### TRIAL COURSE OR NEW COURSE PROPOSAL

**SUBMITTED BY:**
- Department: Communication
- Prepared by: Peter A. DeCaro
- Email Contact: padecaro@alaska.edu

**College/School:** CLA
- Phone: 474-6799
- Faculty Contact: Peter DeCaro

#### 1. ACTION DESIRED
(CHECK ONE):
- Trial Course
- New Course: XX

#### 2. COURSE IDENTIFICATION:
- Dept: COMM
- Course #: F361
- No. of Credits: 3

Justify upper/lower division status & number of credits:
This is an advanced upper division sequence course for majors. It is essentially the second semester of a year-long introduction to the study of Public Relations. 3 credits.

#### 3. PROPOSED COURSE TITLE:
Public Relations Campaigns

#### 4. To be CROSS LISTED?
- YES/NO

(Requires approval of both departments and deans involved. Add lines at end of form for such signatures.)

#### 5. To be STACKED?
- YES/NO

#### 6. FREQUENCY OF OFFERING:
- Every Spring
- Fall, Spring, Summer (Every, or Even-numbered Years, or Odd-numbered Years) — or As Demand Warrants

#### 7. SEMESTER & YEAR OF FIRST OFFERING (AY2011-12)
- Spring 2013

If approved by 3/1/2012; otherwise AY2012-13

#### 8. COURSE FORMAT:
- NOTE: Course hours may not be compressed into fewer than three days per credit. Any course compressed into fewer than six weeks must be approved by the college or school’s curriculum council. Furthermore, any core course compressed to less than six weeks must be approved by the core review committee.

- COURSE FORMAT:
  - (check all that apply)
  - OTHER FORMAT (specify)

- Mode of delivery (specify lecture, field trips, labs, etc)
- Lecture

#### 9. CONTACT HOURS PER WEEK:
- 3
- LECTURE hours/weeks
- LAB hours/week
- PRACTICUM hours/week

Note: # of credits are based on contact hours. 800 minutes of lecture=1 credit. 2400 minutes of lab in a science course=1 credit.
1600 minutes in non-science lab=1 credit. 2400-4800 minutes of practicum=1 credit. 2400-8000 minutes of internship=1 credit.
This must match with the syllabus. See [http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures/guidelines-for-computing/](http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures/guidelines-for-computing/) for more information on number of credits.

- OTHER HOURS (specify type)

#### 10. COMPLETE CATALOG DESCRIPTION including dept., number, title, credits, credit distribution, cross-listings and/or stacking (50 words or less if possible):

- COMM F361 Public Relations Campaigns
- 3 credits
- Offered Spring (Prerequisite: COMM F360 or ABUS F263) (3 + 0)

This course focuses on the application of public relations principles and practices, which is the research, planning and execution of the public relations campaign. It includes public relations writing for news releases and press kits, radio, television, and cable production,
web and new technologies production, writing for newsletters and magazines, and brochures and direct mail production. Students will learn how to create and execute effective public relations techniques.

11. COURSE CLASSIFICATIONS: Undergraduate courses only. Consult with CLA Curriculum Council to apply S or H classification appropriately; otherwise leave fields blank.

H = Humanities  S = Social Sciences

Will this course be used to fulfill a requirement for the baccalaureate core? **If YES, attach form.**

| YES | NO | XX |

If YES, check which core requirements it could be used to fulfill:

- O = Oral Intensive, **Format 6**
- W = Writing Intensive, **Format 7**
- Natural Science, **Format 8**

12. COURSE REPEATABILITY:

Is this course repeatable for credit?

| YES | NO | XX |

Justification: Indicate why the course can be repeated (for example, the course follows a different theme each time).

How many times may the course be repeated for credit?

If the course can be repeated for credit, what is the maximum number of credit hours that may be earned for this course?

If the course can be repeated with variable credit, what is the maximum number of credit hours that may be earned for this course?

| TIMES | CREDITS |

13. GRADING SYSTEM: Specify only one. Note: Later changing the grading system for a course constitutes a Major Course Change.

LETTER: **XX**  PASS/FAIL: 

14. PREREQUISITES

COMM F360 or ABUS F263

These will be required before the student is allowed to enroll in the course.

15. SPECIAL RESTRICTIONS, CONDITIONS

16. PROPOSED COURSE FEES

Has a memo been submitted through your dean to the Provost for fee approval?

Yes/No

17. PREVIOUS HISTORY

Has the course been offered as special topics or trial course previously?

Yes/No

If yes, give semester, year, course #, etc.
18. ESTIMATED IMPACT
What impact, if any, will this have on budget, facilities/space, faculty, etc.

This course requires a classroom with computers.

19. LIBRARY COLLECTIONS
Have you contacted the library collection development officer (kljensen@alaska.edu, 474-6695) with regard to the adequacy of library/media collections, equipment, and services available for the proposed course? If so, give date of contact and resolution. If not, explain why not.

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I spoke with Alys Jordan on Jan. 2, 2013 and there are ample student resources available in electronic data bases.

20. IMPACTS ON PROGRAMS/DEPTS
What programs/departments will be affected by this proposed action?
Include information on the Programs/Departments contacted (e.g., email, memo)

Journalism may benefit from the course. JRN Chair Charles Mason was consulted regarding a PR option in Communication and course offerings. He supports the new Communication Public Relations option. I spoke with Brian O’Donohue Sept. 2014 and he said that if I change the title of the course from PR Techniques to PR Campaigns he would support.

21. POSITIVE AND NEGATIVE IMPACTS
Please specify positive and negative impacts on other courses, programs and departments resulting from the proposed action.

Positive impact. The course can be another elective in Journalism.

JUSTIFICATION FOR ACTION REQUESTED
The purpose of the department and campus-wide curriculum committees is to scrutinize course change and new course applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. Use as much space as needed to fully justify the proposed course.

This course is a sequence to COMM 360 Introduction to Public Relations and focuses on the application of the tools and techniques of public relations taught in COMM 360. It is the second semester of a year-long introduction and study of Public Relations.
**APPROVALS: Add additional signature lines as needed.**

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Signature of Provost (if applicable)
Offerings above the level of approved programs must be approved in advance by the Provost.

**ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE**

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Faculty Senate Review Committee: __Curriculum Review __GAAC
__Core Review __SADAC

**ADDITIONAL SIGNATURES: (As needed for cross-listing and/or stacking)**

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COURSE SYLLABUS
COMMUNICATION F361
Public Relations Techniques Campaigns
University of Alaska Fairbanks
Credit hours 3
Instructor: Peter A. DeCaro
Department of Communication
Office phone: 907-474-6799
Office: Grue 503G
e-mail: padecaro@alaska.edu
Office hours: MW 11:30-12:30 and by appointment
Class hours: MW 6:00-7:30pm
Room: G402

Course Materials

Course Description:
This course focuses on the application of public relations principles and practices, which is the research, planning and execution of the public relations campaign. It includes public relations writing for news releases and press kits, radio, television, and cable production, web and new technologies production, writing for newsletters and magazines, and brochures and direct mail production. Students will learn how to create and execute effective public relations techniques.

Your grades will be premised on three criteria. First, your quizzes present the majority of your grade. Your knowledge of the chapter readings will be tested, so read and study each chapter well. Second, you will have in-class exercises that reflect the chapter readings. Your knowledge of the chapter will reflect your ability to complete these exercises. And third, your term project will be a portfolio of written and visual assignments that reflect specific chapter materials.

Course Goals
At the conclusion of this course, the student should know:
1. The purpose of audio news releases.
2. How to design an effective brochure.
3. What a communication audit is used for.
4. How to create a direct mail campaign.
5. The purpose of a media list.
6. How to design a media kit.
7. How to construct a newsletter, news release, and public service announcement.

Student Learning Outcomes
At the conclusion of this course, the student will be able to:

1. Define public relations and identify instances of public relations in multiple contexts
2. Describe the roles and functions of techniques in Public Relations.
3. Use theory & strategy to choose appropriate and ethical PR tactics.
4. Use theory and strategy to create and implement some basic PR techniques
5. Plan and execute Public Relations techniques in various contexts.
6. Be familiar with public relations writing for the media and preparation of news releases and press kits.
7. Apply Public Relations research, planning, communication, and the use of communications strategies to achieve organizational goals.
8. Describe the general concepts of public relations, audience analyses, and persuasion in campaigns.
10. Apply theories and principles of public relations to solve PR challenges.

**Instructional Method**
This course will be conducted in a combination of lecture, discussion, and hands-on computer exercises.

**Final Grade is based upon**
- 15 Quizzes @ 40 pts. = 600 pts.
- 8 In-class chapter exercises @ 25 pts. = 200 pts.
- Term Project = 200 pts.
- 1000 pts.

Grade criteria:
- Grade criteria: +/- grading system based on percentage of total points
- A+ = 97-100
- A = 93-96
- A- = 90-92
- B+ = 87-90
- B = 83-86
- B- = 80-82
- C+ = 77-80
- C = 73-76
- C- = 70-72
- D+ = 67-70
- D = 63-66
- D- = 60-62
- F = 59 and below

**Prerequisites:** COMM F360, ABUS F263 or permission of instructor.

**Quizzes:** consist of the eight general areas covered in each chapter: What Are They? Who Gets Them? What Do They Do? How Do They Help? What Are The Pitfalls? How Should They Look? Where Should They Go? Did they Work?

**In-class chapter exercises:** there are eight graded chapters from which students will create examples of materials covered in those chapters and seven non-graded chapters. For example, Ch.#2 Audio News Releases. Students will write an audio news release for an assigned fictitious organization in class. Exercises will be emailed to the instructor at end of each assignment.

**Term project:** Students will complete a portfolio of eight assignments designed to promote an existing organization. This will be explained in more depth by the instructor.

**COURSE EXPECTATIONS, POLICIES AND PROCEDURES**
**Attendance:** I EXPECT YOU TO BE HERE. Four class absences will result in a full grade reduction.
**Five class absences will result in an automatic course grade of “F.”** A student arriving 10 minutes after the scheduled class starting time will not be admitted; or leaving before the end of the class, is considered absent unless the instructor has granted prior approval. **Once the door is closed please do not attempt to enter the classroom.**

**Plagiarism/cheating:** I do not tolerate any form of plagiarism or cheating. If you plagiarize/cheat, you will receive a grade of F for the course. If you do not know the criteria that constitutes plagiarism/cheating, I will explain it to you, plus you can read it in the “Student Code of Conduct” in the University catalogue. Alleged violations of the Code of Conduct will be reviewed in accordance with procedures specified in regents’ policy, university regulations, and UAF rules and procedures.

**Incomplete Grade Assignment:** I do not issue incomplete grades.

**American Disability Act Statement:** Any personal learning accommodation that may be needed by the student to be successful in this course must be made known to the instructor immediately. Verification is required through the Office of Disability Services (208 WHIT 474-5655). The instructor will work with ODS to provide reasonable accommodation to students with disabilities.

**The Writing Center:** is available for students to improve their writing skills. The center, located on the eighth floor of the Grunening Building, phone 907-474-5314. Students can receive help at the center at any
stage in their writing process, from brainstorming to final editing. Tutors are available for one-on-one sessions and can help students with grammar, spelling, punctuation, organization, and style.

Cell phones – please put ALL cell phones on vibrate, or turn them off, and in your backpack, purse, etc.. Cell phone disruptions will be cause for permanent removal from class. Please do not use your cell phones or electronic devices while in class or have them on your desk or in hand. Cell phone disruptions will be cause for permanent removal from class. NO LAPTOPS. No headsets. NO MP3’s, NO IPAD’S, IPODS, etc. If you are expecting an emergency cell phone call or use your cell phone alarm clock to remind you to take prescription medication, please notify me at the beginning of the class.

If your cell phone rings while in class, gather your belongings, leave the classroom, and DO NOT return. Please refrain from using any electronic device while in the classroom unless first discussed with the instructor.

The instructor reserves the right to modify the syllabus.

January
16
Introduction to course.
Discuss Term Project

20
Alaska Civil Rights Day, no class

22
Quiz #1 on Ch.#1
Discuss Assignment Readings from Ch.#1
Graded In-class exercise 1: Find and discuss an annual report on the web

27
Quiz #2 on Ch.#2
Discuss Assigned Readings from Ch.#2

29
Continue Discussion Ch.#2
Graded In-class exercise 2: Create an Audio News Release

February
3
Quiz #3 on Ch.#3
Discuss Assigned Readings from Ch.#3
Discuss Term Project

5
Continue Discussion Ch.#3
Graded In-class exercise 3: Create a basic Brochure
10
Quiz #4 on Ch.#4
Discuss Assigned Readings from Ch.#4

12
Continue Discussion Ch.#4
In-class exercise: Find examples of Communication Audits on the web

17
Quiz #5 on Ch.#5
Discuss Assigned Readings from Ch.#5
Discuss Term Project

19
Continue Discussion Ch.#5
Graded In-class exercise 4: Create a Direct Mail Campaign using email

24
Quiz #6 on Ch.#6
Discuss Assigned Readings from Ch.#6

26
Continue Discussion Ch.#6
In-class exercise: Find examples of Media Kits on the web

March
3
Quiz #7 on Ch.#7
Discuss Assigned Readings from Ch.#7
Discuss Term Project

5
Continue Discussion Ch.#7
Graded In-class exercise 5: Develop a Media List using the web

10
Quiz #8 on Ch.#8
Discuss Assigned Readings from Ch.#8

12
Continue Discussion Ch.#8
In-class exercise: Find Media Tours on the web

17 -21
Spring Break

24
Quiz #9 on Ch.#9
Discuss Assigned Readings from Ch.#9
Discuss Term Project

26
Continue Discussion Ch.#9
Graded In-class exercise 6: Create a Newsletter

31
Quiz #10 on Ch.#10
Discuss Assigned Readings from Ch.#10

April
2
Continue Discussion Ch.#10
Graded In-class exercise 7: Create a News Release

7
Quiz #11 on Ch.#11
Discuss Assigned Readings from Ch.#11
Discuss Term Project

9
Continue Discussion Ch.#11
In-class exercise: Research Opinions-Editorials on the web

14
Quiz #12 on Ch.#12
Discuss Assigned Readings from Ch.#12

16
Continue Discussion Ch.#12
Graded In-class exercise 8: Create a Public Service Announcement

21
Quiz #13 on Ch.#13
Discuss Assigned Readings from Ch.#13
Discuss Term Project

23
Continue Discussion Ch.#13
In-class exercise: Observe and Analyze Speeches

28
Quiz #14 on Ch.#14
Discuss Assigned Readings from Ch.#14
Discuss Term Project

30
Continue Discussion Ch.#14
In-class exercise: Observe and Discuss Video News Releases and Electronic Press Kits

May
5
Quiz #15 on Ch.#15
Discuss Assigned Readings from Ch.#15
Discuss Term Project

7 Term Project Due