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: 429 (must be cleared with University Enrollment Services)
4. Instructor: Alec Hosterman
5. Course Title: Public Relations Campaigns
   Recommended Abbreviation (Optional): n/a
   (Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): Spring 2008
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 J319. Development and execution of a public relations campaign for a nonprofit organization. Public relations theory and in-depth case study analysis.

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: 25 (maximum) of which _______ percent are expected to be graduate students.
14. Frequency of scheduling: Once per academic year.
15. Justification for new course: Improving curriculum to provide expanded course offerings/requirements for majors. Yes.
16. Are the necessary reading materials currently available in the appropriate library? Yes.
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: [Signature]
Department Chairman/Division Director
Date __/1/06

Approved by: [Signature]
Dean
Date __/31/07

Dean of Graduate School (when required)

Chancellor/Vice-President

University Enrollment Services

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

University Enrollment Services Final—White; Chancellor/Vice-President—Blue; School/Division—Yellow;
Department/Division—Pink; University Enrollment Services Advance—White
JOUR J290 INTERNSHIP IN JOURNALISM (1-3 cr.) Available for work on Preface only—see advisor.

JOUR J300 COMMUNICATIONS LAW (3 cr.) P: JOUR C200. History and philosophy of laws pertaining to free press and free speech. Censorship, libel, contempt, obscenity, right of privacy, copyright, government regulations, and business law affecting media operations. Stresses responsibilities and freedoms in a democratic communications system.

JOUR J321 INTEGRATED MARKETING COMMUNICATIONS (3 cr.) P: JOUR J219. Students are introduced to the creative integration of advertising and public relations as a mass media campaign tool. Topics include the role of integrated communication in marketing and media, an examination of current practice, and the creative process of a campaign, including planning strategies and media characteristics.

JOUR J341 NEWSPAPER REPORTING (3 cr.) P: JOUR J200. Techniques of gathering, analyzing, and writing news and features for newspapers. Practice in interviewing, observation, and use of documentary references that include computer information retrieval and analysis skills.

JOUR J351 NEWSPAPER EDITING (3 cr.) P: JOUR J341. 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.

JOUR J401 DEPTH REPORTING AND EDITING (3 cr.) P: JOUR J351. 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.

JOUR J410 THE MEDIA AS SOCIAL INSTITUTIONS (3 cr.) P: JOUR C200. 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 relationship of the media and society and the effect of political, economic, and cultural factors on the operation of the media.

JOUR J428 PUBLIC RELATIONS MANAGEMENT (3 cr.) P: SPCH S121, JOUR J219. Theories and principles relevant to public relations practices in agency, corporate, or nonprofit organizations. Students will develop and manage a working public relations plan.


JOUR J492 MEDIA INTERNSHIP (3 cr.) Supervised professional experience in communication media.

LBST: Liberal Studies
JOUR-J 319  PUBLIC RELATIONS (3 cr.) P: JOUR-C 200, JOUR-J 200. Provides an overview of public relations and introduces theory and practice of the field. Topics include the relationship between public relations and marketing, the history and development of public relations, media relations, measurement and assessment methods.

JOUR-J 321  INTEGRATED MARKETING COMMUNICATIONS (3 cr.) P: JOUR-J 319. Students are introduced to the creative integration of advertising and public relations as a mass media campaign tool. Topics include the role of integrated communication in marketing and media, an examination of current practice, and the creative process of a campaign, including planning strategies and media characteristics.

JOUR-J 341  NEWSPAPER REPORTING (3 cr.) P: JOUR-J 200. Techniques of gathering, analyzing, and writing news and features for newspapers. Practice in interviewing, observation, and use of documentary references that include computer information retrieval and analysis skills.

JOUR-J 351  NEWSPAPER EDITING (3 cr.) P: JOUR-J 341. 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.

JOUR-J 401  DEPTH REPORTING AND EDITING (3 cr.) P: JOUR-J 351. 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.

JOUR-J 410  THE MEDIA AS SOCIAL INSTITUTIONS (3 cr.) P: JOUR-C 200. 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 relationship of the media and society and the effect of political, economic, and cultural factors on the operation of the media.

JOUR-J 428  PUBLIC RELATIONS MANAGEMENT (3 cr.) P: SPCH-S 121, JOUR-J 319. Theories and principles relevant to public relations practices in agency, corporate, or nonprofit organizations. Students will develop and manage a working public relations plan.

JOUR-J 429  PUBLIC RELATIONS CAMPAIGNS (3 cr.) P: SPCH-S 121, JOUR-J 319. Development and execution of a public relations campaign for a nonprofit organization. Public relations theory and in-depth case study analysis.

JOUR-J 492  MEDIA INTERNSHIP (3 cr.) Supervised professional experience in communication media.

LBST:  LIBERAL STUDIES

LBST-D 501  HUMANITIES SEMINAR (3 cr.) An interdisciplinary graduate seminar in the humanities. Topics vary from semester to semester. May be repeated twice for credit.

LBST-D 502  SOCIAL SCIENCES SEMINAR (3 cr.) An interdisciplinary graduate seminar in the social sciences. Topics vary from semester to semester. May be repeated twice for credit.

LBST-D 503  SCIENCE SEMINAR (3 cr.) An interdisciplinary graduate seminar in the sciences. Topics vary from semester to semester. May be repeated twice for credit.

LBST-D 510  INTRODUCTION TO GRADUATE LIBERAL STUDIES (3 cr.) A comprehensive introduction to graduate liberal studies. Explores the cultures of the humanities, social sciences, and sciences. Investigates interdisciplinary methodologies. Offers strategies for graduate-level reading, research, and writing for other publics.

LBST-D 511  M.L.S. HUMANITIES ELECTIVE (3 cr.) P: LBST-D 510. An M.L.S. graduate elective course in the humanities. Topics vary. May be repeated for credit.

LBST-D 512  M.L.S. SOCIAL SCIENCE ELECTIVE (3 cr.) P: LBST-D 510. M.L.S. graduate elective course in the social sciences. Topics vary. May be repeated for credit.

LBST-D 513  M.L.S. SCIENCE ELECTIVE (3 cr.) P: LBST-D 510. M.L.S. graduate elective course in the sciences. Topics vary. May be repeated for credit.
**Course Catalog Summary**

**Course ID:** 027643  
**PUBLIC RELATIONS CAMPAIGNS**

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**Course Offering**

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**Course Component**

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10/27/2006
PUBLIC RELATIONS CAMPAIGNS J429 9076
Schedule: Mon/Wed., 1-2:15 p.m.
Ernie Pyle Hall Room 214

Winter 2001-2002 Syllabus
Professor: Terri Lynn Johnson, ABC, APR
Office: Ernie Pyle Hall 222
Hours: Mon/ Wed 2:30 to 3:30 and by appointment
Phone: (812) 855-2841 (office) and (317) 736-7461 (home)
Email: teljohns@indiana.edu

Course Description:

J429, Public Relations Campaigns, offers the opportunity for the development and
evaluation of a public relations campaign for a nonprofit organization. Students
will learn public relations theory and do in-depth case study analysis.

Public relations is a communications-driven practice, used to develop and manage
mutually beneficial relationships between an organization and its various
constituencies. Individual writing and case study assignments help to prepare
students for successful participation in a team campaign project, serving a non-
profit client.

Required Texts:

Doug Newsom and Bob Carroll, Public Relations Writing: Form and Style,


Objectives:

- To develop a professional client-practitioner relationship serving a non-
  profit agency or organization.
- To assess real public relations problems and opportunities to develop a
  strategic public relations campaign plan.
- To formulate, prioritize, and implement public relations goals, objectives,
  strategies, and tactics within a simulated public relations team.
- To use applied research as a systematic means of investigation, problem
  solving, and evaluation.
- To enhance professional writing and interpersonal communication skills.
- To review ethical and social issues pertinent to critical or controversial
  public relations decisions.
- To review a number of public relations campaigns in order to determine
  factors leading to their success or failure.

Assignments/Projects:

Writing news releases to hone your writing skills and writing copy for other public