

AUG 11 1993

LSC Use Only

Number: _____

Action: _____

Date: _____

UWUCC Use Only

Number: 93-35

Action: App

Date: UWUCC 2/15/94

Senate 5/3/94

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: JN 491 Presentation Making in Pub. Rel.

Suggested 20 Character Course Title: JN 491 Pres. Making in PR

Department: Journalism

Contact Person: Dr. James M. DeGeorge

II. If a course, is it being Proposed for:

X

Course Revision/Approval Only

Course Revision/Approval and Liberal Studies Approval

Liberal Studies Approval Only (course previously has been
approved by the University Senate)

III. Approvals

James M. DeGeorge
Department Curriculum Committee

[Signature]
College Curriculum Committee

James M. DeGeorge (acting)
Department Chairperson

[Signature] No New Resources
College Dean * Required

Director of Liberal Studies
(where applicable)

Provost (where applicable)

*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

IV. Timetable

Date Submitted
to LSC: _____

Semester to be
Implemented: _____

Date to be
published
in Catalog: _____

to UWUCC: _____

JN 491 Presentation Making in Public Relations

3 credits
3 lecture hours
(3c-01-3sh)

Prerequisites: JN 102, JN 220

Gives the student practice in writing and making oral presentations based on public relations cases and problems. Familiarizes the student with problem solving and small group communication skills necessary for those working in the area of public affairs.

Jn 491--Presentation Making IN PR
James DeGeorge

This course has one objective: to help journalism students become good at making stand-up presentations that are standard practice for any public relations professional.

In the first part of the course, we work on the body language of presentations, effective use and control of voice and techniques of reading and responding to an audience.

In the second part of the course, we use public relations cases as the basis for realistic presentations. We use role playing techniques to simulate situations that call for various kinds of presentations: for example, laying out a PR campaign to a group of co-workers, convincing a client to approve a new strategy, seeking budget approval from a supervisory board, and so on.

Much emphasis is placed on working up realistic cases and making solid, professional presentations based on them.

Part II. 2.

2

OLD CATALOG NUMBER AND DESCRIPTION

JN 106 Basic Journalistic Skills (required)
JN 343 History of American Journalism
JN 323 Management in Mass Comm.
JN 346 Advanced Reporting
JN 349 Public Affairs Reporting
JN 350 Advertising Writing
JN 390 Public Relations II
JN 391 Presentation Making in Pub. Rel.
JN 392 Problem Solving in Public Relations
JN 394 Document Design II

NEW CATALOG NUMBER AND DESCRIPTION

JN 102 Basic Journalistic Skills (required)
JN 243 History of American Journalism
JN 423 Management in Mass Comm.
JN 446 Advanced Reporting
JN 449 Public Affairs Reporting
JN 450 Advertising Writing
JN 490 Public Relations II
JN 491 Presentation Making in Pub. Rel.
JN 492 Problem Solving in Public Relations
JN 494 Document Design II

Part II. 3. Justification/Rational for changes.

The existing system of numbering journalism courses does not adequately reflect the sequence in which students should take them nor the relative level of difficulty of the courses. For instance, the first journalism course our students should take, Basic Journalistic Skills, Jn 106, is not our lowest numbered course. And there are a number of 300 level courses which are actually advanced senior level courses. An example would be our management course, Jn 323, Management in Mass Communications. It requires field experience. It's unquestionably a senior level course.

For reasons no one can remember, the original numbering did not adequately represent the logic and sequence of our program. The changes proposed would accurately mirror a long-existing reality. There are no changes in course content.

The changes in prerequisites proposed will merely be consonant with the renumbering we propose.