

Clackamas Community College
Online Course/Outline Submission System

Show changes since last approval in red

J-280A Public Relations/CWE

General education certified: Yes No

Writing

Oral Communication

Arts and Letters

Science & Computer Science

Mathematics

Social Science

Cultural Literacy

Health & Physical Education

Approved Date (mm/dd/yyyy): / /

Section #1 General Course Information

Department:Journalism

Submitter

First Name: Melissa

Last Name: Jones

Phone: 3261

Email: melissaj

Course Prefix and Number:J - 280A

Credits:6

Contact hours

Lecture (# of hours): 216

Lec/lab (# of hours):

Lab (# of hours):

Total course hours: 216

For each credit, the student will be expected to spend, on average, 3 hours per week in combination of in-class and out-of-class activity.

Course Title:Public Relations/CWE

Course Description:

Provides the student with on-the-job experience and training related to public relations.

Type of Course:Lower Division Collegiate

Is this class challengeable?

Yes

Can this course be repeated for credit in a degree?

No

Is general education certification being sought at this time?

No

Does this course map to any general education outcome(s)?

No

Is this course part of an AAS or related certificate of completion?

No

Are there prerequisites to this course?

No

Are there corequisites to this course?

No

Are there any requirements or recommendations for students taken this course?

Yes

Recommendations:None

Requirements:Instructor consent & a CWE seminar

Are there similar courses existing in other programs or disciplines at CCC?

No

Will this class use library resources?

No

Is there any other potential impact on another department?

No

Does this course belong on the Related Instruction list?

No

GRADING METHOD:

A-F or Pass/No Pass

Audit:Yes

When do you plan to offer this course?

- ✓ Fall
- ✓ Winter
- ✓ Spring

Is this course equivalent to another?

If yes, they must have the same description and outcomes.

No

Will this course appear in the college catalog?

Yes

Will this course appear in the schedule?

Yes**Student Learning Outcomes:**

Upon successful completion of this course, students should be able to:

1. apply public relations training to the workplace to produce content for public consumption,
2. work in a job setting, gaining experience related to a career in public relations;
3. develop specific career goals related to that job experience,
4. participate in small and large group projects with others who are working in the field.

This course does not include assessable General Education outcomes.

Major Topic Outline:

1. Applying for a job.
2. Working in a professional environment.
3. Working with a team to create, maintain or execute a public relations campaign.
4. Meeting deadlines.
5. Working independently.
6. Using the appropriate writing style to compile and distribute information.
7. Working with the public and/or the media.
8. Communicating a message on a behalf of a business or non-profit group.

Does the content of this class relate to job skills in any of the following areas:

1. Increased energy efficiency **No**
2. Produce renewable energy **No**
3. Prevent environmental degradation **No**

4. Clean up natural environment **No**
5. Supports green services **No**

Percent of course:0%

Section #2 Course Transferability

Concern over students taking many courses that do not have a high transfer value has led to increasing attention to the transferability of LDC courses. The state currently requires us to certify that at least one OUS school will accept a new LDC course in transfer. Faculty should communicate with colleagues at one or more OUS schools to ascertain how the course will transfer by answering these questions.

1. Is there an equivalent lower division course at the University?
2. Will a department accept the course for its major or minor requirements?
3. Will the course be accepted as part of the University's distribution requirements?

If a course transfers as an elective only, it may still be accepted or approved as an LDC course, depending on the nature of the course, though it will likely not be eligible for Gen Ed status.

Which OUS schools will the course transfer to? (Check all that apply)

Identify comparable course(s) at OUS school(s)

How does it transfer? (Check all that apply)

:

First term to be offered:

Next available term after approval

:
