

Change in requirements for existing major

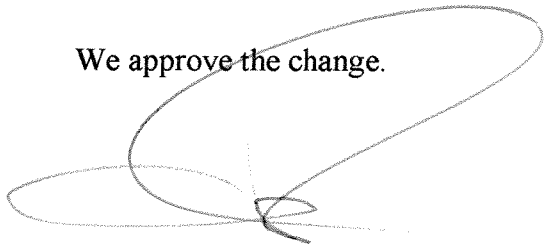
The department of Communications and Journalism is requesting a change in the requirements for the **Public Relations** major—to **substitute** a course the curriculum committee recently approved, **INTM 2350, Production Tools for Advertising and Public Relations**, for **COAP 2020, Desktop Publishing**.

Rationale:

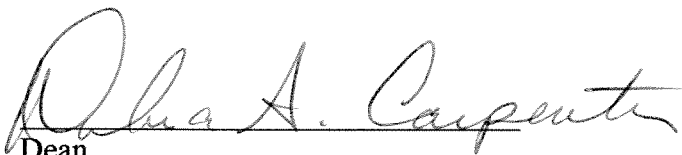
We are attaching the learning objectives for the course in question, INTM 2350, as well as the learning objectives for the major in Public Relations. The principle reason we are requesting the substitution is that INTM 2350 centers more specifically on the theory, skills and software that our students will use as professionals than does COAP 2020. Because of shifts in the industry—due to companies operating with a leaner workforce and because of evolving media—our graduates, to be competitive, need grounding in production skills for print as well as interactive media. This new course provides that, as well as allowing our students to explore InDesign, Dreamweaver and other current production software in the specific context of their field of study.

This change will **not** require any additional credit hours for the major.

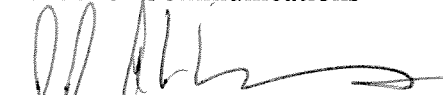
We approve the change.



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Chair,  
Department of Communications and Journalism



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Dean,  
School of Communications

  
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Chair, Curriculum Committee  
John Aleshunas

20 Feb 2007  
\_\_\_\_\_  
Date

# **Public Relations Major**

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**Webster University  
School of Communications**

## **Public Relations Major – Revised**

The public relations major combines a strong base in academic study with opportunities to test concepts through projects with actual clients. Writing proficiency is a necessary element of the major, as writing and knowledge of target audiences form the basic foundation of good public relations. Students learn theories and gain hands-on experience in creating strategic information programs, internal communications plans, media relations, and special events, as they build their professional portfolios using all available formats of media (print, video, radio and television, newspapers, digital and electronic applications). Students learn from practicing professionals who are their professors, lecturers, mentors, and clients, bringing a real-world substance to the major. Internships augment the experience.

### **Program Learning Outcomes**

- Full understanding and mastery of the public relations and corporate communications function employed in both business and non-profit organizations including problem analysis, strategic planning, message development and tactical solutions.
- Thorough knowledge of the philosophy and function of the news media and the necessary skills to interface with members of the media in both proactive and reactive contact.
- Knowledge of American business in its various forms and an awareness of the functions of business departments as they relate to public relations.
- Above average writing skills in all business, media and public relations formats, such as white papers, news releases, strategic and tactical public relations campaign materials and plans, etc.
- Production skills in those tactical areas important to successfully functioning as a public relations professional including: publishing graphics, Internet Web site management, computer software applications, and any other medium relevant to the student's chosen career path.
- Superior client relationship and communication skills including interpersonal communications, organizational communications, and business presentations.

## **Degree Requirements**

60 required credit hours  
36 general education credit hours  
32 elective credit hours

## **Revised Requirements**

### **Required Courses**

MEDC 1010 – Intro. to Mass Communications	3
MEDC 1020 – Intro. to Media Production	3
MEDC 1050 – Intro. to Media Writing	3
BUSN 1200 – Introduction to Business	3
JOUR 1030 – Fundamentals of Reporting	3
SPCM 1280 – Interpersonal Communications	3
PBRL 2100 – Fundamentals of Strategic Communications and Public Relations	3
MEDC 2200 – Ethics in the Media	3
MEDC 4100 – Law and the Media	3
<del>COAP 2020 – Desktop Publishing</del>	<del>3</del>
INTM 2350 – Production Tools For Advertising and PR	3
PBRL 2920 – Writing for Public Relations	3
ART 3000 – Graphics and Layout for Publication***	3
INTM 3100 – Programming For Web Communications	3
SPCM 3500 – Presentations for Media Professionals	3
PBRL 4300 – Crisis Communications Mgt.	3
PBRL 4800 – Media Relations	3
PBRL 4920 – Public Relations Campaign*	3
MEDC 4950 – Professional Media Practicum (internship) or PBRL 4620 – Senior Overview	3

\* Capstone Course

### **Additional Required Courses**

*Six Hours from the following:*

MEDC 2800 – Cultural Diversity in the Media	3
MEDC 3260 – International Communications	3
PBRL 3200 – Specialized Publications	3
PBRL 4050 – Specialized Publications	3
PBRL 4050 – Special Events	3
PBRL 4200 – Organizational Communications	3
PBRL 4700 – Prof. Development in P.R.	3
MNGT 3550 - Public Relations	3

**Relevant Electives (not required for the major, but the faculty suggests students consider these courses to supplement their major)**

MNGT 3510 – Advertising	3
JOUR 2300 – Journalism Layout & Design	3
MEDC 4500 – Interactive Media	3
MNGT 3500 – Marketing	3
PBRL 4190 – Public Relations Research	3

**Portfolio Review Requirements**

PBRL 2100 – Fundamentals of Strategic Communications and P.R.
PBRL 2920 – Writing for Public Relations
INTM 2350 – Production Tools For Advertising and PR

# **Course Development Guidelines**

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## **INTM 2350 – PRODUCTION TOOLS FOR ADVERTISING AND PUBLIC RELATIONS**

### **Course Rationale**

Public relations and advertising majors will work in a dynamically changing profession dependent on technology to deliver strategic communications programming. The School of Communications offers no course which tailors communications technologies to the practice of public relations and advertising. This course will fill that void and address the goals of the five-year plan for the public relations program.

### **Catalog Description**

Students will learn the basic tools and skills of Adobe Photoshop, Adobe Illustrator, and Adobe InDesign; learn how to create a business presentation using Microsoft PowerPoint; and, learn introductory Web development skills using Adobe ImageReady and Macromedia Dreamweaver. All class activities will focus on these software tools and the production skills required to perform everyday tasks in the business world.

### **Learning Outcomes**

- Production skills in those tactical areas important to successfully functioning as a public relations professional including: publishing graphics, Internet Web site management, and computer software applications.
- Basic skills and experience in the use of graphic communications software for the production of publications and graphic illustrations typically used in advertising and public relations.
- Ability to create and deliver business presentations using presentation software.
- Knowledge of Internet communications processes and a basic understanding of the skills and techniques used to create and manage a communications presence on the Internet including a Web site.

### **Course Content**

Content of the course will include the following modules:

#### **Graphic Production Tools**

- Basic computer software used in graphic production such as Adobe InDesign and its uses in advertising and public relations.

- Illustration creation software such as Adobe Illustrator and its uses in advertising and public relations.
- Photo illustration editing and processing software such as Adobe Photoshop and its uses in advertising and public relations.

### **Business Production Tools**

- Using Microsoft PowerPoint to create business presentations.

### **Internet Production Tools**

- Internet communications techniques used in advertising and public relations.
- Strategies, processes and technologies used in creating a Web site.
- Basic Web site creation software including Adobe ImageReady and Macromedia Dreamweaver.

### **Assessment Tools**

**Projects** – Students will create finished projects in each module using production tools covered by the instructor and will be graded on the mastery of the tools and processes.

**Presentation** – Each student will prepare and present to the class a formal business presentation using the software, techniques and skills covered in class.

**Examinations** – Students will be tested on their knowledge with short projects and quizzes.

### **Course Requirements**

- Minimum attendance as set by the instructor
- Successful completion of all projects
- Participation in group activities conducted during the class
- Completion of all quizzes and examinations