

# OFFICIAL SYLLABUS FORMAT

## AY 2023-2024

Official Syllabus Format approved by Curriculum Committee on August 16, 2001.

**SEE DEFINITION OF TERMS AND HINTS TO SUCCESSFUL SYLLABUS DEVELOPMENT  
BELOW EACH SECTION.....**

EFFECTIVE DATE: \_\_\_\_ / \_\_\_\_ / \_\_\_\_



**EFFECTIVE DATE:** The actual first day this course will be offered, usually the first day of the semester in which the course makes its debut. For example: 1/14/2023 or 5/19/2023 or 8/25/2023.

REVISION DATE: \_\_\_\_ / \_\_\_\_ / \_\_\_\_



**REVISION DATE:** The last date you worked on the document. This separates the many versions that get distributed for the Academic Affairs Committee, the Curriculum Committee, the Master File copy, etc.

### LEWIS & CLARK COMMUNITY COLLEGE GODFREY, ILLINOIS

(C O U R S E PREFIX, NUMBER & T I T L E)  
COURSE SYLLABUS

#### A. COURSE DESCRIPTION

COURSE PREFIX & NUMBER - COURSE TITLE



**CATALOG DESCRIPTION:** The L&C format usually begins with an action word and is not a complete sentence. The following sentences tend to follow the same format but it is not required. The course prerequisite (when applicable), PCS code, credit hours, lecture hours and lab hours should be listed in paragraph format after the catalog description.

Catalog description (begins with action word), prerequisite, PCS code, credit hours, lecture hours and lab hours listed in paragraph format.

#### B. LEARNING OBJECTIVES



**LEARNING OBJECTIVES:** Must be stated in measurable terms. Since instructors are concerned with assisting students to gain the knowledge, skills, and abilities that are taught their classes, students must know the measurable learning outcomes (or objectives) for courses. Measurable learning outcomes are the "goals" which are to be achieved by the learner during the course of instruction. These outcome statements inform students what the instructor expects them to learn as a result of completing the course. Without measurable learning outcomes, learning cannot be successfully planned or evaluated. Please refer to the accompanying document, [Developing Measurable Learning Outcomes](#).

#### EXAMPLE:

Upon successful completion of the course, a student should be able to:

1. Describe the history and development of the public relations industry
2. Demonstrate understanding of practical public relations theories

**C. MATERIALS OF INSTRUCTION**



***When listing books, please list the title (in italics), followed by last name of author(s), last name of publisher(s), and the edition.***

***An example is: Public Relations: Strategies and Tactics, Wilcox, Cameron, Reber, and Bryan, Pearson, latest edition***

Required and optional student instructional materials must be approved by the department and/or associate dean.

1. Required student materials:
  - a
  - b
2. Optional student materials:
  - a
  - b
3. Miscellaneous instructor and/or student material (videos, software, workbooks, etc.):
  - a
  - b

**D. LEARNING RESOURCE CENTER SUPPORT MATERIALS**



***STANDARD STATEMENT. No additional information should be added to this section***

The Learning Resource Center may have supplemental materials that students can use to access additional information.

**E. METHODS OF INSTRUCTION**



***Include methods used such as lecture, discussion, demonstration, etc.***

Instructional methods used in this course may include, among others, the following:

- 1.
- 2.

**G. EVALUATION OF STUDENT ACHIEVEMENT**



***Include quantity, evaluation method, and percentage. For example - Four exams 25%, Eight workbook assignments 15%, Three essays 3-5 pages in length 20%.***

The instructor's policies on evaluation will be distributed to students and the division office at the outset of the course.

The methods of evaluating student achievement will include, at minimum, the following:

- 1.
- 2.

***The following standard grading scale will be included. If the course uses a different grading scale, please update as appropriate.***

**Grading Scale**

- A 90-100%
- B 80-89%
- C 70-79%
- D 60-69%
- F 0-59%

Additional methods of evaluation may be used and described in the course outline.

One or more of the six general education assessments may be included in this course: written communication, oral communication, critical thinking, teamwork skills, global awareness, and/or math reasoning.

## H. ATTENDANCE POLICY



***STANDARD STATEMENT. No additional information should be added to this section.***

Regular attendance is expected. The instructor's policies on attendance will be distributed to students and the division office at the outset of the course:

## I. COURSE CONTENT



***Include a 16- week outline of topics covered. The first letter of each topic should be capitalized. Please do NOT include periods at the end.***

The following topics are to be covered during the instructional process:

### **Example:**

<b>Week</b>	<b>Course Topics Covered</b>
1	Course overview Writing pre-test
2	Definition of public relations and its evolution
3	Ethics and professionalism in the field of public relations
4	Public relations departments and firms
5	Effective research techniques in the public relations field
6	Program planning
7	Specific communication strategies used in public relations
8	Effective evaluation of public relations campaigns
9	Presentations
10	Public opinion and persuasion
11	Conflict management
12	Reaching diverse audiences
13	Public relations and the law
14	Internet and social media
15	Public relations employment opportunities
16	Presentations Exam

LEWIS AND CLARK COMMUNITY COLLEGE  
GODFREY, ILLINOIS

**SPCH 213 - INTRODUCTION TO PUBLIC RELATIONS**  
Course Syllabus

**A. COURSE DESCRIPTION**

**SPCH 213 - INTRODUCTION TO PUBLIC RELATIONS** (Fall Only)

Emphasizes communication skills and contemporary theories and practices in public relations through lectures, simulations, and guest practitioners. *Prerequisite: SPCH 131 or concurrent enrollment or SPCH 145 or concurrent enrollment.* (PCS 1.1, 3 credit hours, 3 hours lecture, 0 hours lab)

**B. LEARNING OBJECTIVES**

Upon successful completion of the course, a student should be able to:

1. Describe the history and development of the public relations industry
2. Demonstrate understanding of practical public relations theories
3. Apply a variety of techniques used in the public relations industry
4. Develop critical proficiency in writing
5. Identify trends that shape the public relations industry
6. Weigh ethical and legal requirements in public relations practice

**C. MATERIALS OF INSTRUCTION**

1. Required student materials:  
*Public Relations: Strategies and Tactics*, Wilcox, Cameron, Reber, and Bryan, Pearson, latest edition
2. Optional student materials:  
None
3. Miscellaneous instructor and/or student material (videos, software, workbooks, etc.):  
None

**D. LEARNING RESOURCE CENTER SUPPORT MATERIALS**

The Learning Resource Center may have supplemental materials that students can use to access additional information.

**E. METHODS OF INSTRUCTION**

Instructional methods in this course may include, among others, the following:

1. Lecture
2. Discussion
3. Presentations
4. Case studies
5. Critiques
6. Field trips
7. Guest speakers
8. Projects

**F. EVALUATION OF STUDENT ACHIEVEMENT**

The instructor's policies on evaluation will be distributed to students and the division office at the outset of the course.

The methods of evaluating student achievement will include, at minimum, the following:

1.	Two assignments	15%
2.	Two projects	30%
3.	Two presentations	25%
4.	Three exams	30%

### **Grading Scale**

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	0-59%

Additional methods of evaluation may be used and described in the course outline.

One or more of the six general education assessments may be included in this course: written communication, oral communication, critical thinking, teamwork skills, global awareness, and/or math reasoning.

### **G. ATTENDANCE POLICY**

Regular attendance is expected. The instructor's policies on attendance will be distributed to students and the division office at the outset of the course.

### **H. COURSE CONTENT**

The following topics are to be covered during the instructional process:

<b>Week</b>	<b>Course Topics</b>
1	Course overview Writing pre-test
2	Definition of public relations and its evolution
3	Ethics and professionalism in the field of public relations
4	Public relations departments and firms
5	Effective research techniques in the public relations field
6	Program planning
7	Specific communication strategies used in public relations
8	Effective evaluation of public relations campaigns
9	Presentations
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16	Presentations Exam