MEMORANDUM

TO: Dr. Chris Randall
   Chair, Transitional Undergraduate Academic Council

TO: Dr. Ed Roach, Provost
   (and if approved)

TO: Dr. Hal Fulmer
   Dean, College of Communication and Fine Arts
   (and if approved)

FROM: The faculty of the Hall School of Journalism
       Dr. Steve Padgett, Director

SUBJECT: Proposal to change JRN 3321 course name, description and prerequisites

DATE: September 7, 2004

1. **Purpose of curriculum addition / modification (must include how this addition / modification will improve the major/minor programs that it is proposed to serve):**

The purpose of this proposal is to change the JRN 3321 course name, description and prerequisites from the following:

**JRN 3321 Public Relations** (3-3)
Theory and practice of public relations: “selling” ideas and causes. **Prerequisite: JRN 2201**

To the following:

**JRN 3321 Public Relations Cases and Strategies** (3-3)
A case study and project-based approach to public relations research, strategy setting and tactical implementation. **Prerequisites or Corequisites: JRN 2201, 22xx (Introduction to Public Relations)**

**Rationale for Proposal:** The changes to this course are based on the following justifications:

a. The addition of a sophomore level course to the public relations curriculum allows this more advanced public relations course to incorporate greater study of public relations strategy setting and tactical implementation.

b. The School of Journalism is enjoying growth in enrollment in the public relations curriculum, and the curriculum represents a significant opportunity for student recruitment. In addition, a quality public relations curriculum provides opportunities for recognition at local through national levels along with opportunities for partnerships with various businesses and organizations.

c. The impact of the public relations profession continues to grow in today’s society. According to “Public Relations Education for the 21st Century: A Port of Entry”
published by the Public Relations Society of America, “Elements are in place for impressive incremental growth and change in the next century: the spread of democratic institutions around the world; the growing importance of communicating with internal as well as external publics; the veritable explosion of one-to-one communication and the technology to implement it; and the steady advance of the public relations body of knowledge, especially analysis of public awareness and change in attitudes and behavior.”

2. **Relationship of purpose to university purpose**
   In accordance with the institutional mission and purpose, this course aids students in thinking critically, writing and reading about public relations.

3. **Objectives (courses, requirements and other specifics through which the purpose is to be achieved)**
   The following objectives are based on the recommendations of “Public Relations Education for the 21st Century: A Port of Entry” published by the Public Relations Society of America:
   a. Students will understand and follow public relations legal requirements.
   b. Students will understand and follow public relations ethical requirements.
   c. Students will conduct basic intrusive and non-intrusive research for strategic planning.
   d. Students will demonstrate the ability to write public relations planning proposals, including measurable objectives.
   e. Students will demonstrate suitable public relations message production, report writing and public speaking.
   f. Students will be able to describe and evaluate both classical and contemporary public relations cases.
   g. Students will apply communication and persuasive theory, along with the lessons learned from classic and contemporary cases, to public relations plans.

4. **Expected results (must be stated in measurable terms)**
   More than 65% of students enrolled in this class will successfully complete the course with a grade of C or higher.

5. **Assessment Instruments**
   Students’ understanding of the course objectives will be measured through the following:
   - Midterm examination 20%
   - Final examination 20%
   - Interim individual project part A 10%
   - Interim individual project part B 10%
   - Interim individual project part C 10%
   - Interim individual project part D 10%
   - Final Project (report and presentation) 20%

6. **Procedure for administering assessment instruments:**
The assessments will be administered throughout the semester in accordance with Troy University guidelines.

7. Statement of results of assessment (must include who will analyze the results, who will formulate any necessary plan for improvement, who will be responsible for implementing any such plan, and the date of implementing such plan)

The instructor will analyze the results of the assessments each semester and formulate necessary plans for improvement in consultation with the Director of the Hall School of Journalism. Upon approval, the plan will be assigned an implementation date.

In addition, students will assess the course through the student evaluation system currently in use at Troy University. The results of these student evaluations are provided to the instructor for inclusion in plans for improvement.

8. How will faculty be made available to meet the needs of this curriculum addition / modification?

The faculty for this course will be existing or new Hall School of Journalism faculty or approved adjunct faculty members.

9. What additional resources (library materials, lab equipment, et.al.) will be required to meet the needs of this curriculum addition / modification?

The purpose of the proposal is to improve the journalism degree programs for the School’s majors and minors. While this is the driving force behind this request, more than half of the classes offered by the Hall School of Journalism are taught by adjunct faculty members or as overloads. This means that any changes in the School’s degree programs may impact our ability to continue growing and improving our curriculum. We anticipate being able to find a faculty member willing to teach this class as an overload or find an adjunct qualified to teach this course.

While the School’s faculty members are confident that this course will help strengthen the program, we ask that the University consider adding additional faculty to the School of Journalism. This will help lower the number of classes taught as overloads or by adjunct faculty members, plus it would help the School maintain a high level of quality instruction in all classes.

10. Estimated annual cost to the university:

If an adjunct faculty member is used to teach this class, the university will need to increase the Hall School of Journalism’s part-time faculty budget line. The university establishes the pay scale for adjunct faculty members.

11. This curriculum addition / modification will be required of students in the following major / minor program:

This course will be required of all journalism students working toward the public relations, advertising or sports information contract degree programs.

12. Number of students currently enrolled in this (these) program(s):

105

13. Total FTE faculty in this department (AY 2003-2004):

14. Analysis of credit hour production in this department:
   a. Total credit hours of GS and remedial courses (AY 2003-2004) __0___%
   b. Total credit hours of all other courses (same period) _184_ semester hours
   c. Percentage analysis:
       GS and remedial __0__%
       Upper level _____ 61____%
       Graduate __0__%

15. Relevant course syllabi (attached):
JRN 3321 Public Relations Cases and Strategies

Section: XX  
Term: Spring 2005  
Class time: 4-5 p.m. M,W,F  
Location: Wallace Hall 110  
Class web page: http://jschool.troyst.edu/~jrn22xx  
Instructor: Staff  

Prerequisites or Corequisites: JRN 2201, 22xx (Introduction to Public Relations)

Course Description:  
A case study and project-based approach to public relations research, strategy setting and tactical implementation.

Course Objectives:  
a. Students will understand and follow public relations legal requirements.  
b. Students will understand and follow public relations ethical requirements.  
c. Students will conduct basic intrusive and non-intrusive research for strategic planning.  
d. Students will demonstrate the ability to write public relations planning proposals, including measurable objectives.  
e. Students will demonstrate suitable public relations message production, report writing and public speaking.  
f. Students will be able to describe and evaluate both classical and contemporary public relations cases.  
g. Students will apply communication and persuasive theory, along with the lessons learned from classic and contemporary cases, to public relations plans.

Texts:  
• Seitel, The Practice of Public Relations, 9th (current) edition, 2004  

Assignments and Grading  
This course is based on a ten-point scale.  
Midterm examination 20%  
Final examination 20%  
Interim individual project part A 10%  
Interim individual project part B 10%  
Interim individual project part C 10%
Interim individual project part D  10%
Final Project (report and presentation)  20%
100%

E-mail and Majordomo List:
Troy University provides all students with free e-mail addresses, and you are required to properly maintain this account. You are also required to subscribe to a class majordomo list to enable the instructor to send the class e-mail messages.

Attendance Policy
In registering for classes at the university, undergraduate students accept responsibility for attending scheduled class meetings, completing assignments on time, and contributing to class discussion and exploration of ideas. If a student does not attend class during the first two weeks (first 14 calendar days) of the semester, and does not give prior notification to the instructor of reasons for absence and intent to attend the class, the student will be required to drop the course. It is the responsibility of the student to drop the course or to withdraw from the university according to university policy.

A faculty member may excuse absences and allow students to make-up work if the faculty member deems the absence legitimate. A faculty member is not expected to provide make-up opportunities for a student without a legitimate excuse. Official excuses are granted by the Office of the Provost for authorized university activities. Faculty members may levy academic penalties upon unexcused absences. Students should understand that absences might jeopardize their grade. Students receiving financial aid benefits are required to attend classes according to the regulations for financial aid benefits in addition to those regulations required for the course.

Inclement Weather and Emergency Situations: Both faculty and students are responsible for meeting all assigned classes. In the event of inclement weather, faculty and students will be expected to attend classes as usual as long as they may do so without risking peril to themselves or others. During periods of inclement weather, faculty and students will not be penalized for absences dictated by perilous conditions. In severe cases of inclement weather or other emergency conditions, the Office of the Provost will announce cancellation of classes through the local and regional media as well as through the university’s web site.

Plagiarism, cheating, incompletes and other university policies and procedures:
Students should be familiar with all policies and procedures of the university, including but not limited to those published in the undergraduate bulletin, student handbook and course schedule.

Americans with Disabilities Act
Any student whose disabilities fall within ADA must inform the instructor at the beginning of the term of any special needs or equipment necessary to accomplish the requirements for this course.

Additional Services
Students who have or may be dealing with a disability or learning difficulty should speak with the instructor, contact the Office of Adaptive Needs (Wright 226) or call 670-3220/3221. Various accommodations are available through the Adaptive Needs Program.
| Week 1 | Public Relations Management, Seitel Cpt. 4  
|       | Readings and Cases                          |
| Week 2 | Public Relations Management, Seitel Cpt. 4  
|       | Readings and Cases                          |
| Week 3 | Public Opinion, Cpt. 5, ethics cpt. 6, law cpt 7, Seitel  
|       | Readings and Cases                          |
| Week 4 | Public Opinion, Cpt. 5, ethics cpt. 6, law cpt 7, Seitel  
|       | Readings and Cases                          |
| Week 5 | PR Research, Seitel Cpt. 8                   
|       | Readings and Cases                          |
| Week 6 | PR Research, Seitel Cpt. 8                   
|       | Readings and Cases                          |
| Week 7 | *Midterm*. Media Relations. Seitel 9, 10    |
| Week 8 | *Part A Due*. Media Relations Cases. Center.  
|       | Readings                                   |
| Week 9 | Media Relations Cases. Center.             
|       | Readings                                   |
| Week 10| *Part B Due*. Crisis communications. Cpt. 21 Seitel  
|       | Cases, Center                              
|       | Readings                                   |
| Week 11| Crisis communications. Cpt. 21 Seitel Cases, Center  
|       | Readings                                   |
| Week 12| *Part C Due*. Crisis communications. Cpt. 21 Seitel  
|       | Cases, Center                              
|       | Readings                                   |
| Week 13| *Part D Due*. Cases                        |
| Week 14| *Final papers due*. Presentations          |
| Week 15| Presentations                              |
| Week 16| *Final Exam*                               |