

LSC Use Only Proposal No: \_\_\_\_\_ UWUCC Use Only Proposal No: 12-65j  
 LSC Action-Date: \_\_\_\_\_ UWUCC Action-Date: AP-2/5/13 Senate Action Date: App-3/26/13

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

**1. Course Proposals (check all that apply)**

New Course     
  Course Prefix Change     
  Course Deletion  
 Course Revision     
  Course Number and/or Title Change     
  Catalog Description Change

Current course prefix, number and full title: \_\_\_\_\_

Proposed course prefix, number and full title, if changing: **JRNL425 Entertainment PR**

**2. Liberal Studies Course Designations, as appropriate**  
 This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

Learning Skills   
  Knowledge Area   
  Global and Multicultural Awareness   
  Writing Across the Curriculum (W Course)  
 Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)

Global Citizenship     
  Information Literacy     
  Oral Communication  
 Quantitative Reasoning     
  Scientific Literacy     
  Technological Literacy

**3. Other Designations, as appropriate**

Honors College Course     
  Other: (e.g. Women's Studies, Pan African)

**4. Program Proposals**

Catalog Description Change     
  Program Revision     
  Program Title Change     
  New Track  
 New Degree Program     
  New Minor Program     
  Liberal Studies Requirement Changes     
  Other

Current program name: \_\_\_\_\_

Proposed program name, if changing: \_\_\_\_\_

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)	<i>[Signature]</i>	10-14-12
Department Chairperson(s)	<i>[Signature]</i>	10-15-12
College Curriculum Committee Chair	<i>[Signature]</i>	10/29/12
College Dean	<i>[Signature]</i>	10/29/12
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs	<i>[Signature]</i>	3/13/13

Received

MAR 13 2013

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NOV 8 2012

Liberal Studies

Liberal Studies

## I. Catalog Description.

### **JRNL 425 Entertainment PR**

**3c-01-3cr**

#### **Prerequisites:** JRNL 126 and 220

An advanced public relations course that explores image building, image repair and personal public relations as they relate to the entertainment industry. Students will critically examine the entertainment field – to include sports, tourism, music, theatre, movies – through a Public Relations lens.

## II. Course Outcomes.

Students will be able to:

1. Understand how people in the entertainment industry, or personal publicity trade, are both news-makers and targets
2. Strategize to retain a handle on damage control
3. Extend the reach of messages to exploit full media potential or minimize damage
4. Integrate community relations, philanthropy and corporate social responsibility into image building
5. Create a Personality Campaign for an up-and-coming artist, musician, athlete
6. Develop a travel promotion to stimulate interest in a new vacation destination
7. Critique how sports publicists and their superstars stir fans' emotions
8. Employ various social media tactics to build and maintain positive PR images as well as manage crisis communication
9. Understand how musicians promote their music and how venues book their entertainment
10. Explore the many career opportunities in Entertainment PR

## III. Course Outline.

### **A. What is Entertainment PR and Careers in Entertainment PR (3 hours)**

1. Explore personal values, values outlined in the Public Relations Society of America's Code of Ethics and various organizations' values and understand where dilemmas may arise
2. Research case studies where crisis management and image repair strategies and responses did or did not match an organization's stated mission and values

### **B. Understanding and Operating Within the Conflict Management Life Cycle (6 hours)**

1. Learn how to recognize and what to do in each of the phases: Proactive, Strategic, Reactive and Recovery
2. Develop strong message points and matching them to appropriate media channels
3. Understand and apply Benoit's Image Repair Strategy in the Recovery phase
4. First Quiz (1 hour)

**C. Campaign Planning for an Up-and-Coming Celebrity, Sports and Tourism (12 hours)**

1. Learning how to Research, Plan, Execute and Evaluate
2. Developing Communication Tactics; Choosing the appropriate media for the messages; Traditional PR (press releases, publicity photos, media advisories, fact sheets, media kits, pitch letters, newsletters, mail) versus Social Media and User-Generated Media; Controlled versus Uncontrolled Media
3. Learn how to develop and use events, promotions and pseudo-events
4. Create a Personality Profile Campaign – interview an actual client and develop the profile
5. Second Quiz (1 hour)

**D. Reaching Diverse Publics (6 hours)**

1. Explain the nature of the public relations publics
2. Understand differences among demographics and psychographics -- age groups, gender, lifestyles, ethnicities, global
3. Matching the appropriate media with the appropriate publics – print, radio, video, television, online, social
4. Third Quiz (1 hour)

**E. Leveraging the Reach of the Internet and Social Media (6 hours)**

1. Branding, Slogans and Logos; Multimedia Message Development, IDEA (Idea Generation, Arrangement, Expression and Delivery); Consistency; Choosing the appropriate media; Virtual PR
2. Explain uses/misuses of blogs, Twitter, Facebook, YouTube, Pinterest, LinkedIn, etc.
3. Host guest speakers from the industry

**F. Social Responsibility, Ethics and the Law in PR (5 hours)**

1. Professional Guidelines, Fair Use versus Infringement, Trademark Law, Government Agency Regulations, Liability for Sponsored Events, Working with Lawyers
2. Ethics Audits, The Potter Box
3. Corporate Social Responsibility and integrating Ethics into PR
4. Fourth Quiz (1 hour)

**G. Final Activity (2 hours)**

**IV. Evaluation Methods**

The final grade will be determined as follows:

- Class Attendance (140 points, awarded daily as students attend, 20 percent of total grade)
- Five Case Studies where students will answer critical thinking questions (100 points or 15 percent of total grade)
- Four Quizzes comprised of multiple choice, matching and short essay (100 points or 15 percent of total grade)
- Application of Benoit's Image Repair Strategy to a Current, Real-World Scenario (25 points or 3 percent of total grade)
- Midterm – A Personality Profile on a Real Person students will meet and interview in class (50 points or 7 percent of total grade)
- Two Reflection Papers on Guest Speaker Presentations and/or Current PR Issues in the News (50 points or 7 percent of total grade)
- A final, professional real-world proposal and formal presentation of that proposal during the Final Exam period (120 points, or 18 percent, for the Proposal and 100 points, or 15 percent, for the presentation)
- Total Possible Points – 685 or 100 percent

#### V. Grading Scale

100-90 A; 89-80 B; 79-70 C; 69-60 D; 59-below F

#### VI. Attendance Policy

The instructor will create an attendance policy consistent with the university's attendance policy.

#### VII. Required Textbooks, Supplemental Books and Readings

##### Required:

Wilcox, Dennis L., Cameron, Glen T., Reber, Bryan H., Shin, Jae-Hwa (2011). *Think Public Relations*. Boston: Pearson Education.

Schawbel, Dan (2010). *Me 2.0: 4 Steps to Building Your Future*. New York: Kaplan Publishing.

##### Supplemental:

Guth, David W. & Marsh, Charles (2012). *Public Relations: A Values-Driven Approach*. Boston: Pearson Education.

Puglisi, Gemma R. (2012). *Public Relations Campaign & Portfolio Building*. New Jersey: Pearson Education.

<http://mashable.com/>  
<http://www.prsa.org/>  
<http://www.twitter.com>  
<http://www.youtube.com>

#### VIII. Special resource requirements

Students will be invited to participate in an **optional** field trip to New York City to visit organizations within the entertainment industry. The estimated cost of this trip is approximately \$200 per student.

#### IX. Bibliography

Campbell, Richard, Martin, Christopher R. & Fabos, Bettina (2013). *Media & Culture: An Introduction to Mass Communication*. Boston: Bedford/St. Martin's.

Guth, David W. & Marsh, Charles (2012). *Public Relations: A Values-Driven Approach*. Boston: Pearson Education.

Puglisi, Gemma R. (2012). *Public Relations Campaign & Portfolio Building*. New Jersey: Pearson Education.

PR News' *Top 100 Case Studies in PR*, Volume 5. Published by PR News Press, prnewsonline.com, Access Intelligence.

Schawbel, Dan (2010). *Me 2.0: 4 Steps to Building Your Future*. New York: Kaplan Publishing.

Solis, Brian & Breakenridge, Deirdre (2009). *Putting the Public Back in Public Relations*. Upper Saddle River: Pearson Education.

Solove, Daniel J. (2007). *The Future of Reputation: Gossip, Rumor and Privacy on the Internet*. New Haven: Yale University Press.

Swann, Patricia (2008). *Cases in Public Relations Management*. New York: McGraw Hill.

Wilcox, Dennis L. & Cameron, Glen T. (2012). *Public Relations Strategies and Tactics*. Boston: Pearson Education.

## **2. Course Analysis Questionnaire**

### **A. Details of the Course**

A1. This course is an elective for journalism majors. It is not intended to be a Liberal Studies course.

A2. This course does not require changes in any other course in the department. A program revision of the Bachelor of Arts degree in journalism will include this course among its electives.

A3. JRNL 425 has been taught as a special topics course three times, so it is now being submitted to be instituted as a new, permanent course in the journalism department curriculum.

A4. This course is not intended to be dual level.

A5. This course is not to be taken for variable credit.

A6. Similar courses are offered at the following institutions, among others: UCLA, USC Annenberg and Chapman University.

A7. The Public Relations Society of America recommends an Entertainment PR course in a journalism curriculum.

### **B. Interdisciplinary Implications**

B1. This course will be taught by one instructor.

B2. The content of this course does not overlap with any other at the university.

B3. This course is not cross-listed.

### **C. Implementation**

C1. No new faculty member is required to teach this course. Dr. Papakie will alternate this course with another of her courses, JRNL 492 Problem Solving in PR and JRNL 325 PR Campaigns, which are also among the journalism electives. This course will be counted as one preparation and three hours of equated workload.

C2. Other resources:

- a. Current space allocations are adequate to offer this course.
- b. No special equipment is needed for this course.
- c. No laboratory supplies are necessary for this course.
- d. Library holdings are adequate.

C3. No funds are needed to provide supplementary materials.

C4. This course will be offered every other fall semester.

C5. One section will be offered at a time.

C6. Up to 30 students can be accommodated in this class.

C7. No professional society recommends enrollment limits or parameters for this course.

C8. The course does not involve the use of distance education.

**D. Miscellaneous**

An optional field trip to New York City will be offered to students as part of this course. Estimated cost to the student would be approximately \$200.

**III. Letters of Acknowledgement/Support**

This course is restricted to majors and does not have an impact on other departments.