M.S. in COMMUNICATION STUDIES GUIDELINES FOR COM 603: PROFESSIONAL PROJECT PUBLIC RELATIONS

The public relations professional project will provide students with a culminating program experience that will challenge them intellectually while providing service to a real-world client. To this end, the student will develop a complete public relations campaign proposal for presentation and use by an existing on-campus or off-campus organization. The proposal will follow the standard campaign outline as covered in most public relations texts and as recommended by the accrediting committee of the Public Relations Society of America. It will include:

A. Research

The candidate would conduct research using appropriate methods to ascertain existing attitudes of the organization's key publics.

B. Adaptation of Resources (Planning)

With feedback from the research, the candidate would develop an appropriate plan for the organization (client), including time tables, costs, and other resources necessary to complete the program.

C. Communication/Action*

With the approval of the organization and the faculty advisor, the candidate would implement the program, making all media contact, and writing all materials associated with the action plan. The organization would be expected to pay for all out-of-pocket costs associated with the campaign.

D. Evaluation

With benchmarks established at the beginning of the campaign, the candidate would develop and conduct further research to determine the effectiveness of the campaign.

The candidate will have access to all resources of the department in creating as professional a proposal as possible. The faculty advisor will assist the candidate in selecting an appropriate organization for the proposal, determining if a public relations problem or opportunity exists and if adequate budget support would be available for implementation.

* This project outline recognizes that outside circumstances could render a public relations proposal useless. In such a case, the faculty advisor and client would collaborate in judging the merits of the candidate's proposal.

To register for the professional project, the student should download and print the form, "Request for Individualized Instruction/Independent Study" from the Comm/Journ website. With assistance from the faculty member selected to be the project advisor, complete the form and attach a typed project proposal. The proposal should include the following: a description of the client, a description of the problem to be addressed, a timeline of steps involved in the completion of the project, and the intended results. These should then be submitted to the Department Chair for approval.