

New Course Request

Indiana University

Indianapolis Campus

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

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

3. Course Number J400 (must be cleared with University Enrollment Services) 4. Instructor R. Dittmer

5. Course Title Careers in Public Relations

Recommended Abbreviation (Optional) Careers in PR (Limited to 32 Characters including spaces)

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

7. Credit Hours: Fixed at 1 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: Course provides public relations majors and certificate candidates an understanding of the nature of the public profession in preparation for entering the workforce. The course is focused specifically on the tools and techniques needed for a successful job search and successful initial employment.

11. Lecture Contact Hours: Fixed at 1 or Variable from to

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

13. Estimated enrollment: 15 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: senior career preparation course missing from current curriculum

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: Department Chairman/Division Director Date

Approved by: [Signature] Date 8-11-09 Dean

Dean of Graduate School (when required) Date

Chancellor/Vice-President Date

University Enrollment Services Date

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.

**SYLLABUS**  
**J 400 – Careers in Public Relations**  
Indiana University Purdue University Indianapolis

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**TEXT**

1. *Careers in Public Relations: A Guide To Opportunities in a Dynamic Industry*, Council of Public Relations Firms, 2009 (provided).
2. *PR Week Career Guide 2008* (provided).
3. Selected instructor-provided references and reading assignments.

**COURSE DESCRIPTION**

This course provides public relations majors, minors and certificate candidates an understanding of the nature of the public relations profession in preparation for entering the workforce. As such, this course is focused specifically on the tools and techniques needed to successfully conduct a job search and be successful at the initial employment opportunity.

**COURSE OBJECTIVES:**

Students will...

1. Understand the nature of the public relations workforce today.
2. Be knowledgeable about the various structures of public relations organizations.
3. Understand the specific Central Indiana marketplace.
4. Know how to create and conduct a comprehensive job search campaign.
5. Know how to research job opportunities.
6. Be able to set up and use a network of contacts and LinkedIn.
7. Create an informative and effective resume
8. Write an excellent cover letter.
9. Arrange for appropriate references.
10. Be able to participate in an effective job interview.
11. Create an effective work portfolio.
12. Understand professional appearance and comportment expectations.
13. Be able to successfully pass a standard employment writing exam.

**COURSE STRUCTURE:**

This course will include lecture, guest lectures, class discussion, individual projects, and written projects. Regular attendance is **REQUIRED**; and you are expected to be **ON TIME**. You are expected to have read the assigned readings prior to the class and be prepared to discuss it in class.

**Professional Article.** You will be assigned to write a personality profile article on a public relations professional currently working in the field. Your purpose is to select, with the instructor's assistance, a public relations professional working in the profession, and conduct an interview resulting in an article that discusses, at a minimum, the information listed below:

- How did this person get their first job in public relations?
- What academic preparation did they have for this first job?
- What has their career progression been since their first job?
- What tips can they offer to job-seekers in public relations today?
- What basic skills do entry-level public relations professionals need to be successful?
- How does one prepare for their next job? How is this person preparing for their next job?

The article should be suitable for publication (although it will NOT be published) and be between 1,200 and 1,500 words in length.

**Resume.** You will be required to complete an effective resume suitable for use in applying for a job.

**Cover Letter.** You will be required to complete a sample cover letter for a resume that is suitable for use in applying for a job.

**Portfolio.** You will create your professional portfolio that will be used for internship and job opportunities in the future.

**Writing Exam.** During this course you will prepare for, and then take, a sample writing exam – and pass it – that is similar to those required by many corporations and agencies of employment candidates.

**Mock Interview.** During the course you will participate in a mock interview with a prospective employer.

## GRADING

Resume	100
Cover Letter	100
Portfolio	150
Mock Interviews	100
Personality Profile	100
Writing Exam	100
Class Participation	100
Total:	800

**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:**

Attendance is required and I will check attendance each class. Excused absences must be submitted in advance to be considered.

**E-MAIL AND ONCOURSE:**

I use e-mail extensively to communicate with students outside class. I will ONLY use your IUPUI issued e-mail address. YOU are responsible for setting up your account and having it transferred to another account if you wish. In addition, I will be using Oncourse to post course documents, document drop boxes, maintain a gradebook (which you will use to track your grade progress) and other elements, including the Oncourse e-mail communication function. You are responsible for checking Oncourse routinely for new information.

**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 make an appointment with me as soon as possible.

## J 400 Class Schedule

<u>Date</u>	<u>Topic(s)/Activities</u>
Week 1	Introduction, class syllabus, objectives and introductions. Personality Profile article assignment
Week 2	The state of the Public Relations profession; organizational structures and career paths in public relations.
Week 3	Resume Workshop Assignment of the Resume
Week 4	The Public Relations Marketplace
Week 5	The Components of a Job Search
Week 6	Cover Letter Workshop Assignment of Cover Letter
Week 7	Interview Techniques Workshop Appearance, deportment, courtesy and references Assignment of Interview Exercise
Week 8	Portfolio Workshop Assignment of Portfolio
Week 9	Writing Exam Discussion Return of letters and resume's
Week 10	Benefits: What are they and why do I care? (Guest Speaker) Personality Profile due
Week 11	Peer review of Portfolios, Resumes and Cover Letters
Week 12	Mock Interviews Final Resumes and Cover Letters Due
Week 13	Interview critique and discussions Portfolio due
Week 14	Writing Exam
Week 15	Return of all assignments; Individual meetings for critiques