

JOUR M14: DIGITAL PUBLIC RELATIONS

Originator

kstuart

Co-Contributor(s)
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College

Moorpark College

Attach Support Documentation (as needed)

advisory_minutes_journalism.pdf

LMI_JOUR.pdf

journalism_program plan.pdf

Discipline (CB01A)

JOUR - Journalism

Course Number (CB01B)

M14

Course Title (CB02)

Digital Public Relations

Banner/Short Title

Digital Public Relations

Credit Type

Credit

Start Term

Fall 2021

Catalog Course Description

Introduces principles, history, development, and professional practice of digital public relations. Emphasizes concepts of planning and executing effective communication strategies, including digital message design for targeted audiences, composition, production and distribution of digital press releases and messages for all digital platforms, completion of course includes a digital public relations campaign for a local company.

Taxonomy of Programs (TOP) Code (CB03)

0602.00 - *Journalism

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

D - Possibly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

Letter Graded

Alternate grading methods

Student Option- Letter/Pass
Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity

Laboratory

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Minimum Paid Internship/Cooperative Work Experience Hours

0

Maximum Paid Internship/Cooperative Work Experience Hours

0

Unpaid

Minimum Unpaid Internship/Cooperative Work Experience Hours

0

Maximum Unpaid Internship/Cooperative Work Experience Hours

0

Total Outside-of-Class

Total Outside-of-Class

Minimum Outside-of-Class Hours

105

Maximum Outside-of-Class Hours

105

Total Student Learning

Total Student Learning

Total Minimum Student Learning Hours

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Advisories on Recommended Preparation

JOUR M02

Requisite Justification

Requisite Type

Recommended Preparation

Requisite

Journalism M02

Requisite Description

Course not in a sequence

Level of Scrutiny/Justification

Content review

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|--|
| 1 | analyze the trends in public relations to understand its role in business and media markets today. |
| 2 | demonstrate their ability to contact, interview and retain correspondence with local professional sources through the start of their Capstone: Creating and Launching a Digital Public Relations Campaign. |
| 3 | conceive and execute a digital public relations campaign that is submitted for launch to a local public relations company. |

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- | | |
|----|---|
| 1 | analyze the origins of public relations and understand its importance and role in today's business and media markets. |
| 2 | evaluate past and current conflicts that have proved the need for public relations to help manage a company's image, branding and reputation. |
| 3 | analyze the different types of models and approaches used in digital public relations. |
| 4 | examine the steps needed to create a digital public relations campaign. |
| 5 | examine public relations accredited writing styles and analyze professional correspondence and networking for their clients and audience outreach. |
| 6 | evaluate the methods involved in creating a brand strategy for a business client/company and learn how to develop that brand through positioning, target content marketing strategies, and research. |
| 7 | analyze the discovery phase of a campaign, where they ask a client "why." |
| 8 | explore the fundamentals of social media marketing concepts, strategies, methods, and tools needed to craft effective public relations campaigns. |
| 9 | evaluate the strategies involved with identifying and prioritizing their publics, and building ongoing relationships and communication with them, while also determining the most effective research results needed to measure campaign impact. |
| 10 | examine the four-step process of strategic public relations management and associated process of analysis and planning. |
| 11 | critique the current methods and strategies of content marketing for digital public relations. |
| 12 | determine successful social analytics used by top influences in the digital media realm. |
| 13 | survey ethical and moral guidelines for practicing principled public relations that enhance the social responsibility of organizations and allows public relations managers to take leadership roles. |
| 14 | survey how digital public relations fits into the larger organizational culture of businesses, media, and governmental structures. |
| 15 | analyze the role of both video and visual messaging in digital public relations. |
| 16 | analyze how to find and make news stories as a public relations member. |
| 17 | conduct thorough research, connect with and interview multiple sources, and conceive a digital public relations campaign. |

Course Content**Lecture/Course Content****(5%) The Origin of Public Relations**

- analyze the origins of public relations and understand its importance and role in today's business and media markets.

(5%) Why Public Relations is so Important

- evaluate past and current conflicts that have proved the need for public relations to help manage a company's image, branding and reputation.

(5%) Models and Approaches to Digital Public Relations

- analyze the different types of models and approaches used in digital public relations.

(5%) How to Create a Digital Public Relations Campaign

- examine the steps needed to create a digital public relations campaign.

(5%) Public Relations Writing and Planning Basics

- examine public relations accredited writing styles and analyze professional correspondence and networking for their clients and audience outreach.

(5%) Creating a Brand Strategy

- evaluate the methods involved in creating a brand strategy for a business client/company and learn how to develop that brand through positioning, target content marketing strategies, and research.

(5%) Introducing the “Discovery Phase” to a Client

- analyze the discovery phase of a campaign, where they ask a client “why.”

(5%) Social Media Marketing and Digital Public Relations

- explore the fundamentals of social media marketing concepts, strategies, methods, and tools needed to craft effective public relations campaigns.

(5%) Digital Public Relations Research & Strategy

- evaluate the strategies involved with identifying and prioritizing their publics, and building ongoing relationships and communication with them, while also determining the most effective research results needed to measure campaign impact.

(5%) The Digital Public Relations Process, RACE

- examine the four-step process of strategic public relations management and associated process of analysis and planning.

(5%) Content Marketing for Digital Public Relations

- critique the current methods and strategies of content marketing for digital public relations.

(5%) Social Analytics and Reporting for Digital Public Relations

- examine the fundamentals of social analytics and are introduced to top influences in the digital media realm.

(5%) Ethics & Leadership in Digital Public Relations

- survey ethical and moral guidelines for practicing principled public relations that enhance the social responsibility of organizations and allows public relations managers to take leadership roles.

(5%) Digital Public Relations and Structured Organization

- survey how digital public relations fits into the larger organizational culture of businesses, media, and governmental structures.

(5%) Video and Visual Messaging for Digital Public Relations

- analyze the role of both video and visual messaging in digital public relations.

(5%) The Media World and Digital Public Relations

- analyze how to find and make news stories as a public relations member.

(25%) Capstone: Launching a Digital Public Relations Campaign

- conduct thorough research, connect with and interview multiple sources, and conceive a digital public relations campaign.

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Problem solving exercises
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Classroom Discussion
Essay exams
Film/video productions
Graphic/architectural designs
Individual projects
Objective exams
Projects
Problem-solving exams
Participation
Portfolios
Reports/Papers/Journals
Simulations
Written creation (poem, screenplay, song)

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Computer-aided presentations
Collaborative group work
Class activities
Class discussions
Case studies
Distance Education
Field experience/internship
Group discussions
Guest speakers
Instructor-guided interpretation and analysis
Instructor-guided use of technology
Internet research
Lecture
Small group activities

Describe specific examples of the methods the instructor will use:

1. The instructor will use guest speakers in actual digital media careers to expose the students to work in the field.
2. The instructor will provide actual live application in digital research for data and investigative application for crisis management, and for project development of digital photography and videography.
3. The instructor will initiate continuous class discussion to engage the students to collaborate story ideas together and data combinations. Although all projects are individual, there are options to incorporate groups of content specific public relations managers working together to determine a similar data trend or claim.

Representative Course Assignments

Writing Assignments

1. Students research and critique an existing public relations campaign used by a public figure, politician, or product through the lens of the four stages of public relations, including research, planning, execution, and evaluation (15 points).
2. Students research, plan, design, and justify through a written rationale a public relations campaign for a political campaign, potentially unpopular initiative or new product (15 points).

Critical Thinking Assignments

1. Students create a public relations response to a crisis in a company with multiple strategies, including formulating the main message, planning the message distribution, developing talking points for press contacts, and establishing plans for company appearances before media and community events (15 points).
2. Students evaluate, analyze and formulate a response to an ethical dilemma in the field of public relations, in which the public relations needs of a client may not be served by the path that might otherwise be considered the correct path morally, ethically or legally (15 points).

Reading Assignments

1. **Public Relations Today:** Summarize why PR is needed in today's digital media business world (15 points).
2. **Digital Press Release:** draft up a press release with the sample information provided (15 points).

Outside Assignments

Representative Outside Assignments

1. Research a local company, in the community or on campus, that requires an updated advertising/marketing campaign.
2. Evaluate marketing/advertising trends in the industry to help support your campaign.
3. Produce multimedia to enhance public relations campaign.

Articulation

C-ID Descriptor Number

JOUR 150

Status

Approved

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
CSU Chico	JOUR 244	Introduction to Public Relations	3
CSU, Northridge	JOUR 255	Introduction to Public Relations	3
CSU Long Beach	JOUR 270	Principles of Public Relations	3

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Santa Barbara City College	JOUR/MKT 135	Public Relations	3
LA Pierce College	PUB REL 1	Principles of Public Relations	3
De Anza	JOUR 80	Introduction to Public Relations	3

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable

Yes

CSU Baccalaureate List effective term:

Fall 1995

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

Area F: Ethnic Studies

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type

Textbook

Classic Textbook

No

Description

Saylor Textbooks. *Mastering Public Relations. E-book*, Saylor Publishing, 2019, <https://www.oercommons.org/courses/mastering-public-relations/view>. Accessed 3 September 2020.

Resource Type

Textbook

Classic Textbook

No

Description

Sterenberg, Mary. *Write Like a PR Pro. E-book*, Pressbooks, 2019, <https://www.oercommons.org/courses/write-like-a-pr-pro/view>. Accessed 3 September 2020.

Library Resources

Assignments requiring library resources

Research using Library databases such as EBSCO Academic Search Complete, Elsevier ScienceDirect, and Gale Academic OneFile. Proquest US Newstream, Alt-PressWatch*, Ethnic NewsWatch*, GenderWatch* and the Los Angeles Times.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Research, using the Library’s online databases, on such topics as the role of ethics in designing a public relations campaign.

Distance Education Addendum

Definitions

Distance Education Modalities

- Hybrid (51%–99% online)
- Hybrid (1%–50% online)
- 100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards will be posted weekly for student engagement and material assessment.
Video Conferencing	Weekly confer zoom meetings with students, minimum 30 min.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards will be posted weekly for student engagement and material assessment.
Video Conferencing	Weekly confer zoom meetings with students, minimum 30 min.
Other DE (e.g., recorded lectures)	All weekly lectures will be recorded and uploaded to modules, there will be weekly class discussions and zoom meetings.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Video Conferencing	Weekly confer zoom meetings with students, minimum 30 min.
Asynchronous Dialog (e.g., discussion board)	Discussion boards will be posted weekly for student engagement and material assessment.
Other DE (e.g., recorded lectures)	All weekly lectures will be recorded and uploaded to modules, there will be weekly class discussions and zoom meetings.

Examinations

Hybrid (1%–50% online) Modality

Online

Hybrid (51%–99% online) Modality

Online

Primary Minimum Qualification

JOURNALISM

Review and Approval Dates

Department Chair

08/16/2020

Dean

08/25/2020

Technical Review

09/03/2020

Curriculum Committee

09/15/2020

DTRW-I

MM/DD/YYYY

Curriculum Committee

MM/DD/YYYY

Board

MM/DD/YYYY

CCCCO

11/05/2020

Control Number

CCC000433428

DOE/accreditation approval date

MM/DD/YYYY