

**ATLANTIC CAPE COMMUNITY COLLEGE
CURRICULUM COMMITTEE
FORM A (3/01 version)
NEW PROGRAMS OR COURSES**

Submit this form to the Curriculum Committee secretary two weeks prior to the next scheduled meeting. (The specific deadline dates can be found in the college academic calendar.) The committee will act on the proposal only if a representative attends the meeting to answer questions. Complete both sides of form and include all requested material.

X New Course

___ New Program

Title: Introduction to Public Relations

Course No. (Alpha #): COMM 102

Originator: Keith Forrest

Department: English/Communication

Course hours: 3 lecture 0 laboratory 3 credits

CHECKLIST:

1. Does this proposal have approval of the majority of full-time members of your department? Yes
2. If you are the only full-time faculty member of your department, have you received support for this course from at least five faculty members from closely related departments? NA
3. Are instructors, equipment, lab resources, classroom materials, software and facilities available? Yes
4. Has duplication of existing ACCC course content been checked? Yes

Prerequisites: English 101

Semesters offered: x fall x spring ___ summer

Semester effective: Fall 2006

Required for what program? It will be a required course for the communication option. The anticipated launch date of the communication option is Fall 2006.

RECOMMENDED AND/OR REVIEWED BY:

Department Chair

Date

(Signature of chair indicates that the proposal has been reviewed by appropriate faculty in a department.)

Dean of Instruction

Date

APPROVED BY:

Curriculum Committee Chair

Date

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SECTION 1 – COURSES ONLY

1. Include an impact statement explaining how this course affects other departments of the college.

Introduction to Public Relations was previously offered in the Business Department as BUS 250, but with a more marketing-oriented focus. But it was not part of the core curriculum for business. Since the forming of a communication option is a new venture, the new incarnation of introduction to public relations will mainly impact upon the communication option with an anticipated launch in fall 2006. A Communication option is already available at neighboring institutions, Ocean County College and Cumberland County College. OCC offers a course titled, Public Relations & Publicity (COMM 272). Public relations is such a fundamental part of success of companies in a variety of industries that students with at least some exposure will be more marketable. As a result, Introduction to Public Relations could appeal to students in a cross-section of majors including: business, computer science, social science, culinary arts, and English. We already have two highly-qualified instructors on staff that could teach the public relations course: Kathy Corbalis and Keith Forrest. Corbalis is Executive Director of College Relations at ACCC and has previously taught a PR course at ACCC. She holds a master's degree in public relations from Rowan University. Forrest is an assistant professor of communication at ACCC. He holds a master's degree in communication from Temple University and previously served as Media Relations Manager at Arcadia University in PA, and Director of Public Relations at Engel/O'Neill Advertising in PA.

2. Attach a narrative describing a) the curricular or community need met by the proposed course and, b) the anticipated course audience.

Introduction to Public Relations is a foundational core course at most communication schools such as Rowan University and Temple University. These universities are widely acknowledged as the two leading communication schools in the region. Understanding the principles of public relations is critical to obtaining a communication degree and succeeding in the profession, regardless of which specialization within communication a person chooses (radio/television/film, public relations/advertising, journalism/creative writing, communication studies, and communication/rhetoric). Public relations is one of the most critical components in determining media coverage, and the media has a pervasive effect on our society. In addition, communication is one of the most popular majors in the country. Although a needs assessment has not been conducted, anecdotal evidence such as one-on-one discussions with students and attendance at a recent communication careers panel discussion held on

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campus indicates there is a significant level of interest in communication courses. In addition, ACCC is the only community college in South Jersey without some kind of communication program. The Introduction to Public Relations course is a key component of establishing a communication option at ACCC.

3. Specify the following information common to all sections of the course:
 - a. Course title: (include alpha #)
Introduction to Public Relations (COMM 102)
 - b. Course description:
The course explores the history and role of public relations in society. Students explore mass media, persuasion, publicity, radio and television. Students examine special events, crisis management, communication techniques, research, and evaluation, communication law, and ethics. Basically a theory course, this introduction also applies ideas practically to real clients and organizations.
 - c. Prerequisites: English 101 because students will need to have basic college writing skills to succeed in the course.
 - d. Goals: Broad statements of teacher aspirations and expected student learning common to all sections of this course.
 - Goal 1: Create an understanding of public relations, its history, goals, and function
 - Goal 2: Teach skills used in public relations work, particularly planning, research, writing, and analysis
 - Goal 3: Place public relations in the context of the communications process
 - Goal 4: Serve as one of the core courses for a future communications option
 - e. Objectives: Specify important major outcome behaviors that you want students to demonstrate when verifying their mastery of this course's core material. (Each objective must be clearly traceable to the goals you specified in "d.")

Generated from Goal 1

- Objective 1: Define Public Relations (PR)
- Objective 2: Explain how PR evolved in the US
- Objective 3: Describe the activities of public relations—what PR people do

Generated from Goal 2

- Objective 4: Identify an organization's key publics or target audiences
- Objective 5: Describe and apply the public relations process
- Objective 6: Solve public relations problems within a legal and ethical framework
- Objective 7: Dissect public relations cases and make decisions
- Objective 8: Understand how to prepare a basic press release

Generated from Goal 3

- Objective 9: Describe the various contexts for public relations

Generated from Goal 3 and Goal 4

- Objective 10: Explain how public relations affects the media and how it fits into the communication industry
 - f. Learning activities: Describe several sample learning activities and the conditions under which such activities are to occur in order to attain each objective specified in “e.”
 - Lectures employing Power Point presentations
 - Discussions of major public relations concepts
 - Analysis of video clips of public relations generated-stories covered by the media
 - Case study method in which students will apply theory to practical public relations problem
 - Interviewing public relations professional and presenting results to class to provide collaborative and cooperative learning activities
 - Guest speakers to provide practical examples of theoretical concepts
 - Employing groups to solve practical public relations problems and to facilitate Collaborative and cooperative learning
 - g. Evaluation materials: Describe ways you will assess/evaluate student learning in each learning activity specified in “f,” specifying the standard you will use.
 - Press Release—students will prepare an actual press release and will be evaluated on their ability to apply class concepts to that endeavor as well as their writing skills.
 - Field Interview & Oral Presentation—students will interview a PR professional and write a paper about what they uncover. They will also make an oral presentation to the class so that insights can be shared.
 - Identifying and Evaluating Three Public relations generated news stories—as a way of assessing students’ abilities to identify news that has been generated through public relations, they will find three print articles and explain why they believe those stories were created through PR practices.
 - Midterm and Final Examinations—will test students understanding of major course concepts and the ability to apply PR principles to actual case studies. Exams will employ both objective and essay questions.
 - Developing a PR Plan—will test students ability to synthesize course concepts and apply them to actual case studies.

SECTION 2 – PROGRAMS ONLY

1. Include an impact statement explaining how this program affects other departments of the college.
2. Present a program description, which includes a narrative defining the need for the program, program goals, an audience profile, expected enrollments, and any competing programs in the region.

3. List required and recommended courses and any new course descriptions.

Revised 9/21/99