during the instructor’s scheduled final exam hours. Contact the instructor for an appointment.

(2) Students may take the final exam using the Office of Distance Learning proctored exam rooms. These rooms are located in Foy Hall. Contact the instructor to coordinate these arrangements.

(3) Students may use the services of an off-campus proctor. Contact the Office of Distance Learning at (334) 844-5103 for a copy of the Examination Proctor Form. It is the responsibility of the student to obtain and complete this form in a timely manner.

The assignments and projects will vary depending upon the instructor teaching the course. For example:
PRCM 3040/3043 Foundations of Public Relations

Course Requirements

As mentioned earlier, course materials are contained in the instructional modules on AU Access Blackboard. Your instructor will determine your final course grade based on your performance on the following items:
participation in Note Cards, reading quizzes, writing assignments and a proctored online essay final exam. The total point value of these items is 340 points. You will find brief descriptions of these items below. Specific directions for these course requirements, along with their due dates, are posted on AU Access Blackboard.

Participation in Note Cards/Online Discussion
Total Points: 200 (10 sessions @ 20 points each)
Using the chat room function on AU Access Blackboard, we will have weekly online discussions of various questions associated with our assigned readings. Your grade will depend on your participation. When entering the chat room, everyone should be ready to make a meaningful contribution to the discussion. Single word responses are not considered meaningful.

Reading Quizzes
Total Points: 340 (17 quizzes at 20 points each)
In order to encourage students to read the assigned chapters out of the textbook there are weekly quizzes assigned. Consult the AU Access Blackboard calendar for the book chapters scheduled to be covered in class. The questions for the reading quizzes are posted in the instruction modules. Send the answers to the reading quizzes to your instructor via the Blackboard e-mail system.

Writing Assignments
Total Points: 160 (History Paper 100 points, Social Media 60 points)
For this class, there are two writing assignments. You will find detailed instructions in the “Assignments” section of Blackboard. Due dates are listed with each assignment and appear on the calendar. You will submit all of your writing assignments to Blackboard. Your instructor will not accept any assignments submitted via university e-mail.

PR History Paper – Your textbook tells you that PR is a relatively young area of work. While this statement is true in terms of framing the work as PR, the actual practice and process of PR has been around for centuries.
Your assignment is to research an event that took place prior to 1900. In 3-4 pages (typed, double space) discuss the event or incident and point out how elements of PR were used. Be sure to use citations and include a bibliography, which do not count in your required page length.

Social Media and History Project – After completing your PR History Paper you will be asked to develop three social media tactics that could have been used to promote your event had social media existed prior to 1900.

Final Exam
Total Points: 200
The final exam for this class will be a proctored online essay exam. This exam will be open-book and open-note, meaning that your instructor will allow you to use your class notes and required texts as references in formulating your answers. This exam will also be open discussion, which means that you may discuss possible answers with your classmates; however, students must submit their own answers. The deadline for submitting the final exam to Blackboard is the university assigned exam time.

Calculation of Final Course Grade
Total Possible Points: 900
Your final course grade will be calculated as a percentage of the points that you earn divided by 900 possible points. You will find a running total of your points and your current percentage on Blackboard under “My Grades.”

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course’s learning objectives)

19. Rubric and Grading Scale: 

The course will follow the standard ten-point grading scale.
Grading Scale
The following is the grading scale that your instructor will use to determine your final course grade:

90 to 100  Superior Letter Grade: A
80 to 89  Good Letter Grade: B
70 to 79  Acceptable Letter Grade: C
60 to 69  Passing Letter Grade: D
00 to 59  Failing Letter Grade: F

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit: 

N/A

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student’s immediate family, the death of a member of the student’s immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.
Make-Up Policy: Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 12th Haley Center, 844-2090 (VTT).
To:       Members of the UCC

From:  Brigitta R. Brunner

In Re:  PRCM 3043

Date:   9/17/11

I have made the following changes to the Course Proposal form for PRCM 3043.

1. I switched the proposed action to a new course from a renumber of a course.
2. In Field 11, I precluded credit for both the online and on-campus versions of the course.
3. I removed the mandatory face-to-face meeting with the instructor and instead have replaced it with an optional class meeting and/or Skype conference so that the instructor can explain the operation of the distance learning course and online tools.