New Course Request  

Indiana University  

South Bend  Campus

Check Appropriate Boxes:  
Undergraduate credit [X]  Graduate credit [ ]  Professional credit [ ]

1. School/Division Raclin School of the Arts/Communication Arts
2. Academic Subject Code  JOUR-J
3. Course Number  390  (must be cleared with University Enrollment Services)  4. Instructor  Alec Hosterman
5. Course Title  Public Relations Writing
   Recommended Abbreviation (Optional) PR Writing
   (Limited to 32 Characters including spaces)
6. First time this course is to be offered (Semester/Year):  Fall 2007
7. Credit Hours: Fixed at 3 credit hrs or Variable from _______ to _______
8. Is this course to be graded S-F (only)? Yes [ ] No [X]
9. Is variable title approval being requested? Yes [ ] No [X]
10. Course description (not to exceed 50 words) for Bulletin publication:  
    Prerequisite:  W131 Course presents students with practical writing experiences in the specialized writing types and styles required of professional public relations practitioners. Includes business writing as well as writing news releases, feature releases, brochures and other promotional materials, newsletters and writing for the web.

11. Lecture Contact Hours: Fixed at 2.5 or Variable from _______ to _______
12. Non-Lecture Contact Hours: Fixed at n/a or Variable from _______ to _______
13. Estimated enrollment: 20 (maximum) of which _______ percent are expected to be graduate students.
14. Frequency of scheduling: Once per academic year. Will this course be required for majors? Yes. [X]
15. Justification for new course: Improving curriculum to provide expanded course offerings/requirments for majors. Yes. [X]
16. Are the necessary reading materials currently available in the appropriate library? Yes. [X]
17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.
18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.
19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by:  
Department Chairman/Division Director  
Date  11/16

Dean of Graduate School (when required)  
Date  

Approved by:  
Dean  
Date  12/11

Chancellor/Vice-President  
Date  

University Enrollment Services  

University Enrollment Services Final—White; Chancellor/Vice-President—Blue; School/Division—Yellow; Department/Division—Pink; University Enrollment Services Advance—White
# Course Catalog Summary

**Course ID:** 027822  
**PUBLIC RELATIONS WRITING**

<table>
<thead>
<tr>
<th>Effective Date:</th>
<th>01/01/2007</th>
<th>Status: Active</th>
</tr>
</thead>
</table>

**Equivalent Course Group:**

<table>
<thead>
<tr>
<th>Grading Basis</th>
<th>Min Units</th>
<th>Max Units</th>
<th>Prgrss Unt</th>
<th>Crs Cntct</th>
<th>Allowd Unt</th>
<th>Allowd Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graded</td>
<td>1.00</td>
<td>3.00</td>
<td>1.00</td>
<td>3.00</td>
<td>3.00</td>
<td>1</td>
</tr>
</tbody>
</table>

**Equivalent Course Group**

<table>
<thead>
<tr>
<th>Course ID</th>
<th>Effective Date</th>
</tr>
</thead>
</table>

**Course Offering**

<table>
<thead>
<tr>
<th>Institution</th>
<th>Acad Group</th>
<th>Subject</th>
<th>Catalog</th>
<th>Acad Org</th>
<th>Approved</th>
<th>Career</th>
<th>Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>IUINA</td>
<td>JOUR</td>
<td>JOUR-J</td>
<td>390</td>
<td>IN-JOUR</td>
<td>Approved</td>
<td>Undergrad</td>
<td></td>
</tr>
<tr>
<td>IUFWA</td>
<td>ASC</td>
<td>JOUR-J</td>
<td>390</td>
<td>FW-JOUR</td>
<td>Approved</td>
<td>Undergrad</td>
<td></td>
</tr>
<tr>
<td>IUBLA</td>
<td>JOUR</td>
<td>JOUR-J</td>
<td>390</td>
<td>BL-JOUR</td>
<td>Approved</td>
<td>Undergrad</td>
<td></td>
</tr>
<tr>
<td>PUFWA</td>
<td>ADMIN</td>
<td>JOUR-J</td>
<td>390</td>
<td>PUFWA</td>
<td>Approved</td>
<td>Undergrad</td>
<td></td>
</tr>
</tbody>
</table>

**Course Component**

<table>
<thead>
<tr>
<th>Component</th>
<th>Instructor Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>Optional</td>
</tr>
</tbody>
</table>

---

https://sis.iu.edu/servlets/clientservlet/PS1PRD/?ICType=Panel&Menu=ESTABLISH_COURSES&Ma... 10/18/2006
J360 Journalism Specialties (1-3 Cr.) Topical course dealing with changing subjects and material from semester to semester. Course may be repeated once for credit.

J375 Race, Gender, and the Media (3 cr.) Survey and analysis of how news and entertainment media represent issues of race and gender. History of women and people of color as media professionals and media consumers. Discussion of contemporary problems and potential solutions.

J385 Television News (3 cr.) P: J343 and J353, or consent of instructor. Preparation and presentation of news for television. Practice in writing, reporting, filming, and editing news for TV. TV writing problems; use of photographs, films, and videotape; problems of sound in TV news; ethical problems of the TV film reporter and editor.

J390 Public Relations Writing (3 cr.) P: J200 or permission. Course presents students with practical writing experiences in the specialized writing types and styles required of professional public relations practitioners. Includes business writing as well as writing news releases, feature releases, brochures and other promotional materials, newsletters and writing for the web.

J401 Depth Reporting and Editing (3 cr.) P: one 300-level reporting course and one 300-level editing course. Study and practice in using techniques of social science and traditional methods of investigative reporting. Class will plan, write, and edit news stories in depth.

J407 News Gathering and the Law (3 Cr.) P: J300. Students study the law relating to the content of mass media and the processes by which that content is created. Discussion includes the legal issues triggered by story framing, selection of sources, interviewing, photography, and access to information. The course involves reading and research using primary legal materials.

J409 Media Management (3 cr.) Research seminar that examines techniques and processes used in managing media organizations. Through discussions, case analysis and group projects, the course explores organizational missions and social responsibilities, market analysis technique, personnel management issues and budgeting.

J410 The Media as Social Institutions (3 cr.) P: J300, senior standing. Examination of the functions and impact of the mass media in society with primary focus on the United States. Discussion of the values of media organizations and the professional and ethical values of journalists. Critical analysis of the effect of political, economic, and cultural factors on the operation of the media.

J413 Magazine Article Writing (3 Cr.) P: J342. In-depth