Proposal for a New Course

NOTE: All gray text boxes must be completed (even if you just put N/A into them), otherwise the committee must consider the form incomplete.

1. Department: Communication

2. Course Number and Title: **COMM 480/481 Capstone in Communication**  
   Number of Credits: 6  
   Total hrs/week: 3 each semester

   Lecture: ☐  Lab: ☐  Recitation: ☐  Seminar: ☑

For Independent study courses:
   Research: ☐  Field experience: ☐
   Clinical Practice: ☐  Internship: ☐
   Practicum: ☐  Independent Course Work: ☐

3. Semester and year when course will first be offered: Fall 2012

4. Catalog Description (please limit to 50 words):
   This year-long course provides communication majors with a culminating experience at the conclusion of major coursework. Students conduct research and perform critical analyses using key concepts and methodologies of the discipline. Course requirements include field internships or other forms of experiential learning.

5. Check if appropriate: Humanities: ☐  Social Science: ☐  (meets minimum degree requirements)

6. Check if appropriate: ☐
   This course will be cross listed with: n/a  
   Rationale for cross listing: n/a
   Please attach letters of support from the chairs of each department indicating that the department has discussed the proposal and supports it.

7. a) Could another department or program also be a logical originator of this course (i.e. History of American Education could originate in both the Teacher Education and the History departments)? If yes, what department/program? Please contact the department chair/program director and request a note or email that they are aware of the proposed new course and include that note with the proposal.
   **no**

   b) Please explain overlap with any existing courses.
   **none**

8. Prerequisites (or other restrictions):

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COMM 110/111; COMM 214; COMM 215; COMM 301; and COMM 310; or permission of the department chair.

9. Rationale/justification for course (consider the following issues):
   
a) What are the goals and objectives of the course?
   The goal of this course is to provide a meaningful and rigorous culminating experience in the major. Building on theoretical and applied knowledge gained through major coursework, students will:
   • engage challenging advanced subject matter content
   • work independently and collaboratively to produce substantial course products that serve an external audience or enhance the College, Charleston or other communities.
   • prepare conference or publication-ready original research
   • engage in primary and secondary research
   • create portfolio of work products
   • demonstrate mastery of oral, written, and visual communication competencies.

b) How does the course support the mission statement of the department and the organizing principles of the major?
   At a time of great change in communication professions, our distinctive, integrated curriculum discourages specialization in technologies and professional practices that quickly become obsolete. Instead, communication students are exposed to ideas and develop proficiencies that will sustain them for a lifetime. In our department, students become communication experts who write beautifully, speak eloquently, and research effectively. Our students and faculty understand communication as a liberal art.
   This course serves our mission by providing students a year-long research and writing intensive course building upon the theoretical, methodological and subject matter expertise gained throughout the major.

10. a) For courses in the major, how does the course enhance the beginning, middle, or end of the major?
   This course provides an integrated, intensive, cumulative experience in communication at the end of major coursework.

b) For courses used by non-majors, how does the course support the liberal arts tradition including linkages with other disciplines:
   n/a

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11. Method of teaching:
   seminar, lecture, discussion, group work

12. a) Address potential enrollment pattern shifts in the department or college-wide related to the offering of this course:
   none

   b) Address potential shifts in staffing of the department as it relates to the offering of this course:
   none

   c) Frequency of offering:
      each fall: ☒  each spring: ☒
      every two years: ☐  every three years: ☐
      other ☒(Explain):  Summer

13. Requirements for additional resources made necessary by this course:

   a) Staff:
      none

   b) Budget:
      none

   c) Library:
      none

14. Is this course to be added to the Degree Requirements of a Major, Minor, Concentration or List of Approved Electives?

   a) ☒ yes  ☐ no

   b) If yes, complete the Change Degree Requirements form(s) and list the name(s) of the major, minor, concentration and/or list of approved electives here:
      Major: Communication

15. Paste syllabus, reading lists, or any additional documentation that can help the committee evaluate this proposal (a syllabus is mandatory).

COMM 480/481: Communication Capstone, Public Relations
Class Location:  
Instructor:
Phone:
E-mail:
Office Hours:

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COURSE DESCRIPTION:
This six-hour, capstone course provides the opportunity to incorporate course curriculum from previous public relations courses by working in collaboration with your peers in a PR agency setting to develop a public relations campaign for a Charleston community organization. This service-learning approach enables you to work closely with a community client; therefore, you will be gaining practical experience and fostering your initiative for independent learning.

The purpose of the course is to introduce you to advanced concepts and methods of public relations campaign planning and to provide a "real-world" working environment, which should help prepare you for a future position in the public relations field. Your participation in the course will help to enhance the content of your professional resume and portfolio through the experiences gained and materials produced for your client during the year.

COURSE GOALS:
Reinforce learning from previous media, public relations, marketing, speech, research and related courses.
To conduct research that helps formulate plans and assist with decision making.
Develop skills in meeting with public relations clients and colleagues in boardroom-style conferences.
Develop skills in making oral presentations on each component of the public relations campaign.
Develop skills in producing a comprehensive plans book to support oral public relations presentations.
Further develop skills in producing public relations materials, i.e. press releases, brochures, events, etc.

REQUIRED COURSE MATERIALS:


Course Reading Packet can be purchased at Sas-E Ink Printing Company.

WebCT ACCESS:
I will be using WebCT to post announcements, readings, assignment examples, and grades. Please plan to check your account regularly – meaning at least once a week!

COURSE EXPECTATIONS:
Class format – The primary methods of instruction for COMM 435 include discussion, guest speakers and experiential learning activities in order to accurately and efficiently cover the material. This is a capstone course, meaning
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that we will apply the knowledge and skills acquired from previous coursework in relevant fields to public relations. As such, this course is designed to give you a pragmatic, service-learning opportunity to further prepare you for a career in public relations.

In teams of four people, you will participate in a combination of lecture and "agency-style" class meetings. If you take this course seriously, this should be the best -- albeit the most demanding -- experience you have in any of your classes in this major. There are no exams or term papers in this course because this is designed as a "capstone" course in which students need to examine the "big picture" rather than memorize textbook details. As such, your agency will develop a comprehensive campaign plan to address one or more primary goals for a particular client, along with communication materials for the client's proposed campaign (such as news releases, scripts, logos, brochures, ideas for web sites, etc.).

Attendance - Attendance is expected and essential to succeed in this course. While attendance is not taken every class, there are days in which attendance is measured through participation activities. If you should miss a class, you will be responsible for what takes place in class (i.e., announcements, schedule changes, content, and discussion); the instructor is not responsible for updates or announcements missed due to an absence.

Readings – You are responsible for the assigned article readings. Class discussion will be based on the assigned readings; if you do not read, it will be extremely difficult to be a participative member of the class.

Late assignment policy – There will be no make up of presentations, assignments, or in-class activities unless absence is excused prior to the missed work and arrangements have been made for completing the work. Work that is turned in after the due date will be penalized one letter grade each day it is late thereafter. Assignments submitted four business days after the assignment deadline will not be accepted.

Classroom etiquette – Educators and learners are professionals guided by specific values and engaging in particular behaviors. These values and behaviors include respect, cooperation, active participation, intellectual inquiry, and punctuality. In addition to the knowledge and skills you attain throughout this course, you will be evaluated on your growth as a professional. Professional characteristics on which you will be judged include punctuality, attendance, collegial attitude, and participation. Because this course relies extensively on discussion and class interaction, attendance and participation is crucial to your success. In addition, as professionals you are expected to be respectful of the work environment, which includes turning off all cell phones before entering the
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classroom.

Honor code – Also as professionals, you are to be familiar with the policies set forth in the College of Charleston Student Handbook. Should we suspect that these policies have been broken in any way, we will immediately turn to the College Honors Board. If you are caught cheating (plagiarism, dishonorable testing, etc.) you will receive a zero on the assignment. If you are caught on a repeated offense, you will fail the course.

Disabilities – Any student eligible for and needing academic adjustments or accommodations because of a disability is requested to speak with me during the first two weeks of class. Please recognize that I cannot accommodate you if you do not notify me in advance.

Consultations – You are strongly encouraged to visit me during my office hours, or at any other arranged time, to discuss course expectations, performance, feedback, or concerns. I understand the situations and difficulties that ensue from acting simultaneously as students, employees, group members, partners, and family members. Should you have any problems meeting course deadlines or completing assignments, please come talk to me at any time and we can work together to develop a solution.

Classroom philosophy – “I never teach my pupils; I only attempt to provide the conditions in which they can learn” (Albert Einstein). As the instructor of this course, I will do our best to provide an interesting, fun, supportive, and practical learning environment. However, learning is an active process in which we will all need to participate. Therefore, I expect you to come to class prepared, participate in class, support your peers, and respect your facilitators (professors, guest speakers, etc.). In addition, you can expect me to provide feedback in a timely manner, come prepared to class, and do my best to facilitate an engaging learning experience.

First Week Attendance Policy - I reserve the right to drop any student who misses the first two days of class without notifying me in advance.

ACADEMIC AND PROFESSIONAL INTEGRITY:
It is important to start practicing your role as a public relations specialist; therefore, you will be held accountable for upholding the Professional Values for PR Practitioners set forth by PRSA.

Honesty. We adhere to the highest standards of accuracy and truth in advancing the interests of those we represent and in communicating with the public.

Fairness. We deal fairly with clients, employers, competitors, peers, vendors, the media and the general public.

Advocacy. We serve the public interest by acting as responsible advocates for those we represent. We provide a voice in the marketplace of ideas, facts and
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viewpoints to aid informed public debate.

ASSIGNMENTS: Percentage
Participation Activities 5%
PR Quizzes 5%
Performance Review Meetings (PRM) 5%
Agency Call Reports 5%
Campaign Case Study 15%
Situation Analysis 10%
Plans Book 20%
Campaign Pitch Presentation 15%
Peer/Client Evaluations 10%
Professional Online Portfolio 10%

A = 93 to 100 pts
A- = 90 to 92.99 pts
B+ = 87 to 89.99 pts
B = 83 to 86.99 pts
B- = 80 to 82.99 pts
C+ = 77 to 79.99 pts
C = 73 to 76.99 pts
C- = 70 to 72.99 pts
D+ = 67 to 69.99 pts
D = 63 to 66.99 pts
D- = 60 to 62.99 pts
F = below 60 points

*Please Note: Under NO circumstances will grades be rounded up. An A in this class means you have demonstrated significant achievement (meaning an 89.99 is a B+).

GRADE DISCREPANCIES:
If you have a question about a grade you receive on an assignment or exam, you must discuss the grade with me within two weeks of getting the assignment or exam back. After that, grades will not be modified.

ASSIGNMENT DESCRIPTIONS:
*Detailed descriptions of the assignments are posted on WebCT.
Participation: It is vital for you to attend class and to be on time. Your participation will be evaluated by your readiness for class discussion, familiarity with the readings as well as your contribution to agency work/discussion. Additionally, there will be exercises assigned during class in which you will receive participation credit for completion.

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PR Quizzes: You will be assigned existing public relations cases to read that will facilitate your understanding of the campaign development process. Following your reading of each case, a pop quiz may be given to assess your understanding and critique of the campaign’s effectiveness.

PR Case Study: Individually, you will select a current public relations campaign of your choice to research and present using a case study approach. Specific assignment details as well as a comprehensive discussion of the case study approach to research will be provided through class. In addition to the case study paper, you will share your paper with your peers and facilitate a 10-minute class discussion on your case.

Performance Review Meetings (PRM): Throughout the semester, your PR agency is required to schedule performance review meetings with Dr. Ruth-McSwain. Each performance review meeting will have a specific purpose; all agency members are expected to be prompt, prepared, and participative during scheduled performance review meetings.

Call Reports: Throughout the semester, you are to display your campaign planning progress through group call reports. These brief reports will document your accomplishments, time spent, timeline to completion of the campaign proposal as well as other elements.

Situation Analysis: Each group will conduct research specific to your campaign. You are required to conduct secondary research and primary research. You will analyze your research and write a Situation Analysis based on your findings.

Secondary research – conduct an analysis of existing journal, magazine, and newspaper articles or books related to your client and their industry issues.

Primary research – each group must conduct at least one of the following methods...Interviews (at least 15 interviews), Focus groups (at least 3 focus groups), Surveys (at least 100 completed survey responses)

Plans Book: Each agency is responsible to present all components of their campaign through a PR Plans Book. You will turn in two bound copies (one for the client and one for me to grade) of the plans book. You will not get these back, so you should make copies for yourself as well. Everything that goes into your plans book should also be provided in electronic form on a CD (burn two copies). Please note, the plans book is a significant portion of your final grade in PR Campaign; this plans book will be graded rigorously.

Campaign Pitch Presentation: You will give an oral presentation of your campaign for the class and the client. Your presentations will last approximately 20-30 minutes. You will explain your campaign, including the research you conducted and the event you planned. Each group member should play a significant role in the presentation. You are expected to look, speak, and act professionally – you
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are pitching your campaign to the client.

Peer/Client Evaluations: Due to the team environment of the PR Campaigns class, it is important that your contribution to your agencies work is monitored throughout the year. Your individual contribution and class performance will be evaluated by your fellow agency members as well as the client two times, at the end of the first semester and the end of the second semester.

Professional Online Portfolio: Since the PR Campaigns capstone experience should culminate your academic career, you are required to develop an online portfolio that will not only include the campaign materials you create through this class but also exemplar work from other communication courses. You will use www.weebly.com or a similar free site to host your professional portfolio. The professional online portfolio will provide a competitive advantage for your impending job search.

COURSE SCHEDULE: Communication Capstone, Public Relations

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<thead>
<tr>
<th>WEEK</th>
<th>TOPIC</th>
<th>DEADLINE</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Introduction to Capstone Course; PR Jeopardy Review Session; Individual Skills Assessment</td>
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<td>Week 2</td>
<td>Campaign Planning Process</td>
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<td>Week 3</td>
<td>Case Study Development; PR Case Research</td>
<td>DUE: Team Formation Memo</td>
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<td>Week 4</td>
<td>Guest Speakers (Silver Anvil Case Winners); Case Writing Workshop</td>
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<td>Week 5</td>
<td>Working in Teams; Collaboration in PR; Team Development Workshop</td>
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<td>Week 6</td>
<td>Case Study Discussions; PR Campaign Development Blueprint; Agency/Client Relations</td>
<td>DUE: PR Case Study</td>
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<td>Week 7</td>
<td>Situation Analysis Discussion; Campaign Planning Process: Secondary Research</td>
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<td>Week 8</td>
<td>Campaign Planning Process: Primary Research</td>
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<td>Week 9</td>
<td>Agency Meetings</td>
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<td>PRM: Research Plan Consultation</td>
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<td>Week 10</td>
<td>Guest Speaker (Market Research); SWOT Discussion and Workshop</td>
<td>DUE: Call Report #1</td>
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<td>Week 11</td>
<td>Agency Meetings</td>
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<td>PRM: Supervised Data Collection</td>
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<td>Week 12</td>
<td>Agency Meetings</td>
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<td>PRM: Research Results Review</td>
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<td>Week 13</td>
<td>Visual Presentation/Document Design; Situation Analysis Writing Workshop</td>
<td>DUE: Draft #1, Situation Analysis</td>
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<td>Week 14</td>
<td>Situation Analysis Peer Review</td>
<td>DUE: Draft #2, Situation Analysis</td>
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<tr>
<td>Week 15</td>
<td>Week Built In for Fall Break (can be used when needed)</td>
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<tr>
<td>Week 16</td>
<td>Situation Analysis Presentations; Required Meeting w/ Client</td>
<td>DUE:</td>
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Final Draft, Situation Analysis

Week 17  Campaign Planning Process: Goals & Objectives; Objectives Writing Workshop  DUE: Call Report #2

Week 18  Campaign Planning Process: Target Audience; Audience Profiling Workshop  
Week 19  Campaign Planning Process: Strategy; How to Brainstorm?; Brainstorming Workshop 
Week 20  Campaign Planning Process: Tactics; Tactical Toolbox Workshop  
Week 21  Agency Meetings  DUE: Call Report #3 
Week 22  Agency Meetings  
PRM: Strategic Plan Outline Review  DUE: Strategic Plan Outline  
Week 23  Campaign Planning Process: Timeline & Budget; Gantt Charting Workshop  
Week 24  Campaign Planning Process: Campaign Evaluation  
Week 25  The Campaign Pitch; Presentation Production and Delivery; Guest Speaker (Client Pitching); Speed Pitching Workshop  
Week 26  Agency Meetings  
PRM: Plans Books Review (Instructor Review)  DUE: Draft #1, Plans Book  
Week 27  Agency Meetings  
PRM: Plans Book Review (Peer Review)  
PRM: Pitch Presentation Review  DUE: Draft #2, Plans Book  
DUE: Call Report #4  
Week 28  Week Built In for Spring Holiday Break (can be used when needed)  
Exam Week  Final Campaign Pitch Presentations  
Location: 7 College Way Conference Room  DUE: Final Draft, Plans Books  
Exam Week  Professional Online Portfolio Submission  DUE: Email Link for Portfolio  

**Please note that changes may be made to this document at the discretion of the professor. If such changes are made, students will be properly notified.**
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14. Signature of Department Chair or Program Director:

________________________________________

Date: _______________________________

15. Signature of Dean of School:

________________________________________

Date: _______________________________

16. Signature of Provost:

________________________________________

Date: _______________________________

17. Signature of Business Affairs Official

________________________________________

Date: _______________________________

18. Signature of Curriculum Committee Chair

________________________________________

Date: _______________________________

19. Signature of Faculty Senate Secretary:

________________________________________

Date Approved by Senate: ______________________________

Completed form should be sent by the Faculty Senate Secretary to the Registrar. After implementation, information concerning the passed course and program changes will be provided by the Registrar to all faculty and staff on campus.