

New Course Request

Indiana University

Indianapolis Campus

Check Appropriate Boxes: Undergraduate credit Graduate credit Professional credit

1. School/Division School of Journalism 2. Academic Subject Code JOUR

3. Course Number J340 (must be cleared with University Enrollment Services) 4. Instructor R. Dittmer

5. Course Title Public Relations Tactics and Techniques

Recommended Abbreviation (Optional) PR Tactics & Techniques
(Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): Spring 2010

7. Credit Hours: Fixed at 3 or Variable from _____ to _____

8. Is this course to be graded S-F (only)? Yes _____ No

9. Is variable title approval being requested? Yes No

10. Course description (not to exceed 50 words) for Bulletin publication: Planning and using a wide variety of public relations tactics and techniques is the cornerstone of an entry-level public relations practitioner's skill set. This course provides extensive hands-on learning and practice in those basic techniques. The course allows students to apply theory and research to actual problem solving.

11. Lecture Contact Hours: Fixed at 3 or Variable from _____ to _____

12. Non-Lecture Contact Hours: Fixed at 0 or Variable from _____ to _____

13. Estimated enrollment: 25 of which 0 percent are expected to be graduate students.

14. Frequency of scheduling: Semester Will this course be required for majors? yes

15. Justification for new course: Course fills gap between introduction and advanced courses

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: _____ Date _____
Department Chairman/Division Director

Approved by:  Date 8-11-09
Dean

_____ Date _____
Dean of Graduate School (when required)

_____ Date _____
Chancellor/Vice-President

_____ Date _____
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.

J 340 Public Relations Tactics and Techniques

Indiana University Purdue University Indianapolis

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1. Course Description: Planning and using a wide variety of public relations tactics and techniques is the cornerstone of an entry-level public relations practitioner's skill set. This course provides extensive hands-on learning and practice in those basic techniques.

2. Course Rationale/Goals:

This course is designed to allow the student to apply theory and research methodology to actual problem solving. Problem solving ability is the key emphasis of the course and the primary goal.

3. Course Objectives: This course is designed to provide an opportunity for the undergraduate student to learn and apply methodologies in planning solutions to public relations problems or in executing public relations campaigns or projects. Upon successful completion of this course, students will:

- a. Identify and describe the key methods and techniques used to develop and maintain positive media relationships.
- b. Describe the process of developing a media-relations database and a basic issues-management database.
- c. Demonstrate the ability to develop a media standby document.
- d. Demonstrate the ability to pitch news stories to reporters in writing, via voice mail, e-mail and in live telephone conversations.
- e. Describe the process for establishing an editorial board meeting and when it is appropriate to do so.
- f. Demonstrate the ability to prepare for and participate in broadcast and print media interviews.
- g. Understand the role of community relations in maintaining organizational reputation.
- h. Be able to create and effectively use a speaker's bureau.
- i. Understand and be able to describe the special tactics of gaining and maintaining good relationships with identified community publics.
- j. Explain the differences and similarities between marketing, public relations and marketing public relations.
- k. Describe the most effective organizational alignment between public relations and marketing.
- l. Identify and describe the key communication channels and venues for marketing public relations.
- m. Describe the basic planning and implementation steps for a trade show.
- n. Describe the basic planning and implementation steps for a special event.
- o. Describe the basic planning and implementation steps for product media relations.
- p. Students will understand the different kinds of internal publics and audiences public

relations professionals use communication to maintain relationships with for various organizations.

- q. Understand the nature of internal audiences based on current research.
- r. Be able to select and use an appropriate variety of tools and tactics to reach and interact with internal audiences.
- s. Understand the role and use of Internet communication in public relations.
- t. Be able to successfully use social media tools.
- u. Be able to successfully use Dreamweaver and maintain websites.

4. Course Content and Format: The course consists of group exercises and individual exploration of topics in public relations. We will initially re-examine the public relations planning process, then groups will begin work on a campaign project for a client. At the same time, we will explore, as a group, various types of campaigns using student presentations and classroom discussions. Time will be allowed in class each evening for groups to work on projects, but it is expected that groups will be required to meet outside of normal class time to complete these projects successfully.

5. Textbooks:

- a. **Required:** *On Deadline: Managing Media Relations*, Howard, Carole M., and Wilma K. Mathews, 4th Ed., Long Grove, IL: Waveland Press, 2006.
- b. **Additional Materials:** Provided by instructor.

6. Methods of Evaluating Student Performance: Course grade will be based on class participation, group participation, contribution to projects and activities, caliber of work submitted, class reading assignments, class oral reports and the final term project. Special attention in this course will be given to the effectiveness of written and oral presentations.

7. **Specific Course Requirements:** There are eight major evaluated elements to this course.

- a. **Employee Case Study** – you will be required to examine a case study of a specific organization’s internal communication and discuss appropriateness, effectiveness and efficiency.
- b. **Media standby document** -- You will be required to chose an issue or topic of interest to you and/or your organization and develop a media standby document that uses the techniques outlined in class to prepare for media interviews or inquiries.
- c. **News media pitch** -- Each student will be required to pitch a two-minute news story via voice mail to the instructor by the specified date indicated in the class schedule below. No extensions will be given beyond this date. Students that do not provide the voice mail by the specified date will fail this assignment.
- d. **Media interview training** – Each student will participate in a mock media interview of either print or broadcast. A grade will be given based on the instructor’s observation and evaluation of the student’s application of the interview techniques introduced in class prior to the mock interviews.
- e. **Class Participation** -- This course is predicated on extensive in-class discussion. Your ACTIVE participation is required and will be reflected in your final grade.
- f. **IT Training** – You will be required to complete one IT Training Course online (Web Publishing (http://ittraining.iu.edu/workshops/Web_Publishing/player.html), and one on Dreamweaver through UITS workshops. You are required to take the first and schedule and complete the second and provide documentation that you have done so to the instructor. A separate schedule of workshops will be provided.
- g. **Blog** – establish and maintain a personal/professional blog. Specific requirements will be distributed separately, however, all students will create a blog and maintain it throughout the course.
- h. **Podcast** – Create and post a Podcast on a professional topic in public relations.
- i. **Twitter** – Establish and consistently maintain a Twitter account. Each student will establish a Twitter account and post interesting and professionally useful and relevant content throughout the course.

<u>Grade Distribution:</u>	<u>Points</u>
Employee Case Study Paper	100
Media Standby Document	100
News Media Pitch	100
On-Camera Interviews (3)	100 each
IT Workshops	50 (25 each)
Twitter	100
Student Blog	100
Student Podcast	75
Class Participation	<u>75</u>
Total:	1,000

Grade Scale: (in percent of total possible score)

93 – 100	A	73 – 76	C
90 – 92	A-	70 – 72	C-
87 – 89	B+	67 – 69	D+
83 – 86	B	63 – 66	D
80 – 82	B-	60 – 62	D-
77 - 79	C+	59 and below	F

ATTENDANCE

You are expected to attend all classes. If you must miss one, discuss the circumstances with the instructor in advance. This allows you to work out how you will meet the class objectives for that week without your presence in class. As a matter of firm policy, unexcused late work will not be accepted. If you will be absent from any class where work is due, you **MUST** contact me **IN ADVANCE**. We start class **ON TIME**. Since late arrivals disrupt classes, do not be late.

DEPARTMENT WRITING STATEMENT

Writing performance and language usage proficiency are essential to the satisfactory completion of journalism courses. Moreover, writing and speaking skills are essential to the successful practice of public relations. Therefore, I will monitor writing performance and language usage and you will be graded on your writing, including spelling, punctuation and sentence structure.

DEPARTMENT POLICY ON DIVERSITY

The Department of Journalism is committed to creating an awareness of diversity issues as they relate to society, to the workplace and to the classroom.

DISABLED STUDENT POLICIES

If you need course adaptations or accommodations because of a disability, or if you have any emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please discuss with me ASAP.

ACADEMIC HONESTY

It is expected that all students will adhere to University standards of honesty. Plagiarism will not be tolerated. Nor will cheating of any kind. All appropriate text citations must be appropriately annotated and properly credited with in-text citations, footnotes/endnotes and bibliographic references. Discovery of any instances of academic dishonesty will be immediate grounds for failure in this class.

COMMUNICATION AND E-MAIL

We will use Oncourse CL extensively, including the Gradebook so you can track your success. We will post assignments and supporting documents on Oncourse for your use, in addition to any additional reading assignments we may make outside of the assigned textbook. In addition, all e-mail communication will be by standard issue IUPUI e-mail addresses. If you do not use yours, either start, or set up your address to automatically forward to the address you normally use. If you wish to use a “Chat Room” for occasional group discussions outside the classroom environment request a scheduled time from the instructor.

COURSE SCHEDULE

1. Week 1
Course introduction; Student introductions
Review of course materials and methodology
Initial discussion of Public Relations Tactics and Techniques - Overview
2. Week 2
The Internet and Public Relations
Introduction to PR and the Internet; PR and websites; Introduction to Dreamweaver; Introduction to SEO, Google AdWords.
Register for UITS Dreamweaver class

Social Media and Public Relations
Blogs, social networks, Facebook, etc.
Blog assignment issued
3. Week 3
September x is Labor Day – No Class
The Internet and Public Relations
Social Media continued: Twitter, LinkedIn, YouTube, Google Alerts, Social Bookmarks, others.
Twitter Assignment issued
4. Week 4
Community Relations
Introduction to Community Relations – The publics
Read: *Community Relations: Giving It All You've Got* and *Foundations of a Relevant Community Relations Program* by Craig Miyamoto (instructor provided)

Special Events and Speaker's Bureau's
Read: *Special Events: Getting All The Pieces to Fit Together Parts I and II* by Craig Miyamoto (instructor provided)
Read: *Speaker's Bureau as A Tactic* (instructor provided)
5. Week 5
Marketing Public Relations
What is marketing communication?
Tools of the trade – an overview
6. Week 6
Marketing Public Relations
Special Events, Trade Shows and Product launches
7. Week 7
The Internet and Public Relations
More on Social Media; Podcasting, RSS, etc.
Podcast Assignment
8. Week 8
Employee Relations
The importance of Internal Communication
The nature of internal publics
Discovering attitudes of internal publics
Assignment of Employee Case Study

9. Week 9 **Employee Relations**
 Traditional internal communication mechanisms
 Newsletters, etc.
 Podcast Assignment Due
- The Internet and Public Relations**
 Review of student blogs and Twitter
 Measuring success on the Internet
10. Week 10 **Media Relations**
 Employee Case Paper Due
 Introduction to Media Relations, Tools and Techniques
 Read Chapters 4, 1 and 2 (Howard & Matthews)
 Discuss news release samples
 Standby document Assigned
11. Week 11 **Media Relations**
 Tactics and techniques – An in-depth look
 Read Chapter 12
 Media Preparation
 Voicemail pitch assigned
12. Week 12 **The Internet and Public Relations**
 Guest Speaker on Internet Direct Marketing
- Media Relations**
 Identifying, building and monitoring media relationships
Read Chapters 7, 6 and 8 (Howard & Matthews)
 Media Standby Document due
13. Week 13 **Media Relations**
 Preparing to “Meet the Media” – Media Interview Training
 Prepare for on-camera interview
 Voicemail pitch completed
14. Week 14 **Media Relations**
 On-camera interviews
15. Week 15 **Media Relations**
 Critique of interviews
Nov. xx Thanksgiving Holiday – No Class
16. Week 16 **Media Relations**
 On-camera interviews
17. Week 17 Critique of interviews and Internet assignments