

Public Relations Advising Guide

A guide for IUB students preparing for public relations careers

Preface

The number of students who say they would like to enter the field of public relations is growing steadily. But when pressed, many of these students are not entirely clear about the depth or breadth of the profession. That's not surprising. Because of the ways public relations is portrayed in popular culture, people are often unclear about what professionals in the industry actually do. Contrary to the way it is frequently depicted, public relations is a broad field that encompasses many specialties. There is no one path to preparation for a public relations career. Although Indiana University does not offer a major in public relations, many academic units offer courses that are important for a student's ultimate success in the profession.

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Acknowledgements

Funding for the research and production of the Public Relations Advising Guide was made possible through the Indiana University School of Journalism's Ralph Winslow Professorship in Advertising and Public Relations Endowment. The Winslow endowment was created by Aldean (Copeland) Winslow to honor the memory of her husband, Ralph Winslow, who had a distinguished career in newspapers, public relations, and advertising. Mrs. Winslow established the endowment specifically to support teaching and research in the fields of advertising and public relations. The Winslows were both alumni of Indiana University; Mrs. Winslow received her B.A. in French in 1920 and Mr. Winslow received his B.A. in English in 1924.

Many people helped in the development of this guide. **Beth Wood**, a lecturer at the IU School of Journalism, originated the concept of the guide and has served as the primary author and editor of its contents. In 2004 she completed a similar advising guide for IUB students who wish to pursue advertising careers. Two graduate students of the IU School of Journalism were vital to providing the content of this guide. **Kim Walker** is a PhD student in mass communication who has worked in public relations for a regional teaching hospital in Indiana. Kim interviewed public relations practitioners in many different professional arenas to gain their insights. She also mined many resources to help us define public relations concretely for those considering it for a career. Kim summarized her findings for the sections of the guide relating to the practice and preparation for it. **Colleen Barrett** is a recent graduate of the School of Journalism's masters program who worked as a reporter for an Indiana daily newspaper before returning to school. Colleen combed the IU Bloomington campus for courses that were relevant to the many facets

of the public relations practice. She organized and compiled the curriculum section of this guide. In doing so she met or talked with undergraduate advisors and professors in several academic units to find courses that would make a difference in a student's academic preparation for a career in the field.

Others in the IU School of Journalism encouraged and supported the project:

Bradley Hamm, Dean

Trevor Brown, Professor Emeritus

Bonnie Brownlee, Associate Dean for Undergraduate Studies

Amanda Burnham, Executive Director of Development and Alumni Relations

Lauren Kinzer, Undergraduate Academic Counselor

Faculty and guidance professionals in several academic and counseling units provided valuable insights and information for this guide. Their contributions shaped the content and format. Thanks to:

Susan Bernhardt, Undergraduate Affairs Secretary and Scheduling Officer, Anthropology Department

Amy Cornell, Undergraduate Advisor, Department of Communication and Culture

Mary Kay Rothert, Undergraduate Counselor, Department of English

Nell Weatherwax, Fine Arts Advisor, School of Fine Arts

Gwen Hamm, Professor and Coordinator of Undergraduate Studies, Department of Kinesiology, School of Health, Physical Education & Recreation

Jim Murray, Assistant Director of Undergraduate program, Kelley School of Business

Samuel Obeng, Undergraduate Advisor, Department of Linguistics

Marsha Franklin, Undergraduate Advisor, Department of Political Science

James Brown, Undergraduate Academic Advisor, Department of Psychology

Orville Powell, Undergraduate Program Director, School of Public and Environmental Affairs

Jeanne Myers, Undergraduate Advisor, Department of Telecommunications

Several public relations professionals—many of them IU alumni--contributed their time to make the contents of this guide pertinent to the needs of the contemporary practice. Through interviews and reviews of the materials, they helped us describe how public relations is practiced in different professional arenas. They also identified qualities and training required for success in the field. A special thanks for their suggestions, insights, and counsel to:

Jim Bright, Executive Director, Chief of Staff's Office & Ford Volunteer Corps, Ford Motor Company (BA 1974, Journalism)

Barbara Coffman, Executive Director, Strategic Planning and Communications, Indiana University Foundation (MA 1975, English, PhD 1979, English)

Ingrid Cummings, President, Rubicon Communications, LLC

Mary Dieter, Director of Communications, Indianapolis Private Industry Council

Timothy Goeglein, Deputy Director of Public Liaison, White House (BA 1986, Journalism)

Marnie Maxwell, President, Maxwell Associates (BA 1977, Journalism, MBA 1986, Marketing)

Ted McKinney, Leader, Industry Relations, Government & Public Affairs, Dow AgroSciences

Georgia Parham, Public Affairs Specialist/Outreach Coordinator, US Fish and Wildlife Service, Agency of the US Department of Interior

Jim Parham, Executive Vice President, Hiron & Company

Mark Perlman, President, Mark David Incorporated (BA 1979, Journalism)

Howard Riefs, Vice President, Fleishman-Hillard (BAJ 1993, Journalism and Political Science)

David Shank, President, (BS Ed 1972, Telecommunications) and

Marilyn Shank, Vice-President, Shank Public Relations Counselors, Inc. (BS Ed 1973, Telecommunications)

Dena Weisbard, Communications Consultant, Write Now

Thanks to **Grace Carpenter**, the receptionist for the IU School of Journalism, for her assistance in the assembly and production of the final guide. The School of Journalism's Multimedia Lab Director **Tyra Robertson**, Associate Professor **Claude Cookman**, and **Kimberly Stephans** deserve a special thanks for their work on the design of this guide.

Beth Wood

Indiana University School of Journalism

August 2005

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Public Relations Advising Guide

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Purpose

Public relations is a popular career choice for many college students. But, many students who think they want to go into public relations have only a vague idea of what PR professionals actually do. This guide is designed to help students:

- understand the breadth of the public relations profession, and
- select their majors and courses wisely to prepare for public relations careers.

If you're thinking about PR as a career, you don't have to read this guide all in one sitting. Think of it, instead, as a resource that you can pick up and put down as you have questions about what you want to do in public relations. Today you may be interested in reading about what it takes to be a presidential press secretary. Tomorrow you may want to see which courses are offered in public relations writing. Use this guide to answer your questions as they arise.

What is public relations?

Public relations plays a valuable role in our society, but the profession is frequently misunderstood by those both inside and outside the profession. While there are dozens of textbook definitions of public relations, most people think of what they have seen or heard in our popular culture. Students in introductory public relations courses often mention publicists and press secretaries on their favorite television shows: *Sex in the City's* Samantha, MTV's *Power Girls*, *West Wing's* C.J. Cregg, and *Spin City's* Michael J. Fox. These portrayals are colorful, but they do not accurately reflect the nature of the profession. Television shows, movies, and novels typically depict either the surface or the underbelly of the profession. Even the term public relations, as used in everyday conversation, describes activities that range from glamorous to sleazy. Given these stereotypes, some misunderstanding of the business is understandable.

Fundamentally, public relations is a form of advocacy communications, the purpose of which is to manage effectively the relationships between an organization and its publics. A public relations professional is an advocate for a person, organization, or idea. Ethical public relations practitioners serve the interests of their clients with honesty and integrity. They also believe in respecting the intelligence and interests of the publics that are important to their clients. Ethical practitioners bristle at portrayals of public relations professionals as masters of deception, cover-up, hype, and spin. Today, public relations is a complex and multi-faceted profession that requires integrity, creativity, dedication, and a sense of purpose. Critical to success in public relations is the ability to correctly ascertain potential issues and controversy that may arise from an organization's actions and to assess the impact on specific publics.

Public relations is a growing field. No one knows exactly how many people are in the business because there is no formal registration or licensing of public relations professionals. The U.S. Bureau of Labor Statistics estimates that in the United States there are 158,000 people working as public relations specialists, 69,000 as public relations managers, 85,000 as advertising and promotion managers, and 203,000 as marketing managers. PR is a robust industry; every organization or business can use public relations professionals.

Where do PR people work?

Public relations professionals are employed in:

- *Businesses and corporations.* For-profit organizations include Fortune 500 companies, retail stores, law firms and medical practices, sports teams, family-owned businesses, and the entertainment industry.

- *Nonprofit organizations.* Nonprofit organizations include large and small entities, some with big budgets and some that operate on a shoestring. Hospitals, universities, trade groups, professional associations, churches, charities, and foundations are all nonprofits.
- *Government.* Government agencies and office holders at the local, state, and federal levels all need assistance with public relations. Political parties and candidates hire public relations professionals, too.
- *Public relations agencies.* Agencies assist others with their public relations needs and charge for their services in the same way that law and accounting firms charge their clients for professional services. Agencies range in size and complexity from small operations to large, international firms with offices in several world capitals.
- *Individual public relations consulting practices.* Solo practices are essentially one-person public relations agencies. The individual practitioner may offer a smaller range of services and can be hired for a specific public relations task or for general public relations services.

A multitude of titles

Although public relations jobs are available in the sectors listed above, the job titles do not always contain the words public relations in their names. In *businesses and corporations* public relations jobs may be called external affairs, community relations, media relations, public affairs, corporate communications, internal communications, business-to-business relations, consumer relations, or investor relations. *Nonprofit organizations* have practitioners who perform public relations functions, but their jobs may be combined with donor relations, marketing, and fundraising. *Government* chooses to sidestep the word public relations altogether in favor of titles such as press secretary, public information officer, public affairs officer, and communications specialist. *Agencies* may use titles such as account executive and account manager. *Independent consultants* may call themselves public relations counselors or they may identify themselves with a specialty such as crisis communications counselor or media consultant.

Employment outlook for PR

The outlook for employment in public relations is very good. The explosion of news outlets and cable, special interest channels, and the exponential growth in websites, along with instant hand-held communication technology, gives public relations new ways to provide useful information. In the 1960s there were just three major networks. Today, thousands of electronic outlets (Web, satellite television and radio, cell phones) are reaching out to new publics.

The U.S. Department of Labor's Bureau of Labor Statistics predicts the need for public relations specialists will increase faster than the average need for other occupations in the next decade. Jobs will be available for full-time staffers as well as independent contractors. The demand for public relations professionals in all types of organizations will be driven by the increasingly competitive business environment as well as the explosion of communications channels. Every organization benefits from communicating effectively with its key publics and building mutually satisfying relationships with stakeholders. Public relations professionals know how to connect with publics and build trusting relationships with the media. They are important advisors in managing a client's reputation.

The Bureau's only caution for those interested in entering the field of public relations is the likelihood of *fierce competition for entry-level jobs*. According to the Bureau, opportunities will be best for college graduates who combine a degree in journalism, public relations, or other communications-related field with a public relations internship or other related work experience. Applicants without the appropriate educational background or work experience will face the toughest obstacles.

What do public relations practitioners really do?

The day-to-day activities of a public relations professional vary depending on the individual's job and level of responsibility. For example, a public relations executive who is part of an organization's management team will have a very different day from

the entry-level copywriter. The public relations coordinator of a local arts organization will have a much different “to do” list than the communications director for a branch of the military. Yet, there are certain kinds of tasks that most public relations professionals must do, regardless of where they work. When you think about preparing for a public relations career, you need to consider course work that will prepare you for these basic public relations tasks.

Writing and editing. No matter how many technological advancements are made in written and broadcast materials, excellent writing skills are essential for the public relations professional. He or she may write annual reports, persuasive memoranda, booklets, position papers, executive speeches, PowerPoint presentations, magazine articles, film scripts, product information and technical materials, employee publications, newsletters, advertising copy, training manuals, and shareholder reports. A clear, effective writing style is a must for public relations work. And, it’s not one size fits all when it comes to the writing styles needed for various communication vehicles. Gearing vocabulary, syntax, style and other writing devices to fit the needs of the intended audience is paramount to successful communication.

Editing is equally important. The public relations person is usually the “safety net” for an organization’s information and promotion materials. It’s the PR specialist’s job to find and correct grammar, spelling, and printing errors. Sloppy editing reflects badly on an organization’s competence and credibility.

Media relations. Most organizations need to reach external audiences, which means getting coverage in either the mass media (radio, network television, cable television, newspapers, magazines, and on-line media) or specialized media (trade magazines, membership-based media, and blogs). Public relations practitioners must understand the needs of these different media and what it takes to place stories. Additionally, the PR specialist must help the organization work effectively with the media when reporters request information or when the organization is the subject of a story. Practitioners must understand the media’s role and be comfortable working with media representatives under cordial and stressful situations.

Research and evaluation. Successful and effective public relations work is based on research. PR practitioners research industry trends, target audiences, competitors, opportunities, threats and much more

when developing and implementing public relations plans for clients. Any investment of an organization’s resources must pay off. Management can’t afford to launch programs on hunches or personal opinions. Research helps define public needs, preferences and perceptions. Even if an organization can afford to hire an outside firm to conduct research, the public relations specialist must understand research basics to ensure the client gets what it needs. Evaluation of public relations programs is another key component of the practitioner’s job. Clients expect measurable results from their public relations expenditures. The practitioner must know how to develop and use a full array of qualitative and quantitative research tools to measure and predict behavior and performance.

Public speaking. You need not be the world’s greatest orator to be in public relations, but you must be a capable, persuasive public speaker. PR organizations need individuals who can communicate and appear before groups, coach others for speaking assignments, and manage speakers’ bureaus. These tasks require confidence and speaking skills that engage important audiences. Often, the most important audience is internal. You may be the person who must persuade your board of directors to adopt a specific public relations program. The person who can address individuals and groups with a compelling style has the advantage over someone who feels comfortable only with the written word. In addition to traditional speaking venues, you may be called upon to serve as the spokesperson for an organization. Exuding confidence in extemporaneous speaking will be an important skill to master in the spokesperson role.

Management and administration. PR professionals perform many management and administrative tasks. They work in collaboration with other managers to determine needs, establish priorities, define publics, set goals and objectives, and develop strategies and tactics. They may also administer personnel, budget, and project schedules. Typically, public relations managers — those who supervise public relations staffs — handle the bulk of these management chores. However, all PR professionals will handle some administrative and management duties. These required skills come as a surprise to many interns and new employees in public relations. Business courses and management classes help set the stage for performing these important tasks.

Counseling. The counseling role is truly a part of the management function of the organization. PR professionals may be called upon to advise their peers and bosses on social, political, and regulatory issues that bring a public relations impact. They also consult with management on how to best avoid or respond to crises. They work with decision makers to develop strategies for managing or responding to sensitive issues. Counselors can also help a client map out a long-range public relations plan to advance business goals.

Design and production. Public relations involves the creation of communication tools that require multimedia knowledge and skills. This includes art, graphic design, photography, layout and computer desktop publishing; audio and video recording and editing; and preparation of audiovisual presentations. Even if the public relations professional does not take the photos or tape the commercials, he or she needs to understand design principles and production demands. A tangential understanding of these various disciplines is critical to speak with credibility and authority with peers, colleagues and supervisors.

Training. PR professionals prepare executives and designated spokespersons to talk with the media and make public appearances. They may also coach others in the organization on writing and communication skills. Introducing changes in an organization's culture, policy, structure, or process may also be included in a training function.

Planning and strategy. Public relations activities need to align with an organization's mission, goals, resources and personnel. Working with a client's management team or leader, the public relations professional should help with long-term planning for the success of the organization. The public relations strategy of an organization should advance its mission and goals. It's up to the public relations professional to devise programs that match what the organization wants to accomplish.

Event planning and execution. Special events — fundraising dinners, concerts, conferences, and media tours to name a few —are usually

planned and executed by the public relations staff, sometimes in cooperation with either a marketing or fundraising staff. Event planning is a detail-intensive business. Public relations practitioners are involved in everything from setting the goals for an event to making the seating charts for participants to writing speakers' remarks to picking up the evaluation forms at the end. Those who have never had to plan and execute a large event may see this as the glamorous aspect of public relations. Anyone who has been accountable for the success or failure of a significant client event is well aware of the challenges and rewards of event planning.

Building relationships. PR professionals serve as liaisons with media, local communities, employees, clients, executives, competitors, and other internal and external groups. They listen, negotiate, manage conflict and may be asked to build consensus as the mediators and interpreters for an organization's interests. They also act as hosts by meeting and entertaining an organization's guests. The talent for building trusted relationships with a client's key publics and its stakeholders goes beyond "schmoozing." Integrity, honesty, good follow through, empathy, listening and communicating well are each important in building relationships.

Publicity and promotion. Publicity is a part of every public relations person's job, but many outside the profession see publicity as the only function of PR. Publicity involves disseminating purposefully planned and executed messages through the media to gain attention or awareness. Publicity can involve staging events and creating news interest in a person or product. In some fields such as fashion, sports and entertainment, there is a heavy emphasis on the publicity function. However, a public relations professional must know more than how to generate "buzz". Without strengths in the other areas of public relations, a publicist is unequipped to handle crisis and a client's long-term public relations needs.

What does it take to be a successful public relations professional?

The traits and skills you will need to be successful in the field of public relations go beyond “liking people.” In fact, “liking people” is not a skill or trait that will land you a job. Saying you “like people” as a qualification for a public relations job is a red flag for most interviewers. After all, liking and working well with people are skills needed in most jobs. In general, no matter which public relations specialty you consider, public relations practitioners and executives agree that the following personal traits, skills and basic knowledge are “musts” for successful practitioners:

Personal traits:

- Integrity
- Tenacity/ perseverance
- Curiosity
- Ability to handle criticism
- Sense of humor
- Drive to succeed
- Pragmatic
- Empathic
- Ability to see future opportunities
- Gregarious
- A compromising spirit
- Resourcefulness
- Strong work ethic
- Creativity
- Cultural sensitivity
- Confident
- Dependable
- Accountable
- Optimistic
- Flexible
- Energetic
- Willingness to learn
- Enthusiasm
- Self-starter

Learned skills:

- Impeccable communication skills
- Excellent interpersonal skills
- Finely honed listening skills
- Scrupulous attention to detail
- Ability to multi-task

- News junky
- Good negotiator
- Strategist
- Effective networker
- Organizational skills
- Ability to think on your feet
- Social and cultural savvy
- Ability to connect and communicate with all types of audiences
- Ease in talking to strangers
- Ability to analyze and solve problems
- Stickler for timely, thorough follow up

Knowledge:

- Understanding news value
- A liberal arts understanding of the world
- Persuasion concepts and tactics
- Public relations and communications theories
- Relationship building strategies
- Societal and cultural trends
- Codes of ethics
- Legal and regulatory requirements and constraints
- Marketing and finance
- Uses of research and forecasting
- Multicultural and global issues
- Management theories and approaches
- Organizational behavior and development
- Media roles and information needs
- Understanding of journalists and their jobs
- Planning models and their application

Academic Preparation

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Public relations jobs are typically found in five sectors: businesses and corporations; nonprofit organizations; government; public relations agencies; and individual public relations consulting firms. The same general skill sets and personal traits mentioned earlier apply to all five sectors. There are a few nuanced skills, practices and expectations that apply to each employment sector. A discussion of some of the finer points of each sector will help you plan a curriculum that is relevant to your goals, interests and skills. In this section you'll learn about the types of jobs available in each sector and special preparation that may be helpful.

Overall, individuals who are preparing for public relations careers should acquire a broad-based liberal arts education. Having general knowledge about the arts, science, social sciences, languages, economics, history and other cultures is important in public relations. Even in an entry-level public relations job you may deal with people ranging from a Nobel prize-winning scientist to a marketing executive to a computer consultant to a trade delegation from Japan. The more you know about many different fields, the more valuable you become. In addition to a broad-based liberal arts education, you must perfect your communications skills. Public relations is about communicating effectively with many audiences through many different media. You must be a versatile and skilled communicator. Finally, if you have a particular passion for an area such as politics, the environment, health care, or sports, be sure to take courses that give you an in-depth understanding of that area.

Public relations practitioners have been known to major in everything from journalism to political science to English to natural resources to education. If you choose to pursue a public relations career,

there are concentrations and courses at IU that will help develop the breadth of knowledge needed to perform general PR functions and roles. A complete listing of academic units offering public relations or public relations-related courses can be found in the curriculum section of the *Public Relations Advising Guide*. Think about a three-pronged approach to choosing courses:

- build your communications skills and technology base to help you communicate
- develop expertise in a specific subject matter
- take advantage of the liberal arts offerings that expose you to many ideas, philosophies and cultures

For example, if you decide to major in journalism because it has many of the courses that will build your communications skills, you'll need a minor, or even a second major, in another discipline that provides in-depth knowledge in a specific subject, such as political science, business, or psychology. You must meet the degree requirements for both academic disciplines. When you select electives, you should consider courses that broaden your knowledge and view of life. Don't simply pick courses that sound easy. Select ones that help you learn more about the world. That mix will make you a more valuable professional.

Can a course in rock music history be a boost to your future career? Absolutely. Not only does this broaden your general knowledge, it may spark an interest in a specialty area such as concert promotion, special event planning or recording industry public relations.

For Jobs in Business and Corporations

The business and corporate sector probably offers the greatest variety and number of public relations jobs. Employers may be manufacturers, retailers, sports organizations, professional services firms, entertainment enterprises, Internet services, publishers, and many other for-profit ventures. In the for-profit world, public relations jobs are often tied to specific publics. Public relations practitioners may be found in employee relations, media relations, government relations, community relations, industry relations, consumer relations, and investor relations. The size and complexity of a company and its customer base determine how many public relations specialties it encompasses. In a large company separate staffs may work with each of the company's different publics. In a smaller business, a smaller staff or even a single individual may handle all or most of these functions. The following list of specialties is not exhaustive, but it provides an idea of the areas in which businesses need public relations people.

Types of jobs available

Media relations. Some people associate corporate public relations with the corporate spokesperson appearing in the media. Media relations is just one facet of corporate public relations, but it is critical. When a business makes news, someone must help the company effectively communicate its message in the media. If a company is in crisis, a media relations expert works with the media and with the company's management to get information to key publics. The goal is always to maintain the company's credibility while providing reliable, verifiable information. The media relations professional also looks for newsworthy stories inside the company and attempts to obtain coverage.

Investor relations. Investor relations positions, also called financial relations, are found in businesses that sell stock. Investor relations professionals help build and maintain relationships with shareholders and other financial community members to maximize the organization's market value. They do so by

increasing shareholder confidence and making their company's stock attractive to individual, financial and institutional investors. This specialty requires expert communication skills and an understanding of economics and finance.

Industry relations. Those working in industry relations cultivate and nurture the organization's primary customers involved in the direct purchase of the organization's services or products. Usually the industry relations professional works with other businesses within an industry rather than consumers. This professional also maintains beneficial relationships with stakeholders who influence primary purchases of an organization's goods or services.

Government relations (also called public affairs). Local, state, and federal government agencies, legislative bodies, and office holders can greatly affect the way an organization runs its business. Thus, businesses need professionals who can disseminate information about the organization's position to various publics, as well as gather information and perceptions from key government sources that might affect the organization. Government relations specialists (usually called lobbyists or public affairs specialists) advocate an organization's views with key government decision makers, cooperate with government officials on projects, and urge employees to participate in the political process.

Community relations. Most businesses feel a responsibility to be good citizens in the communities in which they operate. Creating goodwill in a community requires an in-depth understanding of a community's priorities and needs. Community relations staffs work with their organizations' management and community leaders to create a presence that is welcoming and inviting. Individuals in community relations work at building awareness and promoting an image of trust that can transcend a company's inner walls. Larger businesses often have foundations that make financial contributions to community organizations and causes. The community relations office oversees how and where money is spent. It may also help mobilize employees to

contribute time and labor to local projects. Employee relations or internal communications Employees are an important part of any organization's success. Satisfied employees can be a company's best allies and ambassadors. Dissatisfied or uninformed employees can be a company's biggest detractors. Employee communication departments, sometimes called internal communications departments, are the ones that work with management and the human resources function of a company to keep employees informed and motivated about the company, its mission, and its performance. Public relations people skilled in many areas are important to employee communications. Companies communicate with employees by intranets, television, newsletters, magazine, and person-to-person meetings.

Consumer relations (also called marketing communications). People in consumer relations focus primarily on product publicity and promotion. The product may be potato chips or it may be legal services. The point of consumer or client relations is to find ways to recruit new clients AND get existing clients to use even more of the company's goods or services. Another part of the job is ensuring that existing customers and clients are happy with the goods or services they receive. Practitioners use a full arsenal of promotional materials to reach consumers. They also employ a wide range of research tools to gauge and respond to customer feedback.

Issues management. Companies need to be alert for developing social, political, legal, economic, or cultural issues that may affect their profitability or reputations. Issues management is the proactive process of anticipating, identifying, evaluating, and responding to issues that may affect an organization's relationships with its publics. Issues managers help companies identify and deal with issues before they become problems.

Helpful academic preparation for PR in the business and corporate world

Just being a good writer isn't enough to succeed in the for-profit PR world. Take business, economics, finance, and marketing courses. Know how

businesses work. Courses in how organizations function and methods to manage and motivate others are also advisable.

If you know you want to work for a specific industry, consider taking some specialized classes to further your understanding. For example, if you want to work in the sports industry, take courses that will help you understand the inner workings of the sports business. If you want to work in health care, find courses that help you understand that industry. Marketing classes will advance knowledge of customer/client relationships and techniques that can advance on-the-job success. Take courses that define effective persuasion techniques. These specialized courses should be taken in addition to your liberal arts and communications classes.

Ethics courses are also highly recommended because a for-profit public relations professional is often thought of as the conscience of the organization. In today's world of scandal-ridden corporate America, corporate governance and ethical stewardship are becoming increasingly important.

Also, become involved in extra-curricular activities that help you build leadership skills. Opportunities abound on and off campus. Student organizations need good volunteers, as do community groups. Employers look for maturity, leadership, and initiative in addition to good academic performance.

Sales skills can also be very beneficial in the for-profit sector. Sales experience helps in developing product knowledge as well as in developing an understanding of how customer/client relationships are formed and maintained.

For Jobs in Nonprofit Organizations and Trade Associations

Nonprofit organizations are groups that provide a service without the expectation of making a profit. It's surprising to many students that major health organizations, worldwide banking associations, and relief organizations are technically nonprofits, although they don't appear to be such to an outsider. They may be any size, from a tiny one-person office that operates on a shoestring to a large organization such as a university that has a substantial budget and thousands of employees. Nonprofits may be trade associations such as America's Independent Trucking Association, professional associations such as the American Bar Association, grant-making foundations such as the Ford Foundation, and local charities such as the United Way and the Humane Society. Public relations functions and tasks within a nonprofit organization are similar to those in a corporation except that nonprofits don't have stockholders. Thus, there is no investor relations function. Instead, nonprofits usually depend on donors for a portion of their operating funds, so, the public relations person may handle donor relations. In nonprofit organizations with relatively small staffs, the public relations function may be combined with fundraising or marketing or member relations.

Many nonprofits operate as though they were for-profit companies. These successful non-profit organizations need substantial public relations and outreach efforts to maintain critical constituencies and governmental funding.

Types of jobs available

The same public relations tasks found in corporate America need to be accomplished in the nonprofit sector. So, you'll find a need for *employee relations*, *media relations*, *government relations*, *community relations*, and *marketing communications*. In addition, nonprofits have separate public relations categories:

Volunteer recruitment, management, and retention
Volunteers are a vital resource for nonprofits, and

volunteer services in a nonprofit organization can be considered a whole area of expertise. Volunteer recruitment primarily involves motivating and persuading people to become involved with an organization. Once volunteers agree to contribute their time, the challenge is to retain them and use them effectively for the good of the organization. Individuals involved in volunteer recruitment are expected to build relationships and provide dedicated stewardship to their volunteers.

Board relations and management. The board members of a nonprofit are volunteers, too, and recruitment of board members with skill sets and community ties is an important component of public relations in a nonprofit organization. Individuals in this position will not only help recruit board members but will also make sure they have the communication materials and information to be effective in their jobs. This function is not always a separate position. Often, it is a part of another position within the organization. Any savvy leader of a nonprofit group will spend considerable time educating and informing a board of initiatives and needs.

Membership development. Many organizations depend on membership dues and contributions for the bulk of their income. Members pay dues with the expectation of receiving specific services. Services may be continuing education seminars, lobbying for legislation of interest to members, business referrals, or updates on new developments and technology. In membership development, the challenge is to recruit new members, retain the existing ones, and find new ways to offer valuable services to them. In some trade and professional associations, the dues may be hundreds or thousands of dollars. The membership development professionals must make sure that the members feel their money is well spent.

Development and fundraising. The development and fundraising component in a nonprofit organization involves creating a relationship with donors and advocating a compelling case to draw them into the organization as contributors. Individuals in development and fundraising must find a way to connect donors' values, hopes, and dreams with the

organization's mission, goals, and priorities. Public relations professionals are many times called upon to work hand-in-hand with fundraising components and an understanding of the processes is important.

Donor relations and stewardship. Donors must not only be recruited, they must also be taken care of and appreciated. Writing acknowledgements and thank you cards, establishing appropriate rewards for donors, and presenting awards for the establishment of new donors are some of the duties a public relations specialist might deliver.

Helpful academic preparation for PR in the nonprofit world

In preparing for nonprofit work, you should find classes that will develop content expertise in addition to your basic liberal arts and communication classes. Courses in philanthropic studies, nonprofit management, and fundraising are especially useful for developing content expertise for nonprofit work. If you hope to work for a nonprofit organization in your primary interest area, such as healthcare or the environment, take courses in your area of interest that will give you more in-depth knowledge.

While important to all facets of public relations work, interpersonal communication classes become extremely useful in the nonprofit sector. Learning to empathize and understand others' needs and goals will fine tune the sensitivity and compassion needed to work with volunteers and donors. Also consider courses that help you understand what motivates people to care about the welfare of others or to give their time and money to causes or ideas. The culture found in a nonprofit entity may vary from mission-focused volunteers who want to "make a difference," to retired private-sector managers who are called upon to provide leadership.

Besides your course work, try to take part in as many volunteering efforts as you can. They can be great opportunities for acquiring both content expertise and general knowledge of donor/community relations. Many nonprofit agencies in the local community are looking for volunteer help in their public relations

efforts. Although the work you do may be unpaid, it will give you experience and portfolio pieces that will be useful later.

For Jobs in Government

Public relations jobs are plentiful at the federal, state, and local levels within all branches of government — executive, legislative, and judicial. Political parties, candidates for public office, and individual office holders all need public relations help. Independent agencies created by the government, such as the U.S. Postal Service, also employ public relations personnel. Since the primary goal of government is to serve “The People,” government must provide much of the education and guidance for important programs, initiatives, and training.

Government is a fertile source of public relations jobs in the United States because a democracy must report its activities to its citizens. The government is accountable to the people for the way it conducts its business. Additionally, an effective democracy requires active citizen participation and support. For these two reasons alone, nearly every aspect of government is reliant upon public relations.

Types of jobs available

Although PR practitioners are essential to the information dissemination and gathering functions of a government, the actual term public relations is rarely used. For legal and historical reasons, government agencies do not have departments of public relations.

Practitioners are not referred to by a public relations title. Instead, titles such as *press secretary*, *constituent relations*, *outreach coordinator*, *public information officer*, *public affairs officer*, *communications specialist*, and *communications director* are substituted. Titles that imply education or outreach may also refer to public relations activities. The FBI, for instance, has an External Affairs Division; the Interstate Commerce Commission has an Office of Communications and Consumer Affairs; and the Environmental Protection Agency has an Office of Public Awareness. Military services usually have an Office of Public Affairs.

Regardless of the title or department name, all

government public relations programs have three things in common. First, they inform constituents about the activities of the government agency. Second, they insure active cooperation in government programs. Third, they advocate citizen support for government policies and programs. For example, government spends millions of dollars each year convincing students to sign up for the military, properly manage student loans, and responsibly paying taxes and avoid drug abuse.

Consider two things when you think of employment in the government. In many instances, especially at the state and local levels, budgets are slim and government cannot always afford to hire the most experienced professionals for public relations work. That’s good for entry-level professionals. At an early stage in your career you may get to handle more responsibility and have more autonomy in government than you would in the for-profit world. That can be scary and exciting. It’s important to have good role models and mentors in the public relations profession who can help you. Another thing is that the high visibility positions of press secretary and communications director usually go to more seasoned professionals. That’s okay. You want to have some experience under your belt before you tackle some of the high-risk, high visibility jobs.

You should also be aware that many public relations positions are appointed by office holders. Getting a job in certain parts of government may depend on your political party affiliation. Not all jobs in government turn over when there is a change of administration, but many do. Know what kind of job you are interviewing for and whether it is subject to political appointment.

It’s impossible in this guide to name all the places in government that use public relations professionals. The following is just a sampling. At the federal level the most common employers of public relations practitioners are:

Cabinet offices. There are 13 federal Cabinet offices, and all have a public communication component. The Deputy Assistant to Cabinet Officer is the

highest-ranking official and is considered the top spokesperson for the Cabinet Officer. The Deputy Assistant generally has a whole team of people working for him or her with public relations backgrounds.

Public Liaison Office. The Public Liaison Office is responsible for promoting presidential priorities through outreach to concerned constituencies and public interest groups. This includes planning White House briefings, meetings and large events with the President, Vice President, and pertinent White House staff. This office coordinates national, state, and local activities on behalf of presidential initiatives. An information gathering and dissemination component to the Public Liaison Office employs individuals with public relations backgrounds.

Federal government agencies. There are vast numbers of federal government agencies that can have very large communications programs. Just a few of the federal government agencies that hire public relations professionals are National Aeronautics and Space Administration (NASA), U.S. Department of Defense, The U.S. Census Bureau, The American Battle Monuments Commission, The Centers for Disease Control and Prevention (CDC), the National Endowment for the Arts (NEA). The Federal Trade Commission (FTC), The Department of Housing and Urban Development (HUD), the National Highway Traffic Safety Administration (NHTSA), and the Food and Drug Administration (FDA) .

U.S. Congress. The House of Representatives and the Senate are also prolific disseminators of information. Public relations practitioners help members of both the House and Senate to produce news releases, constituent newsletters, recordings, radio interviews and videotapes to inform voters at home about Congress. All members of Congress also employ a press secretary. Press secretaries are gatekeepers for their elected officials who determine what information to share and what information to withhold from the media.

The White House. The President receives more media attention than all the federal agencies and

Congress combined. The White House has its own small communications office, a small media affairs and small public liaison operation. Most practitioners employed within all three offices have a strong public relations and/or marketing background.

State and local government. Federal jobs sound glamorous and high profile, but don't forget about state and local government as employers of public relations professionals! Most public relations jobs at the state level are in the executive and legislative branch, with state agencies and elected office holders being the top PR employers. PR practitioners are needed in virtually every state agency, since agencies are required by law to be responsive to their publics, just like their federal counterparts. Each governor and lieutenant governor hires a press secretary and sometimes an assistant press secretary to help him/her disseminate and collect information for public use. Press secretaries may write releases and field inquiries, either by responding directly or locating a field or program expert to speak. They may also participate in crisis communication, media training, and speech writing.

At the local level, public relations positions exist in agencies and in the offices of elected officials. Mayors typically have public information officers to work with the media and constituents. Agencies have public relations personnel as well.

Helpful academic preparation for PR in government

In addition to writing and communications classes, political science, public policy, and government courses benefit government practitioners in developing a general understanding of how government works. Business classes such as accounting, finance, and economics also help practitioners respond to budgetary questions, which are always of concern to the media, constituents, and special interest groups. Lastly, to concentrate in a specific line of agency work, take technical classes in the related field of interest. Many government agencies, such as the U.S. Fish and Wildlife Service, are very specialized. Individuals working in such agencies tend to be well educated with content

expertise in science and natural resources. If you want to work for the FBI, in-depth knowledge of the criminal justice system would be important. If you want to be a press secretary, be sure you take media relations courses that explain how to work effectively with the media under pressure. No matter where you work in government, you're in the public fishbowl and accountable for all your actions and expenditures. Skills in conflict resolution will also help you in any level of government work.

If you're looking for practical experience while in school, volunteer for a political campaign or work for an organization that is active in your area of interest. Become involved in student government or local government to see how democracy works from the inside.

For Jobs in Agencies

Public relations agencies get paid to provide public relations services to other organizations. Corporations, nonprofit organizations, trade associations, governments, and individuals hire agencies to plan and conduct their public relations functions. Public relations agencies can range from small ones with only a few employees to huge international operations that have offices all over the world. Often, public relations is a division of a larger advertising or integrated marketing agency.

Larger agencies are usually organized internally by industries or practices such as consumer, financial, health, technology or industrial. They may also consist of specialty practices such as a multicultural or ethnic specialty. Some agencies serve many different types of businesses while other agencies (referred to as "boutique" firms) may specialize in one industry such as healthcare or in one particular product such as medical devices. Generally speaking, the larger the agency, the more breadth of specialties and practices you will find.

It is common for a company to hire a public relations firm to augment an internal public relations staff. This happens when workload exceeds internal capacity, or there is a need for a specialist from outside the agency. Many companies like the independent advice that comes from an outside firm—honest assessment that isn't necessarily beholden to a company's politics or internal publics.

Types of jobs available

Public relations practitioners in agencies are usually assigned to accounts. An account refers to the public relations activities planned and executed for one specific client. The two most common entry-level account positions are *assistant account executive* and *account coordinator*. Those positions can evolve into *senior account executive* followed by *account manager*. Account executives may serve different functions in different agencies. Sometimes they act exclusively as the point person, or go-between, for the organization, while in other agencies, the account

executives perform extensive public relations duties. Sometimes account managers will oversee many client accounts within a broad range of practices, and others may have only one large client account to manage.

Other jobs for public relations professionals are available in *copywriting, event planning and management, graphic design, research, desktop publishing, interactive/website services, video* and *audio production*. The more skills the entry-level employee has, the better for his or her future in an agency. Someone who is skilled at writing and graphic design, for example, is more useful to an agency and may have more mobility for new assignments and promotions within the agency.

A big difference between working in an agency and working elsewhere in public relations is that you have to keep track of your time. Agencies bill their professionals' time to the client. So, you have to learn how to keep track of your time and make your efforts worthwhile for the client and profitable for the agency.

The practices in any agency will vary depending on the agency's size and its client base. Special practice areas within agencies might be: *Business-to-Business Marketing; Consumer Marketing; Public Affairs; Social Responsibility Marketing; Financial Communications; Biotechnology; Healthcare; Homeland Security; and International Affairs*. The specialties are determined by the expertise of the agency personnel, the agency's current or potential client base, and market trends.

Helpful academic preparation for PR in an agency

Within your liberal arts education, classes that provide knowledge about cultural trends and global issues will give you the insights to help you understand and empathize with diverse client views. Graphic design and visual communications courses, with cross training on MACs and PCs, will also help you develop the visual sense you will need in an agency, even if you do not work directly in a graphics design position. Additionally, because research is

such a large time component of client work, you should try to take as many quantitative and qualitative research methods classes as possible. Courses in applied statistics are great for strengthening research potential. Knowing how to help a client design and implement a communications plan or campaign strategy is important. Find courses that help you do the hands-on tasks of public relations. Look for public relations research, planning, writing, and campaigns courses.

Today, there is a dramatic rise in the number of “integrated communication firms.” This means that a public relations professional may work alongside an advertising executive or multi-media producer. Although there has long been a perception these are different disciplines, today the technology is driving convergence of all forms of communication. The TV looks a lot like your computer desktop and the hand-held device looks like a computer screen. This area will boom as technology advances. This rise in converged communication means more opportunities for the well-rounded public relations practitioner.

Jobs as Independent Consultants/ Freelancers

A freelancer or an independent consultant is really like a one-person public relations agency. Organizations and/or individuals hire consultants and freelancers to assist with specific public relations functions. Sometimes consultants and freelancers choose to specialize in a particular area of public relations such as speechwriting, website design, or crisis communications, and they market their businesses according to their specializations. Others, however, perform a range of general services and are very successful as general practitioners.

Types of jobs available

Because an independent consultant operates like a one-person agency, the same job opportunities that apply to agency work also apply to independent consulting work. Business-to business communications, media relations, design, and crisis counseling are all possible outlets for the independent consultant as well as the agency practitioner. Of course with a solo practitioner, titles such as account executive, administrator, public relations specialist, and senior researcher are all rolled into one, usually under the title of president or CEO.

Because solo practitioners wear so many hats, the greatest challenge to them may lie not necessarily in finding jobs, but rather in assessing whether they have the skills and time to carry out the jobs on their own. If you are working independently, you must be very selective, and a direct, honest assessment of your skills, monetary resources and time are needed before accepting any job opportunity.

Typically, an entry-level person does not start a consulting firm. With little experience in the field, the recent graduate doesn't have the same credibility with clients as the more experienced professional. However, the recent graduate with excellent skills may be hired as a freelance writer, graphic designer, or website designer by an agency that cannot afford to hire all of its expertise as full-time staff.

Helpful academic preparation for PR as an independent consultant/freelancer

Whether your public relations practice specializes in one area or branches out into many general diverse areas, a solo practitioner is going to need both business management and time management skills.

In other public relations jobs, there will be individuals specifically employed to handle taxes, monitor finances, and plan and research project expenses. But in a solo practice, those tasks fall on your shoulders, and you cannot escape managing your financial responsibilities if you intend to have a thriving practice

Time management is probably the second most crucial skill for an independent consultant to have because it's up to you to complete the jobs you take in an efficient and timely manner. The ability to budget the time needed for each facet of the project--and then actually keep yourself to that schedule--is an essential skill for any independent practitioner.

Additionally, since you alone are responsible for finding work opportunities, you must be competent in your knowledge of the public relations industry and competent in your ability to pitch your services. To market yourself as a competent professional, you first need to research industry practices and obtain intelligence of public relations opportunities. Constantly reading trade journals, industry magazines, professional journals and newspaper advertisements will help you understand the latest industry developments and guide you in selecting services to market.

Aside from a good liberal arts background and broad understanding of the public relations field, you should also consider classes in entrepreneurship if freelancing is your ultimate goal. Classes in entrepreneurship will help you learn how to market yourself and identify good business opportunities. Additionally, business classes in areas such as accounting, finance, marketing, and business communication become even more imperative in this sector, as they will give you the background

knowledge needed to manage your own business.

You'll need to understand the technology used in your business. You won't have the luxury of an information technology staff to take care of all your computer problems. You will be able to hire people as needed, but there are many days (and nights) when you just have to figure things out for yourself.

Last, you will need some cash resources to get started. It can take a while to build up clientele in any new business. Additionally, there are typically long gaps between acceptance of jobs and payment for those jobs. You will need to consider the resources you have available to live on while you get your business up and running.

Beyond the classroom: Internships, externships, practicums, and portfolios

If you plan to embark on a public relations career, you should begin searching while you're in school for internship opportunities that will complement your studies. Having an internship shows a prospective employer that you have searched outside the classroom for public relations opportunities and you are serious about working in the field. An internship displays evidence of commitment and dedication, and it is an invaluable way to learn about a specific sector of the public relations industry. Additionally, internships can serve as gateways for entry-level positions, as many organizations choose interns whom they believe will be a fit with their missions and organizational culture.

Today, most for-profit businesses, public relations agencies, and nonprofits offer internships. Government agencies at the legislative, judicial, and executive level do too. In fact, the White House virtually runs on interns! And while many individuals look to larger corporations for internship opportunities, you shouldn't overlook opportunities with independent contractors. Many times, when freelancers are expanding, they look to hire additional help, and colleges and universities are a natural resource pool. Think, too, about local community groups that may not have the resources to hire a big PR staff. Those groups often can use help on a volunteer basis. If you have the time to devote to a nonprofit, you will gain experience and portfolio pieces.

Practicums are another way to obtain experience in the public relations field, especially in agency work. Practicums are similar to internships, but they tend to be more intense. In a practicum, the organization typically treats the member/student as an extension of the PR staff, usually for one semester. Another general rule of thumb for differentiating between a practicum and an internship is that internships are sometimes paid, while practicums are usually not. However, there are many exceptions to the rule, and not all internships are paid.

Sometimes an internship opportunity can arise after completion of your academic course work. Called externships, these are additional ways to get your feet wet in a public relations sector before making a commitment to a specific organization or sector of work. To obtain internships that will complement your studies, be sure to look for an academic unit that will connect you with potential internships when choosing your major.

Another benefit of an internship is that it can help you develop a portfolio of your work to show prospective employers. Portfolios are a visual record or documentation of your skills and talents. Portfolios include such things as newspaper clips, advertising clips, documentation of marketing success such as special event or campaign turnouts, graphic designs, speeches, position papers, backgrounders, media kits, and broadcasting and audio news tapes. Proof of your hands-on experiences will be a critical to possible employers.

Even if you are not able to take advantage of an internship opportunity, you should always allocate one class every semester to developing a communication piece that is worthy of portfolio placement. Ask the professor of your class to give you a constructive and thorough critique of the project that you wish to put in your portfolio. You want the portfolio to display your very best work.

Campus Resources

For IUB students preparing for a public relations career

What does IU offer in public relations?

Public relations practitioners often have a degree within a communications field (such as journalism or broadcasting), but they have also been known to major in everything from natural resources to political science to history and music. As most practitioners will tell you, the skills you acquire while at the university often matter as much or more than the specific degree you obtain.

Although IU does not have a public relations major, there are several schools and departments that offer public relations or public relations-related courses. The curriculum section of the Public Relations Advising Guide lists the courses offered on the Bloomington campus. The course descriptions are taken from academic bulletins and academic units' websites.

Which major makes sense?

If you decide that you want to prepare for a public relations career, you have several options. First, you can select a major in one of the academic disciplines that offers public relations courses. You'll find those academic disciplines and their respective courses in the curriculum section of this guide. Each of the disciplines has its own way of approaching public relations, and it is beneficial to take courses within various disciplines to obtain a broad understanding of public relations. Not all the courses listed in the guide have "public relations" in their names. Many of them address the broader subject of how to inform and persuade key publics that are important to an organization or cause. Some courses may address a facet of public relations such as multiculturalism or motivation. Think broadly of public relations as

purposeful communications to help an organization meet its mission and objectives. That may help you decide which major makes sense for you.

You should also consider a second major or a strong minor--especially if you are planning to enter a specialty area of PR--to broaden your knowledge and/or give you content expertise in that area. You and your advisor can choose the disciplines that best fit your needs, interests, and goals. If, for example, you want a public relations career as a spokesperson for a public official, you should take courses that give you an in-depth understanding of government, public policy, and political theory. If you hope to work in the biotechnology field, you should take courses that give you a solid background in science.

The second option is to design your own major in the Individualized Major Program (IMP) through the College of Arts and Sciences. You still have to meet the academic requirements of the College, but you can work out a plan to concentrate some of your education in public relations courses. This option offers flexibility. The primary disadvantage of the Individualized Major choice is that in some schools and departments there may be a waiting list to take some public relations-related classes. Often, registration priority for senior-level courses is given to those with declared majors in the subject. If you want to construct your own major, you should contact the IMP office at 855-9589 to arrange an appointment. The IMP office works with its majors to help them enroll in the courses they need.

Where can I go for more help at IU?

Academic advisors

Your academic advisor should be your first stop. Whether that person is in a specific academic department or school or in the University Division, check with your advisor about what's available on campus. If you are in the University Division, call the Division's Academic Advising Services to connect with an advisor. If you have already been accepted into the College of Arts and Sciences or into a specific school such as Business or Journalism, contact the main office of that academic unit to get the name of your undergraduate academic advisor. Academic advisors are an important resource. They know the requirements for completing a major or concentration and for graduation.

Professors

There are also professors who teach public relations or public relations-related courses in several schools. If you want to learn more about a particular specialty or a specific department's public relations approach, you may consider making an appointment to talk with a professor. Primary contacts for public relations or related courses in various academic units are listed in the curriculum section of this guide. Professors are good resources for understanding a particular discipline's approach to public relations. They will probably refer you to an academic advisor to sort out the nuances of which courses to take and what requirements you need to complete to graduate.

PRSSA student chapter/ IU School of Journalism

A chapter of the Public Relations Student Society of America (PRSSA) is offered through the IU School of Journalism and is open to all students on the IUB campus who are interested in public relations careers. The PRSSA offers students the chance to network with practitioners, gain volunteer experience to develop leadership skills and portfolio pieces, and attend programs through which students learn about PR trends and practices. To learn more about PRSSA, go to the IU chapter website: www.iub.edu/~prssa.

Career Development Center

The Career Development Center, located at 625 N. Jordan Ave., is a goldmine of career materials. Counselors are available to help answer your questions and locate materials that will guide you. The Center has a knowledgeable staff and one of the most comprehensive career libraries on campus. The Career Development Center offers a wide array of services to help IU students in all majors to reach their academic and career goals.

Industry Resources

For public relations career information

Professional organizations

The Public Relations Society of America (PRSA), headquartered in New York City, is the world's largest organization for public relations professionals with more than 28,000 professional and student members. PRSA is organized into 114 chapters nationwide and 19 professional interest sections which represent professionals in business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms, academe, and nonprofit organizations. The Public Relations Student Society of America (PRSSA) has 255 Chapters at colleges and universities in the United States. IU has a student chapter of PRSSA. Its web address is www.iub.edu/~prssa.

Although not exclusively public relations organizations, there are two other national communication organizations that encompass public relations: the International Association of Business Communicators (IABC) and the Association of Women in Communications. The Association of Women in Communications also offers student memberships, but not on IU's campus.

If joining a communications organization isn't within your means right now, you can always check out their websites to learn more about the industry. Go to www.prsa.org (Public Relations Society of America), www.iabc.com (International Association of Business Communicators) or www.womcom.org (Association of Women in Communications) to learn about the latest industry developments. Another organization that offers scholarships and its members as resources to public relations students is Women Executives in Public Relations (WEPR) or www.wepr.org.

On-line resources such as the Public Relations Information page, PR Direct and PR-NAVIGATOR are other good PR resources. The Public Relations Information Page, in particular, is new and specifically geared to help students. Other sites you may want to check out are:

- *PRSA - About Public Relations:*
www.prsa.org/_resources/profession
- *PRSA - Career Reading Room:*
www.prsa.org/_resources/profession
- *PRSSA - Career Resources:*
www.prssa.org/jobcenter
- *Council of PR Firms - Careers in Public Relations:*
www.prfirms.org
- *Council of PR Firms - Career Information:*
www.prfirms.org/career
- *WorkinPR - Articles on PR Careers:*
www.workinpr.com
- *Occupational Outlook Handbook:*
www.stats.bls.gov/oco/
- *AllaboutPublicRelations - Jobs in Public Relations:* www.aboutpublicrelations.net
- *PRWeek - Career News:*
www.prweekjobs.com/careernews
- *Canadian Public Relations Society:*
www.crps.ca
- *Chartered Institute of Public Relations:*
www.ipr.org.uk
- *European Public Relations Confederation:*
www.prineurope.com
- *Global Alliance for Public Relations and Communication Management:* www.globalpr.org
- *PR Place:*
www.prplace.com
- *PR NEWS:*
www.prandmarketing.com
- *Public Relations Institute of Australia:*
www.pria.com.au

- *Public Relations Institute of New Zealand:*
www.prinz.org.nz
- *Australian-New Zealand Communications Association:* www.anzca.net

Trade journals, periodicals, and industry magazines

Public relations trade publications are also great ways to learn about both public relations industry practices and specific “hot topics” in PR. Some public relations journals you might browse through are: *Public Relations Strategist* and *Public Relations Tactics*, both published by PRSA. PRSA’s publications focus on the issues and needs of the PR practitioner, regardless of where he or she works. *Public Relations Quarterly*, *Journal of Public Relations Research*, and *Public Relations Quarterly* are good resources for public relations research and commentary on timely issues. The publication that covers the actual business of the public relations industry is *PRWeek*. *PRWeek* reports on which agencies land new clients, job openings, current issues and PR campaigns, and practical advice for practitioners. All of these publications are available for your review and use in the School of Journalism’s library in Ernie Pyle Hall.

PR professionals

People who work in public relations are usually pleased to share their advice and tell how they got started in their careers. Start some networking early on and ask public relations professionals for their suggestions of books and publications to read. You may even want to “shadow” a PR professional for a day. PRSA professional chapters often partner with student PRSSA chapters to provide shadowing opportunities. Your public relations instructors or campus advisors may be able to introduce you to public relations professionals. Or, you may connect with public relations practitioners in your hometown when you are there for semester breaks. Another way to meet public relations professionals is to volunteer for public relations tasks in local businesses or nonprofits.

Curriculum Guide

For IUB students preparing for a public relations career

This curriculum section of this *Public Relations Advising Guide* lists the types of public relations and public relations-related courses available in various academic units on the IUB campus. For each academic unit you will find:

- its philosophy and approach to teaching the subject matter,
- a list of people who can answer questions about its courses, and
- a list of pertinent courses frequently offered.

For your sake, we have intentionally taken a broad view of what constitutes a public relations or public relations-related course. Don't confine yourself to courses with the word public relations in their names. If you do, your preparation for a public relations career will be much too narrow. Think about a three-pronged approach to choosing courses:

- build your communications skills
- develop expertise in a specific subject matter
- take advantage of the liberal arts offerings that expose you to many ideas, philosophies, and cultures

Before selecting courses, be sure to review the academic preparation section of this guide. Understand what you are trying to accomplish as you put together your course plan. Top-notch communications skills *plus* knowledge of a specific academic discipline are important. Look at the range of skills needed for the public relations professional. Find courses that round out your knowledge and experience. If you are an excellent writer, take courses in graphic design and public speaking. If you are strong in video, be sure you can write. Also, think about which subjects you have a passion for. If you love government and public policy, combine

courses in those subjects with communications courses. If you hope to work for a Fortune 500 company in its public relations department, take courses that help you understand business in addition to your communications courses.

A word of caution!! Please keep in mind that the courses listed in this guide may change. You may not find the same courses listed here offered every semester or even every year. If you are interested in a particular course, check to see if it is still offered, if you qualify to take it, if there is room for you, and if you have taken the appropriate prerequisites. You'll notice many courses require the permission of the instructor. Be sure to contact the instructor of a course you wish to take long *before registration* if you want to be considered for inclusion in the class. The undergraduate advisors of each academic unit are also important resources for you if you need information about courses.

Anthropology Department

Courses in the Anthropology Department allow students to explore the human condition, past and present, from perspectives that are useful to the public relations professional, such as linguistic anthropology and social-cultural anthropology. A successful public relations practitioner must understand the culture and society in which an organization operates, and the Anthropology Department provides students with the knowledge and skills necessary to develop that understanding.

As the world becomes more connected, cultural and societal differences increasingly affect business practices, so both a broad knowledge of the world and a specialized area of interest are important. Many of the courses are designed to introduce students to general concepts while allowing for the pursuit of particular interests, such as the study of various religions, cultures and topics. Students interested in pursuing a specific area of study should check the course bulletin for available courses.

Primary Contacts:

Britta Grieshaber, Undergraduate Advisor,
bgriesha@indiana.edu or 856-0905;
Susan Bernhardt, Undergraduate Affairs Secretary and
Scheduling Officer, sbernar@indiana.edu or
855-1041.

A200 Topics in Anthropology

This course is geared toward non-majors and helps students develop the anthropologic skills needed to study human behavior and beliefs. The topics will vary each semester, and can be found in the course bulletin or the on-line course listings.

Prerequisites: Freshman or sophomore standing or consent of the instructor.

A208 Topics in the Anthropology of the Arts & Expressive Behavior

The course is an introduction to selected topics in the anthropology of art, performance, music literature, folklore, belief and ritual. Students will examine the methods anthropologists use to study the arts or other expressive behaviors, and explore art and expression

in a variety of cultural settings.

Prerequisites: None.

A400 Undergraduate Seminar in Anthropology

The course is a seminar in various anthropology topics not covered by other anthropology courses, such as the culture of corporations. The topics will vary each semester, and can be found in the course bulletin or the on-line course listings.

Prerequisites: None.

E105 Culture & Society

The course is an introduction to the ethnographic and comparative study of contemporary and historical human society and culture.

Prerequisites: None.

E200 Social and Cultural Anthropology

This course is an intermediate survey of the development, methodological approaches, key theoretical concerns, and classic and contemporary issues that have shaped sociocultural anthropology as a discipline.

Prerequisites: None.

E205 Peoples of the World

All peoples have to confront similar challenges in order to survive and thrive as individuals and as societies. This course will examine how eight or nine cultures around the world shape their values, behaviors, institutions, and stories in response to external and internal challenges.

Prerequisites: None.

E300 Culture Areas & Ethnic Groups

The course is an ethnographic survey of a selected culture area or ethnic group. The course may not be repeated for more than 6 credit hours.

Prerequisites: None.

E302 Laboratory in Ethnography

In this course, students will learn the approaches and methods of ethnography by conducting their own hands-on field research projects in and around Bloomington. Students will complete a series of ethnographic lab assignments on participant observation, mapping and visual technologies, interviewing, and writing up research findings.

Kelley School of Business

The goal of the Kelly School of Business is to prepare students for the challenges of turbulent change, pervasive technology and increased globalization. The school provides numerous courses to aid the development of skill necessary to succeed in the public relations field, including training in management, entrepreneurial, communication and negotiation. Students learn fundamental business skills that are valuable in a corporate, government, non-profit or small business setting.

Primary contacts:

Jim Murray, Assistant Director of Undergraduate program, jmurray@indiana.edu or 855-8066;
Greg Kitzmiller, Lecturer of Marketing, gkitzmil@indiana.edu or 855-1004;
Sue Vargo, Professor of Business Communications, svargo@indiana.edu or 855-2731;
Tim Baldwin, Professor of Business Administration and Subhedar Faculty Fellow, baldwint@indiana.edu or 855-2770.

A200 Foundations of Accounting

The course examines the role of accounting in society and business with a special emphasis on fundamental concepts and the basic design of accounting systems. For non-business majors who are interested in learning about how accounting affects their lives and businesses. Credit not given for both A200 and A201 or A202.

Prerequisites: None.

G100 Business in the Information Age

The course is designed to provide beginning students with an introductory but comprehensive survey of business practices and information. Managers, consumers, investors, and government regulators rely on a variety of information sources in making their decisions. In this course, the student learns what these sources are, where their information comes from, what it means, and how to use it. A large part of the course will also be devoted to business basics, which will further illustrate the importance of information. The course will provide a foundation for

continued studies in business, but will also be useful for studies in other areas, as it provides experience in reading, discussing, and the critical skills needed to interpret possibly biased information.

Prerequisites: None.

G202 Business and Economic Strategy in the Public Arena (2 credits)

The course is intended to raise awareness of the broad ways in which non-market environment -- especially government policy -- affects business, and give them an understanding of the process through which businesses and other special interest groups create and change the rules of the game under which they function. In today's economy, successful business strategy entails more than outmaneuvering rival companies; managers must also devise strategies to cope with the global, non-market forces that confront businesses and other forms of organization. Managers need to understand how public policy is made and how special interest groups, including their own businesses, can affect the policy process. This is true both for the CEO of a multinational corporation dealing with multiple governments and the administrator for a local partnership trying to deal with city officials.

Prerequisites: E201.

K201 The Computer in Business

K201 provides an introduction to the role of computers and other information technologies in business, and covers both functional and conceptual computer literacy. Conceptual computer literacy is the focus of the weekly lecture. After introducing the basic concepts of computer use, these lectures devote special attention to current technological innovation in social and business environments. Functional computer literacy is the focus of the weekly discussion section, which meets twice a week in a computer lab. After the basic skills needed to use a spreadsheet (Excel), a relational database (Access), and electronic communications software (e-mail and WWW browsers) have been introduced, emphasis is on applying these skills to solve a variety of business problems.

Prerequisites: None.

L201 Legal Environment of Business

The emphasis of the course is on understanding the nature of law through examining a few areas of general interest, such as the duty to avoid harming others (torts), the duty to keep promises (contracts), and government regulation of business.

Prerequisites: Sophomore standing or Honors College freshman.

L250 Law and the Arts

The course examines legal issues of importance to visual or performing artists and persons involved in arts related businesses. Subject areas may include copyright and trademark law; First Amendment concerns; the right of publicity; advertising law; and selected issues of tort, contract, personal property, and agency law. Legal aspects of organizing a business may also be addressed.

Prerequisites: None.

L315 The Business and Law of Entertainment and Sports

L315 explores the legal and practical problems facing executives managing for-profit enterprises in or related to the entertainment and sports industry. Focusing primarily on legal issues, yet necessarily addressing collateral business issues, L315 considers the law affecting the decisions of executives in entertainment companies, including motion picture studios, television broadcasters, and music companies. It also covers the law affecting decisions of executives in sports franchises, leagues, and associations. More importantly, L315 studies the law affecting transactions between businesses with contractual or other relationships with athletes, entertainers, sports franchises, leagues, athletic associations, and entertainment companies, including especially corporate sponsors, manufacturers of licensed apparel, and equipment manufacturers, in addition to owners of stadiums and arenas. The law of intellectual property (including copyright, trademark, and right of publicity), government regulation, labor and employment law, financing alternatives, antitrust, and business ethics are emphasized.

L315's objective is to give students the legal and practical knowledge needed to understand the entertainment and sports industry, and to make

prudent decisions when faced with a variety of questions as an executive in an industry related to entertainment and sports.

Prerequisites: K201, L201 and M300.

L350 Online Law

This course focuses on the management of legal problems that arise from the use of the Internet and other interactive computer networks. The goals of the course are to increase students' awareness of the legal issues that arise in a variety of online contexts, familiarize students with the legal frameworks that are evolving in the U.S. and other legal systems to resolve those issues, and guide students in strategies for managing the legal risks inherent in communicating and doing business online.

Prerequisites: None.

M300 Introduction to Marketing

The course is an examination of the market economy and marketing institutions in the United States. Students will study decision making and planning from the manager's point of view and the impact of marketing actions from the consumer's point of view. No credit toward a degree in business, but it is required for many higher level business courses.

Prerequisites: None.

M303 Marketing Research

The course focuses on the role of research in marketing decision making. Students will define research objectives, syndicated and secondary data sources of marketing information, exploratory research methods, survey research design, experimental design, and data analysis

Prerequisites: M300; *prerequisites or corequisites:* M342 and M343.

M340 Effective Marketing Communication

The course develops communication skills necessary for marketing careers. Topics include producing effective marketing reports; basics of layout and design; techniques for effective speaking, persuasion, and listening; presentation graphics; and multimedia software.

Prerequisites: M300; *corequisite:* M341. Restricted to students in the marketing concentration.

M341 Creativity in Marketing

The course develops creativity and creative problem-solving skills necessary for marketing careers.

Students will cover theories and models of creativity, obstacles to creativity, techniques for stimulating personal and group creativity, and applications of creativity in marketing.

Prerequisites: M300; *corequisite:* M340. Restricted to students in the marketing concentration.

M342 Management, Analysis, and Display of Marketing Data

The course develops skills needed to manage, evaluate, analyze, and display marketing data. Topics include data coding, data analysis using statistical software, attitude measurement and scaling, graphic display of data, data-driven market segmentation, and competitor analysis.

Prerequisites: M300; *corequisite:* M343. Restricted to students in the marketing concentration.

M343 Database Marketing

This course provides skills in the use of single source and geocoded data bases in a marketing decision environment. Emphasis will be on using the data base systems to accomplish specific objectives. Topics include nature and sources of scanner data, micro-merchandising systems, geodemographic systems, analysis tools for data bases.

Prerequisites: M300; *corequisite:* M342.

M405 Buyer Behavior

The course is a description and explanation of consumer behavior. Students will study demographic, socioeconomic, psycho-graphic, attitudinal, and group influences on consumer decision making. Course theories can be applied to promotion, product design, distribution, pricing, and segmentation strategies.

Prerequisites: M300, M303, M342 and M343 or consent of instructor.

M415 Advertising and Promotions Management

Students will study basic advertising and sales-promotion concepts; the design, management, and integration of a firm's promotional strategy; and public policy aspects and the role of advertising in marketing communications in different cultures.

Prerequisites: M300, M303, M342 and M343 or consent of instructor.

M429 Legal Aspects of Marketing

The course is an analysis of statutes, regulations, and law doctrines applicable to marketing practices. Students will examine legal issues encountered by marketers in dealing with consumers, competitors, and other marketplace participants.

Prerequisites or co-requisites: M303 for School of Business students; M300 for non-School of Business students.

W211 Contemporary Entrepreneurship

This is a survey course designed to enable the student to explore the vast opportunities of entrepreneurship. The objectives of the course are: To learn the basic concepts of entrepreneurship; to understand the human side of entrepreneurship; and to encourage entrepreneurial thinking by the student and enable the student to evaluate the personal prospects for entrepreneurship.

Prerequisites: None.

W300 Small Business Management

This course provides an exploration into the fundamentals of effective small business management.

Prerequisites: A200. Open to non-business majors only. No credit will be given to students currently or subsequently admitted to the Kelley School of Business.

X104 Business Presentations

Business Presentations focuses on oral communication skill development in business contexts including public presentations, listening, and effective group decision making. Students learn about the use and usefulness of technology (such as PowerPoint) in business presentations; the value of listening in order to comprehend and analyze oral arguments; and the impact of culture on team communication. There is an emphasis on consistent and continuous practice of skills through individual and group presentations. Students cannot receive credit for both X104 and CMCL C121.

Prerequisites: None.

X204 Business Communications

The purpose of this course is to help students develop written and oral communication skills that will prepare them for success in both their academic and professional careers. Business Communication is a theory-based skill building course. Since communication skills develop over time, there will be emphasis on consistent and continuous practice culminating with a formal oral assessment and written report. Effective communication is an essential skill in business. This course will give students the opportunity to develop an awareness of the complexity of the communication process, effective writing, oral communication and listening skills and communication skills that enable them to work with people of different cultures and via electronic media.
Prerequisites: ENG W131 or equivalent, completion of the Kelley School of Business Oral Communication Proficiency Assessment.

X330 International Communication Strategies

This course explores communication strategies useful for dealing with the demands of doing business in a foreign culture. Students learn how to adapt the business communication modes of one's own country to those of another.
Prerequisites: None.

Z302 Managing and Behavior in Organization

The course is an application of concepts and theories toward improving individual, group, and organizational performance. Students build from a behavioral foundation toward an understanding of managerial processes.
Prerequisites: Junior standing.

Z404 Effective Negotiations

The course provides exposure to the concepts of negotiations in both the national and international environments, including negotiation strategies and tactics, influence, third-party intervention, audience effects, nonverbal communication, and ethical and cultural aspects. Case studies, simulations, and guest speakers are used throughout the course.
Prerequisites: Z302.

Z442 Leading and Motivating Individuals and Teams

The coursework improves a manager's ability to motivate employees to work on behalf of the company by examining what motivates people to work and how to direct individuals and teams toward a desired goal.
Prerequisites: Z302.

Department of Communication and Culture

Students in the Department of Communication and Culture (CMCL) explore the cultural dimensions and implications of communication practices from oral and written languages to film, television, and digital media. Areas of study are clustered in three interconnected areas — rhetoric and public culture, performance and ethnographic studies, and media studies. Courses combine history and theory with critical practice, and are designed to encourage students to engage the complex relations between communication and culture.

The CMCL curriculum offers insight into contemporary and historical American culture while emphasizing the complex world outside the United States. Courses help students develop a clear, persuasive writing style, which is essential in the public relations field. Students also learn how to “read” and analyze societal texts (everything from Viagra ads to “The Matrix”), and how to see the ties between larger social units — such as corporations and governments — and the workings of everyday lives.

Primary contact:

Amy Cornell, Undergraduate Advisor,
acornell@indiana.edu or 855-7217.

C121 Public Speaking

This is a contemporary course in the ancient and practical art of rhetoric. It is founded on the premise that rhetorical action is public action and is designed to help students recognize situations in which their rhetorical actions can contribute to the well-being of a community. Students have the opportunity to engage in a rhetorical situation in order to (1) create an audience out of a collection of individuals and (2) invite that audience to understand something in a particular way or motivate them to help resolve a problem. As contemporary students of this ancient and practical art, you face some of the same challenges that students have faced in similar courses that have been taught for over 2,000 years.

Prerequisites: None.

C122 Interpersonal Communication

C122 is an introduction to interpersonal communication, examined from the intersecting perspectives of performance, power, and identity. Students will be asked to become ethnographers of interpersonal, everyday conversation. They will observe and analyze interpersonal interactions in their own lives in the light of an array of communication concepts of theories. In the end, they will be encouraged not only to analyze others' communication, but also to use the theoretical principles they learn to become more aware of how their interpersonal interactions with others are connected to broader questions of power and social identity.

Prerequisites: None.

C190 Introduction to Media

In our intensely visual culture, it has become increasingly important for viewers to become aware of how the media work. This course is designed to teach students visual literacy in relation to two media which are omnipresent in their everyday lives: film and television. They will examine how these media are made, studying narrative, cinematography, lighting, special effects, editing, sound, and other aspects of style. They are encouraged to master the terminology as a first step toward visual literacy. But as they learn to recognize the technical and artistic components of film and television, they will also gain analytical and critical skills — the ability to study specific films and TV shows closely, relating their style to their meaning. Thus, this course emphasizes attaining visual and critical skills as essential to becoming an active viewer in the complicated media mix that defines contemporary culture. C190 fulfills Arts and Humanities Distribution Requirements for COAS (AHLA), Business, Journalism and most other schools. It is also a prerequisite for many upper division CMCL media classes.

Prerequisites: None.

C202 Media in the Global Context

This course will examine cinema from a transnational perspective, paying particular attention to the ways in which Hollywood has come to dominate film markets throughout the world. In addition, students

will consider the various challenges individual nations, filmmakers and audiences have posed to this domination. In the first half of the course, students will trace the international origins of cinema, the rise of Hollywood and the development of national cinema; in the second half, they will consider some of the key debates surrounding contemporary global media. This course is designed to complement the themes and issues raised in C290 and 292 (Hollywood I and II), but neither is a prerequisite.

Prerequisites: None.

C223 Business and Professional Communication

C223 is a course designed to familiarize students with the kinds of communication behavior commonly occurring within the organizational context, to assist their awareness and understanding of underlying communication processes, and to develop in them the skills needed for effective communication in a variety of organizational settings. Students in C223 are exposed to theories of leadership, ethics, learning and persuasion, and group dynamics. The major thrust of the course, however, is oriented toward the acquisition of communication skills. Thus, C223 students participate in a variety of communication activities, including: an informational interview (playing both roles of interviewer), an employment interview (playing both roles of interviewer and interviewee), a sales presentation to the class, a proposal presentation in a board room setting, and a team presentation to the class. Students are consistently taught the ways in which oral and written communication skills work in tandem.

Prerequisites: None.

C225 Discussion and Decision Making

This course explores the sources of division in group deliberation in search of strategies for establishing healthy forms of identification. As Kenneth Burke writes, communication “must lead us through the Scramble, the Wrangle of the Market Place, the flurries and flare-ups of the Human Barnyard, the Give and Take, the wavering line of pressure and counterpressure.” Finding ways to manage the conflicts of everyday life in groups and organizations cannot be fully pursued without understanding how the words we speak and live in set us apart and bring

us together. In addition to examining the ways in which language choices shape the decisions groups make, this course also investigates common decision making errors as well as competing approaches to group participation and leadership.

Prerequisites: None.

C228 Argumentation & Advocacy

The primary goal of this course is to help students to become better producers and consumers of arguments as they appear in the public sphere. The course will introduce students to the practical forms and functions of public argumentation and advocacy. Topics to be emphasized will include how to identify, employ, and critique different modes of reasoning (including so-called “fallacies of argumentation”) and the usage of evidence. Further topics will include the differences in form and function of propositions of fact, value, and policy; the role of advocacy in public debate (focusing on social change, legal advocacy, and public policy decision-making); and the fundamentals of directed research using both the library (including the use of government documents and legal resources) and the World Wide Web.

Prerequisites: None.

C229 Ways of Speaking

Ways of Speaking continues directly from C122, Interpersonal Communication. While C122 focused on issues such as power, identity and gender from mainly a current American point of view, C229 takes a cross-cultural, sometimes historical perspective on such issues and goes into further depth about the relationship between innate language abilities and how these abilities are expressed in a wide range of social contexts. Key themes of the course will be communication socialization, cross cultural variation in gender roles, and construction of alternate world views.

Prerequisites: C122 or permission of the instructor.

C304 Communication and Social Conflict

This course examines the sources and functions of symbolic influence in contemporary society, while placing an emphasis on developing rhetorical skills for critiquing social conflict. The course focus may vary; students should check the course bulletin for

details. Courses have focused on social protest, environmental activism, the role of dissent in a healthy democracy and the damaging constraints placed on it during a period of national crisis. This course fulfills COAS A&H distribution requirement, and a portion of the course is reserved for majors.

Prerequisites: None.

C323 Speech Composition

C323, an intensive writing course, introduces students to the principles and techniques of speechwriting, the art of writing speeches for delivery by a client. Students will work as members of a speechwriting team, and will improve their skills in remediation, education, and motivation. Each member of the team composes a speech for a C323 student who will be acting as a client. Then the entire team composes a final draft in consultation with the client. Each student will also be a client to someone else, and will inspect the speech text written for him or her, deliver it in class, and evaluate the speechwriting team in a memorandum to the instructor. In a final assignment, students will write a speech for delivery by a student in Z402, a senior-level management course in the Kelley School of Business.

Prerequisites: C121 Public Speaking.

C324 Persuasion

This course explores the theory and practice of human influence in American popular culture, which includes such as films, television, speeches, advertisements, architecture, and monuments. Its overarching goals are to increase awareness of persuasive messages in everyday life and to provide students with the tools necessary to make informed decisions for ethical action in today's society. The course is primarily consumer-oriented, meaning that it focuses on the critique of persuasive messages using a variety of critical and theoretical approaches to persuasion. It is not, therefore, a "How To" course in persuasion. This course continually asks what we are being asked to do, believe, and value by the texts we encounter everyday, and how messages are structured to get us to come to those beliefs and values.

Prerequisites: None.

C337 New Media

This course explores the cultural meaning and significance of calling media "new." Students will examine how the histories of other media introductions offer models for thinking about the newest "new media" on the block — the Internet and other digital media. The course will look at how the introduction of media technologies shape and are shaped by many aspects of modern life. Students will question how the World Wide Web and other electronic media become part of daily life, what is different about goods, services, and events that transpire online, and what theories of communication and social interaction are useful in understanding online behavior. The course will examine questions about the impact of network technology and digital media on social, political, economic, and cultural institutions that comprise modern society. This course is designed to improve students' abilities to critically examine the cultural implications of technologies and the dialectic between social meanings and technological innovation. A portion of the course is reserved for majors.

Prerequisites: None.

C427 Cross-cultural Communication

Cross cultural communication is a course designed to familiarize students with the cultural-ethnic factors that influence the process of human communication. A major goal of the course is to demonstrate how culture is a response to and a reflection of certain dynamics of communication (e.g., ethnicity, roots, values, language, attitudes, globalization, nonverbal elements, gender and social perception). The course will provide students with background theory and research out of which intercultural understandings grow and encourage in the student appreciation of similarities and differences among cultures. It will also help the student develop communication skills, assisting him or her in becoming interculturally competent.

Prerequisites: None.

C444 Political Communication

This course examines the way that persuasive communicative artistry has effected social change in America. How do metaphor, myth, identification,

sacrifice, and scapegoating accomplish political work? How do these strategies shift and cohere across multiple media? What sorts of political work are hindered, and in what ways, by these communicative practices? How might individuals become careful critics of, and fluent participants in, American public culture? The course also examines public discourse — oratory, films, television — with an eye toward the ways that such discourse both forms, and calls upon, our political selves. Students will study the ways that such discourse forms them, as well as the ways that such discourse is formed by American political culture.

Prerequisites: None.

Department of English

A student seeking a career in public relations or communications must be able to write efficiently, clearly and correctly. It is as important to develop a logical, thoughtful writing process as it is to acquire a strong grasp of grammar and language. Courses offered by the Department of English help students cultivate a professional writing style while teaching them to think critically and creatively about language, literature, culture and business.

Additionally, the department offers many courses that examine the cultural assumptions embodied in literature and popular art forms, prompting students to develop an imaginative and analytical engagement with the world and cultures that surround them.

Primary contacts:

Mary Kay Rothert, Undergraduate Counselor,
mrothert@indiana.edu or 855-9532;

David Nordloh, Director of the Undergraduate
English Program, nordloh@indiana.edu or 855-2147;

Joan Pong Linton, Professor, jlinton@indiana.edu or
855-2285.

W231 Professional Writing Skills

This course is designed to help students in any field develop writing and research skills which will be useful in the professional world and any future writing project. This course concentrates on the writing of concise, informative prose, and emphasizes the importance of writing with a clearly defined purpose and audience. Assignments will be based on general principles of communication but will usually take the form of writing done in the world of work: letters, memos, summaries and abstracts, reports, proposals, etc.

Students will often be able to write on subjects related to their field of study. The course requires constant, careful attention to writing and rewriting, and many classes will be conducted as workshops, with writing exercises and detailed discussion of the work of class members.

Prerequisites: Completion of the English Composition requirement.

W240 Community Service Writing

The course integrates community service with classroom work to develop research and writing skills required by most academic and professional activities. Students volunteer at a community service agency, write an assignment for public use by the agency and perform course work culminating in a research paper on a related social issue. Class work helps students practice critical, analytical and inquiry skills necessary for conducting research and presenting it in writing. Students also develop the rhetorical skills and narrative strategies necessary for effective communication.

Prerequisites: Completion of the English Composition requirement.

W270 Argumentative Writing

The course offers instruction and practice in writing argumentative essays about complicated and controversial issues. The course focuses on strategies for identifying issues, assessing claims, locating evidence, deciding on a position, and writing papers with clear assertions and convincing arguments.

Prerequisites: Completion of the English Composition requirement.

School of Fine Arts (a department of the College of Arts and Sciences)

The Graphic Design program in the School of Fine Arts teaches students to give visual form to concepts, events, products, and messages in order to most effectively communicate them to target audiences. Students in the program learn underlying principles and skills in typography, color, visual abstraction, composition, visual perception, and unity of form that are the basis for all graphic design, whether it be advertising design, information design, computer graphics, branding, educational design, non-profit design, package design, exhibition design, publication or print design, environmental design, book design, film and video graphics, or corporate communications. Through project-based assignments, students learn problem solving and critical thinking skills fundamental to creating a successful communications plan.

Primary contacts:

Nell Weatherwax, Fine Arts Advisor,
nweather@indiana.edu or 855-1693.

Paul Brown, Professor, ptbrown@indiana.edu or
856-5382;

James Reidhaar, Professor, reidhaar@indiana.edu or
855-6615;

N130 Digital Imagery for Non-majors

The course introduces non-majors to the fundamental practice of employing digital imagery in art production. Coursework covers Photoshop, issues of scanning, resolution, content creation, image optimization and digital output. The class is also a survey on contemporary imaging artists, and helps students relate art and technology to the visual culture in which they reside.

Prerequisites: None

S250 Introduction to Design Practice

The course covers drawing and perception in the history and practice of visual communication, including a basic introduction to the field and exercises with pencil, marker, computer, and other tools, to produce symbols, letter forms, and symbol-letter combinations. Students study the application

of color theory, perspective, basic drawing, basic composition, basic typography, and combination of these elements for the role of non-verbal communication. The goals of the course are the development of basic visual and craft skills used by the designer through fundamental exercises.

Prerequisites: F102 (strongly advised for non-majors).

S351 Typography and the Integration of Imagery

The course studies in visual communication concentrating on typography as it relates to other design elements in practical design application. Processes include idea development and computer refinement.

Prerequisites: S250 and consent of instructor.

S352 Production for Graphic Designer

Coursework includes a thorough set of practical exercises that combine design projects with related information about both presentation of ideas and printing of finished designs.

Prerequisites: S351 and consent of instructor.

S451 Graphic Design Problem Solving

Students in the course will learn professional problem solving in graphic design. Using a variety of mediums to communicate messages, students apply processes from printing to multimedia as appropriate for directed projects. May be repeated for a total of 20 credit hours.

Prerequisites: S352 and consent of instructor.

School of Health, Physical Education and Recreation (HPER)

The School of Health, Physical Education, and Recreation (HPER) works to facilitate research and scholarly inquiry, the preparation of professionals, and the provision of services in health, kinesiology, and recreation. In the undergraduate Kinesiology program, students interested in sports communications or public relations can choose concentrations in sport communication-broadcast, sport communication-print, and sport marketing and management. Courses prepare students for entry-level positions in radio, television, athletic or sports information, sports journalism, public relations, and promotions. Students may also find employment with semi-professional and professional sports teams in the area of media relations.

The undergraduate courses in the Department of Recreation and Park Administration prepare students for positions as recreation programming specialists, planners and leaders; managers of facilities; supervisors; and park and recreation resource managers. Many of the courses in this department will help students develop skills relevant to the public relations field. Check the course bulletin for more information on classes in this area.

Primary Contacts:

Gwen Hamm, Professor and Coordinator of Undergraduate Studies, Department of Kinesiology, hamm@indiana.edu or 855-6076;
Ginger Lawrence, Undergraduate Advisor, gslawren@indiana.edu or 855-5538;
Gary Sailes, Sports Marketing/Management Undergraduate Coordinator, gsailles@indiana.edu or 855-0538.

P211 Introduction to Sport Management

This course is an examination of the broad spectrum of career opportunities available in the sport management profession. Special emphasis on career planning, sport management terminology, and an overview of specific skills and courses required for professional preparation in sport management.

Prerequisites: Restricted to freshmen and

sophomores. Juniors, seniors and graduate students require permission from the instructor.

P318 Managing the Sport Enterprise

This course is an introduction to management theory as it relates to sport delivery systems. Students will study organizational structure, leadership, motivation, ethics, and decision making, and will apply the theoretical course material to the managerial function of sport delivery organizations.

Prerequisites: Open to admitted Sport Marketing and Management students only.

P415 Sports Promotions and Public Relations

The course is an introduction to the theories and techniques of sport promotions, public relations, and fundraising.

Prerequisites: Open to admitted Sport Marketing and Management students only or permission of undergraduate coordinator.

P418 Sport Marketing

The course is an examination of the elements of the marketing mix as they pertain to the sport enterprise. Coursework also includes the coverage of decision making and planning from the sport manager's perspective and the impact of corporate sponsorship on the delivery of sport.

Prerequisites: P211 and BUS M300. Open to admitted Kinesiology Sport Marketing and Management students only.

P423 Financial Principles in Sports

The course is an introduction to the basic financial and managerial accounting concepts necessary to be financially literate in the sport business industry. Students will examine the various means for financing sport organizations.

Prerequisites: Open to admitted Sport Marketing and Management students only.

P428 Strategic Management in the Sports Industry

The course is a study of the sport industry with an emphasis on developing an understanding of how firms with the sport industry develop and apply competitive strategies.

Prerequisites: Open to admitted Sport Marketing and

Management students only.

R326 Customer Service and Media Relations

The course provides an overview of practical approaches to customer service and the use of quality programs in providing these services to the public or clients.

Prerequisites: None.

R423 Visitor Behavior

The course examines the theory and findings of visitor and tourism research as it is conducted in such recreation and leisure settings as parks, museums, towns, historic sites, sporting facilities and resorts. Topics include visitor motivations, expectations, social interactions, and assessment. Students will learn nine techniques for gathering information from and about visitors.

Prerequisites: None.

School of Journalism

Courses in the School of Journalism help students explore the institutions, procedures, professional skills, and audiences of journalism and mass communication, the knowledge of which is critical to the value of a public relations practitioner. Students learn to read, think, and communicate clearly, critically, and creatively. Courses emphasize the development of independent learning, mathematics, foreign language, computers, and new information technologies. Students receive training in statistical analysis and quantitative and qualitative research methods, as well as training in the professional skills of journalism and mass communication. *Here the student gets specific training in the theory and practice of contemporary public relations.* IU's student chapter of the Public Relations Student Society of America (PRSSA) is housed in the School of Journalism. Membership is open to all students on the IUB campus who wish to prepare for PR careers.

Students interested in pursuing a public relations *concentration* must complete the six core journalism courses, which are: J110 Foundations of Journalism and Mass Communication; J200 Reporting, Writing and Editing I; J201 Reporting, Writing and Editing II; J210 Visual Communication; J300 Communications Law; and J410 The Media as Social Institutions. These courses establish the writing, visual communication, ethical and legal backgrounds that are invaluable to a student pursuing a career in PR. Additionally, students can take at least four courses PR-specific courses—Principles of PR, PR Writing, PR Planning and Research, and PR Campaigns. The school is developing additional 8-week courses on specialty topics such as Media Relations and Crisis Communications. Students not majoring or minoring in journalism are eligible to take the Principles of Public Relations course.

Primary contacts:

Beth Wood, Lecturer, meewood@indiana.edu or 856-1088;

Lauren Kinzer, Undergraduate Advisor; lkinzer@indiana.edu or 855-1714.

J110: Foundations of Journalism and Mass Communication

In this course, students explore the ramifications and social meaning of mass communication in a wide variety of forms. Course objectives are to: understand how the mass media are structured and financed—and why; understand some of their history, functions, and practices, the forces that regulate them, and the effects they have on society and the individual; become informed and critical consumers of the media; improve analytical skills through reading, discussion, and writing.

Prerequisites: None.

J155 Research Techniques for Journalists (1 credit)

A nine-week, one-credit, online class that emphasizes basic research techniques used by media writers to gather information for newspaper articles, magazine pieces, news releases, and other forms of journalistic-style writing. Skills covered include researching Internet and non-Internet sources.

Co-requisites: Taught concurrently with J200.

J200 Reporting, Writing and Editing I

This course is a working seminar stressing the creation of journalistic stories for diverse audiences. Students will learn to develop story ideas, gather information, combine visual and verbal messages, and to write and edit news.

Prerequisites: W131 or its equivalent and fundamental computer skills.

J201 Reporting, Writing and Editing II

A working seminar focused on the strengthening of basic journalism skills, including in-depth reporting, editing, and multimedia presentations. Creativity, cooperation and critical thinking are used to shape effective messages for diverse audiences.

Prerequisites: J200.

J210 Visual Communication

J210 introduces students to the principles of visual literacy and giving them hands-on experiences in three areas of visual communication: still photography, video and computer design. J210 is the “toolbox course.” Our society, economy and media are evolving so rapidly that it is impossible to foresee

all the developments and disruptions students will encounter during their careers. This course gives them a toolbox of visual story-telling skills that will let them adapt to changes in the industry and their personal lives. A major theme uniting all aspects of the course will be learning to use the sense of sight more effectively. This objective is based on the assumptions that when we tune out most of the visual stimuli that bombard us, we fail to bring into consciousness much of what we see, and we rarely engage in concentrated, purposeful seeing. Students will work on improving their vision by analyzing other people's visual messages and by creating their own.

Prerequisites: Consent of school.

J300 Communications Law

J300 is designed to introduce students to First Amendment theory and issues concerning freedom of expression and to create a working knowledge of how contemporary media law is applicable to journalists and communication practitioners. Students will also explore the ethical boundaries and applications of the law to help them better understand how it shapes the industry and professional behavior. This course will help students improve their basic legal research skills and develop the ability to use online legal resources. Finally, students will strengthen their understanding of basic legal principles by applying them to existing and emerging issues in mass communication.

Prerequisites: Sophomore standing, consent of school.

J320 Principles of Creative Advertising

The purpose of this class is to teach students the strategies and steps in creating successful, ethical, and creative advertising. Students will study the role of advertising as one of many tools used in marketing, as well as the roles of those involved in advertising — from the person who researches the market to the copywriter who crafts the message. The goals of J320 are to:

- give students a knowledge of the inner workings of the creative process;
- provide an understanding of the relationship between the creative concept, media, and other areas that factor into the success of the campaign;

- help students analyze what separates good advertising from bad;
- teach students about advertisers and advertising agencies;
- help students determine their potential in the field; and
- facilitate an understanding of the importance of advertising in our society and its ethical ramifications.

Prerequisites: Consent of school.

J321 Principles of Public Relations

This is a survey course about the theory and practice of public relations. It examines the function of public relations within organizations, its impact on publics and its role in society. Topics include the evolution of the field, the range of roles and responsibilities that public relations practitioners assume in a variety of settings, ethics, and significant issues and trends that have shaped the practice. The course provides a foundation for more advanced study in the field. Also useful for those planning another communications or managerial career that requires an understanding of public relations concepts and management practices. Understanding public relations is important for the advertising student because advertising and public relations strategies so often work in tandem to serve a client's needs.

Prerequisites: Consent of school.

J360 Public Relations Writing (a journalism specialties class)

The class will concentrate on developing public relations/communications tools for a client: press releases, persuasive memoranda, presentations, issue papers or backgrounders, a crisis communications plan and promotional pieces. This is intended to be a hands-on experience for students who want to learn the art of public relations writing. Typically, the class works with a nonprofit group in Bloomington as a class client. Students help develop the kinds of promotional and information pieces the agency needs. Students meet with the organization's director or board chair to (or both) to learn the organization's purpose, goals and public relations needs. Extensive group and individual work.

Prerequisites: J200, J201, J321, consent of school.

J360 Reporting, Writing, Edit for WWW

Even as the online news industry struggles through some growing pains, the medium is here to stay. This course prepares student journalists to enter that rapidly-evolving, fast-paced world. With the “convergence” of different media occurring in the leading newsrooms, the skills students acquire in this course will be a valuable asset regardless of whether they pursue an online, print, magazine, or broadcast career. Students will learn how to report and write high-quality journalism — worthy of any print outlet—but specifically tailored to be presented using the Web’s multimedia features. Students will acquire the skills needed to hold an online reader’s notoriously short attention span when presenting articles on the Net, including how to organize a project in an inter-linked, multipart story structure. Students will learn techniques to meet deadlines dictated by the need for immediacy on the Web, including how to take advantage of the vast and varied communities and data bases proliferating across the Internet to identify credible sources and reliable information. In addition, students will examine the history of Web journalism as well as discuss ways to modify the skills they acquire in this course in the face of emerging technologies that are likely to impact the medium.

Prerequisites: None

J414 International News Gathering

The course examines the structure and function of international communication systems and barrier to flow of information among nations. There is an emphasis on gathering and disseminating information around the world. Coursework includes the study of the major newspapers of the world, international news agencies, and international broadcasting and satellite networks.

Prerequisites: None

J428 Public Relations Planning and Research

The course examines theories and principles relevant to public relations practices in agency, corporate, and nonprofit organizations, including development of goals and objectives, client relationships, budgets, and research methods.

Prerequisites: J321, J319 or J427.

J429 Public Relations Campaigns

This is a public relations skills course for those who want to learn more about how to plan, pitch, and implement a public relations campaign. Students need to learn a sound, reasoned approach to developing campaign strategies. The methods they learn in this class will be applicable to different clients and causes. Students will work individually and in agency groups to develop a campaign strategy for a specific client. This class will require the use of both their creative and analytical skills as they develop a campaign to meet their client’s needs. Throughout the semester students will apply what they know about public relations theory, research, planning, problem solving, writing, design, communications tools, and evaluation techniques to a client’s needs. Each agency group will be expected to present a campaign proposal to the client effectively in written and oral forms. Students will also receive training on how prepare a media spokesperson on an issue that is important to their client’s cause.

Prerequisites: J321, consent of school.

J455 News Analysis and Opinion Writing

In this course, students learn to analyze issues and write clear, persuasive opinions for a community newspaper. The reading, writing and class discussion are intended to develop analytical skills and help students develop a systematic method for dissecting issues. Two complementary (and interactive) skills will be central: critical thinking and good writing. Writing will sharpen students’ analytical skills. Careful analysis will help their written opinions persuade others. Students should leave the course better equipped to understand the role moral reasoning and values play in public policy debates.

Prerequisites: Preferred junior, senior or graduate students.

J460 Fundamentals of Dollars and Business Sense

Newspapers once buried business stories in the back pages. Now these articles make some of the splashiest headlines on the front page: the Enron debacle; the impact of viral outbreaks on the global economy; the looming energy crisis aggravated by Middle East instability; the business dynamics

between athletes and owners pushing ballgame ticket prices to exorbitant levels; the music industry's fortunes dampened by Internet file-sharing; and doctors putting down their stethoscopes to protest rising malpractice insurance costs. Students will learn to understand financial numbers rather than to fear them. They will learn to research, report and write a variety of business stories in this growing field — including the fine points of covering technology, healthcare and the “bottom-line.”

Prerequisites: None.

J460 Informational Graphics

The course combines academic knowledge with practical skills. Major theoretical areas include the history of informational graphics, the mathematics and statistics that underlie them, ethical issues, the various graph formats and the interpretation that each one gives to a data set, and the principles of cartography. Students will survey the kinds of data that are typically charted, and analyze examples from the mass media for effectiveness and ethics. Students will also review the design fundamentals: typography, color and the principles of design.

The course's major skill is a conceptual one: students will work constantly on their abilities to analyze a complex story, which may include numerical data, to decide what is important and to conceive of the most effective way to explain both it visually and verbally. The course will also help students master the computer skills necessary to produce graphs, maps and explanatory graphics. This course is offered approximately every other year.

Prerequisites: None

J463 Computerized Publication Design I

This publishing design course incorporates typesetting, electronic photo editing, graphics, and page design. Students are instructed in design theory, computer publishing skills, and creative problem solving.

Prerequisites: J200, J201, J210, and consent of school.

Department of Linguistics

Even in the increasingly electronic and digital age, language is an essential part of effectively communicating a message or story. The field of linguistics is concerned with the study of human language as a universal part of human behavior and thinking. Linguists seek to understand the common properties of human language, the place of language in human life and society, and the ways in which language is organized to fulfill the needs of the people it serves and the functions it performs.

The linguistics courses broaden and enrich students' experience of language and help them achieve an understanding of the relation of human language to human cognition and culture. Students receive training in the description and analysis of linguistic structure and in evaluating the legitimacy and plausibility of arguments and conclusions based on linguistic data.

Primary Contacts:

Samuel Obeng, Undergraduate Advisor,
sobeng@indiana.edu or 855-8199;
Stuart Davis, Chair of Linguistics, davis@indiana.edu
or 855-2043.

L103 Introduction to the Study of Language

The course is a survey of perspectives on language, covering topics such as the relation between the form of words and sentences and their meanings, the sounds of languages and their dialect variations, the use of language in daily life, language in humans and animals, and the relationship between language and thought.

Prerequisites: None.

L112 Language and Politics

The course explores how language and politics influence each other. The speeches of presidents, vice presidents, congressmen, senators, governors, and action group members will be examined. Course topics include notions of context, political pronouns, parallelism, metaphors, questions and answers, political correctness, censorship, and the politics about languages (language policy issues).

Prerequisites: None.

L205 Language and Style

A study of variation in language, particularly as it affects the transmission of meaning. Geographic, social, sexual, and situational linguistic variation will be studied. The specialized forms and functions of the languages of politics, advertising, and literature will be examined in detail, as will various strategies for verbal manipulation.

Prerequisites: None.

L315 Introduction to Sociolinguistics

The course examines the relationship between language and society. Issues include the nature of sociolinguistics; the importance of age, sex, socio-economic status, language ideologies; why people use different dialects/languages in different situations; bilingualism and multilingualism; language choice, language attitudes, language endangerment; the relevance of sociolinguistics to general linguistics theory.

Prerequisites: None.

L327 Language, Action, and Social Interaction

Participants in social interaction use language to perform such activities as describing, telling stories, requesting, criticizing, apologizing, insulting, objecting, joking, greeting, and teasing. This course examines how participants accomplish these actions in talk and face-to-face interaction. Instruction may include use of video/audio recordings or computer analysis of interaction. Credit given for only one of L327 or SOC S327.

Prerequisites: L205, consent of instructor.

L367 Languages of the World

The course is a survey of the language families of the world, including their chief grammatical characteristics, geographical distribution, and cultural status. Topics include methods and evidence for language grouping, causes for linguistic diversity, characteristics of endangered languages, and causes for their endangerment.

Prerequisites: L103 or L303 or consent of instructor.

Department of Political Science

In an increasingly globalized business environment, it is important that communications and public relations professionals be aware of the policies, regulations, and cultural and ethical mores that guide local and international practices. The Department of Political Science offers courses that touch on such topics as American politics, comparative politics, international relations, political theory, and public policy, all of which address issues that affect organizations on the local, national and international levels.

The Department offers the opportunity to learn about politics in a variety of ways, from basic information about government and political processes, to broad issues of power, conflict, peace, citizenship, representation and justice. Each semester, the department offers numerous topics courses that are relevant to both students interested in pursuing PR in the political arena and those looking to familiarize themselves with general principles and concepts. Check the course bulletin or on-line course listings to find the courses that more specifically address international, environmental or cultural politics.

Primary Contacts:

Marsha Franklin, Undergraduate Advisor,
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Joelene Bergonzi, Undergraduate Advisor,
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Y109 Intro to International Relations

The course studies cause of war, nature and attributes of the states, imperialism, international law, national sovereignty, arbitration, international organization and major international issues.

Prerequisites: None.

Y302 Public Bureaucracy in Modern Society

The course examines public bureaucracy, with special emphasis on the United States, as a political phenomenon engaging in policy making and in the definition of the terms of policy issues. Students will consider the role of bureaucratic instruments in promoting social change and in responding to it.

Prerequisites: None

Y360 United States Foreign Policy

The course offers an analysis of institutions and processes involved in the formation and implementation of American foreign policy, with an emphasis on post-World War II policies.

Prerequisites: None.

Y366 Current Foreign Policy Problems

The course will critique foreign policy issues such as communism, containment and imperialism.

Prerequisites: None.

Y405 Political Decision Making

Politics is driven by the political decisions of individuals and groups in society. The types of decisions that are made in any society range from individual choices such as deciding whom to support in a given election, to the collective choice of public policies made by a group of public officials. This course introduces students to basic tools and models of social choice and game theory to understand political decision making. We start with a basic theory of how individuals make their own decisions. We build upon the basic theory to examine the complexities that arise when groups of people come together to make a decision. To understand group decision making, we will study how institutions, or the political context in which group decisions are made, affect group choices. We will also explore the consequences of strategic behavior that may arise when individuals interact or compete with other political actors.

Prerequisites: None.

Department of Psychology

The study of psychology provides an avenue for students to become more self aware and to better understand the behavior of those around them. The better a public relations practitioner understands the basic principles of human behavior, the better he or she can develop a strong communications campaign. Courses in the Department of Psychology offer students the opportunity to study human development, behavior, learning and motivation, giving them a more intuitive understanding of the public consciousness; that understanding lends itself to effective communication and successful transmission of ideas.

Primary contacts:

James Brown, Undergraduate Academic Advisor,
jaebrown@indiana.edu or 855-2151;

Linda Smith, Chair of Psychology Department,
smith4@indiana.edu or 855-6052.

P101 Introductory Psychology I

This course introduces students to the variety of scientific topics studied by psychologists. The course covers the history of psychology, experimental methods, the brain and the nervous system, sensation and perception, learning, memory and language, and thought processes.

Prerequisites: None.

P102 Introductory Psychology II

Introductory Psychology I addressed the biological bases of behavior and psychological processes that all healthy people do in similar ways, though at different levels, like sensing, perceiving, learning, remembering, and thinking. Introductory Psychology II now turns to questions about how and why people are different. In Introductory Psychology II students will address the topics of human development, personality, mental disorders and their treatment, and social behavior. What childhood experiences affect how confident a child is in meeting new people? Is personality innate and acquired? When do children develop a sense of morality? Is it accurate to categorize people as introspective or outgoing?

Is it helpful? Why and when are people altruistic? How does culture influence individual differences? What causes schizophrenia: a genetic tendency for schizophrenia, a childhood medical trauma, or a dysfunctional family environment? How should students treat depression: Drugs, psychotherapy, or behavioral modification?

Prerequisites: None.

P315 Developmental Psychology

An introduction to how and why behavior changes over time. The theories and methods used to study behavioral change in both human and non-human models. Topics include development in perception, movement, language, cognition, and social/emotional behavior.

Prerequisites: P101 and P102, or P151 and 152, or P106.

P319 Psychology of Personality

The course examines methods and results of scientific study of personality, including the basic concepts of personality traits and their measurements, developmental influences, and problems of integration. It is an introduction to the psychology of personality. Students will consider the major theories in the field as well as research studies within each theory that substantiate or falsify that theory. The major theories to be studied are: the psychodynamic, the biological, trait theories, the humanistic, the behavioral, and social learning.

Prerequisites: P101 and P102, or P151 and P152, or P106.

P320 Social Psychology

Social psychology is the scientific study of how the thoughts, feelings, and behaviors of individuals are influenced by their social environment and presence of others. This course is designed to provide an overview of some of the topics that social psychologists are concerned with. The course will address three broad areas: social perception (to include processes by which we perceive the self, other individuals, and groups); social influence (to include such topics as persuasion, conformity, compliance, and obedience); and social relations (to

include such topics as helping behavior, aggression, discrimination, interpersonal attraction, love, and sex).

Prerequisites: P101 and P102, or P151 and P152, or P106.

P323 Industrial/Organizational Psychology

A study of the application or psychological data and theory to the behavior of individuals within organizational settings. Special emphasis is placed on critical assessment of applied techniques.

Prerequisites: P101 and P102 or P151 and P152, or P106.

P327 Psychology of Motivation

This course combines experimental lab work with research and theory concerning the factors that cause and/or direct behavior in human and nonhuman animals. Topics include: basic philosophical issues, the evolutionary and neural bases of motivational processes, and the contributions of learning, emotion, development, cognition, and social factors.

Prerequisites: P101 and P102, or P151 and P152, or P106.

P350 Human Factors/Ergonomics

This course examines the theories and data of experimental psychology applied to the problems of the interaction of people and technology. The course emphasizes the solution of problems in industrial settings, educational institutions, the transportation system, medical practice, and so forth.

Prerequisites: P101 or P151 or P106.

School of Public and Environmental Affairs (SPEA)

The School of Public and Environmental Affairs (SPEA) offers courses that prepare students for careers in boardrooms, in the halls of government, in nonprofit organizations and in private business. Students develop skills in management, negotiation, communication and leadership; they also study the public affairs and policies that affect all organizations. The courses offered by SPEA are well-suited for students interested in public relations in the environmental or political arenas, though they also teach basic skills that are valuable to the general public relations profession.

Primary Contacts:

Orville Powell, Undergraduate Program Director,
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Amy Bastin, Assistant Undergraduate Director,
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E311 Introduction to Risk Assessment and Risk Communication

This course will cover basic human health and risk assessment procedures, as outlined by the various regulatory agencies (especially EPA) and standard setting groups. Because risk communication is an integral part of any risk management process, risk communication techniques and applications will be integrated into the course material.

Prerequisites: None.

E412 Risk Communication

Risk communication is the means by which technical information is communicated to others (the public included), especially in the context of making decisions about environmentally related policy. The course emphasizes both theory (in lectures) and practical experience through developing and acting in role-play scenarios.

Prerequisites: None.

H432 Health Care Marketing

A practical study of marketing in health care institutions, health service organizations, and health insurers. A basic foundation in marketing principles,

new methods in marketing products and services, and inexpensive marketing techniques will be examined.

Prerequisites: None.

V100 Current Topics in Public Affairs

Readings and discussion of current public issues and problems. May be repeated for credit.

Prerequisites: None.

V160 National and International Policy

This course will discuss current debates about United States public policy on the national and international levels. Some policy issues covered are economics, crime, security, health, and energy. Credit not given for both V160 and V170.

Prerequisites: None.

V221 Nonprofit and Voluntary Sector

This course provides a broad overview of the U.S. nonprofit sector. Topics include the sector's size and scope and its religious, historical, and theoretical underpinnings. It also examines perspectives on why people organize, donate to, and volunteer for nonprofit organizations, and looks at current challenges that the sector faces.

Prerequisites: None.

V241 Management Foundations and Approaches

This course examines core functions of management and the political socio-economic context within which organizations operate in different sectors of employment. It is organized into five main parts: what management entails; approaches to the study of management; contextual factors; core issues; and management functions. Course concludes with a capstone exercise.

Prerequisites: None.

V263 Public Management

This course is an examination of the management process in public organizations in the United States. Special attention will be given to external influences on public managers, the effect of the intergovernmental environment and, in particular, problems of management in a democratic, limited government system.

Prerequisites: None.

V366 Managing Behavior in Public Organizations

This course provides an introduction to the management of people in public organizations. Focus is on behavioral science in management and related analytical and experiential applications.

Prerequisites: None.

V376 Law and Public Policy

The purpose of this course is to provide a basic understanding of the origins, process, and impact of law in the making and implementing of public policy. The course's major objective is to provide students with the substantive concepts necessary to understand the judicial system and law in its various forms.

Prerequisites: None.

V412 Leadership and Ethics

This course is designed to examine the complex leadership issues and challenges facing communities and to explore how citizens and government can work together to address these challenges. This includes exploration of how the problems, conflicts, and dilemmas encountered by leaders when making decisions must be considered within an ethical framework.

Prerequisites: None.

V435 Negotiation and Alternative Dispute Resolution

This course introduces students to the theories and techniques of alternative dispute resolution. The course covers interest-based negotiation, mediation, arbitration, fact-finding, early neutral evaluation, and other techniques used in business, labor relations, environmental disputes, family relations, and international affairs.

Prerequisites: None.

V436 Communication for Government and Nonprofit Organizations

This course will develop an appreciation regarding the critical nature of communication by managers in the public and nonprofit sector. It will introduce students to the skills critical for effective communication as professionals.

Prerequisites: None.

V458 Fund Development for Nonprofit Organizations

Course builds an understanding of the practice, philosophy, law, and theory of fundraising. Students establish an organization's value base and mission, prepare funding appeals, evaluate readiness for a campaign, assess funding sources, implement fundraising vehicles, evaluate effectiveness, and discuss stewardship of contributions.

Prerequisites: None.

V463 Interpersonal Relations in the Workplace

Key interpersonal skills will be modeled through a variety of media and experiences. Students will practice these skills and receive feedback. Students will be expected to participate in structured experiences designed to give them insight into their behavior and how it will affect their ability to achieve personal and professional objectives.

Prerequisites: None.

Department of Telecommunications

The Department of Telecommunications at IU offers a cutting-edge technological education and includes courses in promotional and marketing strategies, multimedia design, radio and television production, new media and processes and effects. Students learn about the design and production of programs, the managerial and legal aspects of the business, and the impact electronic media has on society. Telecommunications courses also study a broad range of electronic media, including radio, television, cable, satellite services, telephony, multimedia, and the Internet. Courses focus on the areas of Media and Society, Design and Production, and Industry and Management.

Primary contacts:

Jeanne Myers, Undergraduate Advisor,
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Lynda Haywood-Smith, Undergraduate Advisor,
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Walter Gantz, Professor and Department Chair,
gantzt@indiana.edu or 855-1621;
Michael McGregor, Director of Undergraduate
Studies, mcgregom@indiana.edu or 855-6295.

T205 Introduction to Media and Society

This course seeks to involve students in the study of the mass media as social institutions, particularly their effects on social norms, public opinion, government, and popular tastes. Students will explore the nature of the relationship between certain aspects of media and media industries and the variety of people, processes, and forces that help make up society. Students will leave this class with an understanding of the very complex relationship between media industries and individuals, social forces and processes, and a continuing interest in being a savvy media consumer and a well informed professional.

Prerequisites: None.

T206 Introduction to Design and Production

The course objectives are to lay the foundations necessary for understanding and critiquing the production and design techniques used in television and film production. This foundation prepares

students for production classes offered in the Department of Telecommunications. The first half of the courses looks at the formal structure of visual story telling, analyzing the structures of narrative and documentary films, sit-coms, dramas, and reality TV and other non-fiction television genres. The second half of the courses examines how stories get interpreted by the techniques of visual media, looking at the crafts of cinematography, lighting, editing, sound, and set design.

Prerequisites: None.

T211 Writing for Electronic Media

T211 is a course designed to allow student to develop/improve/hone the skills of writing for electronic communications. T211 is an introduction to, an overview of, and practical experience in writing for electronic media. It focuses on writing skills, including organization of ideas, expression, grammar, and spelling, as they apply to writing for radio, television, and developing media. The class covers several forms of broadcast writing such as advertising, promotions, news, broadcast campaigns, features, etc. It also considers expository writing as used by persons in the electronic media industries.

Prerequisites: None.

T283 Introduction to Production Techniques and Practices

This is an introductory hands-on production course which concentrates on the planning and production of video and related media. Specific units include TV studio, field shooting/linear tap editing and digital video/nonlinear tap editing. The content of the course consists of applied activities within a conceptual framework.

Prerequisites: T206 with a grade of C- or higher.

T284 Introduction to Interactive Media Design

Interactive Media Design is a practical, introductory course to the world of interactive and digital media design. The focus will be on creating interactive experiences that are both functional and engaging. This will be approached from various points of view: design, usability, technique, and entertainment. Students will discuss not only the specifics on how to make something work, but strategies concerning

how to make it work well, while making it easy to understand and fun for your audience. This is a class for beginners and assumes no previous experience or expertise. Students will, however, move at a quick pace. Course objectives include: 1) Introduce students to concepts of communication through digital multimedia. 2) Introduce students to the basics of HTML, dynamic HTML, JavaScript, and Cascading Style Sheets. 3) Learn the basics of designing effective interactive communication. 4) Analyze the usability of digital media. 5) Provide a forum for discussion where students can learn from each other through the process of critiques and reviews.

Prerequisites: None.

T312 Politics and the Media

This course examines the relationship between media and modern politics. Topics will vary.

Prerequisites: T205 with a grade of C- or higher, or consent of instructor.

T347 Promotion and Marketing in Telecommunications

This course will give the student an understanding and appreciation for marketing in telecommunications, including television, radio and the Internet. The class will touch on traditional marketing concepts such as branding, reach, frequency, consumer research. Since marketing is an evolving discipline, emphasis will be placed on current strategies and techniques employed throughout all media, with a concentration on television. Marketing is also a collaborative process, so class participation and a cooperative project will be part of the grade.

Prerequisites: T207 with a grade of C- or higher, or consent of instructor.

T348 Audience Analysis

This course is designed to provide students with the knowledge and skills necessary to analyze audience characteristics and behaviors. In many ways, this is a research methods course. Course content will focus on methods of collecting data, including those associated with the assessment of the audiences attending to the electronic media. This course is likely to contain three sections. The first involves a careful

overview of the scientific method and the research process; the second section of the course focuses on the variety of methods used in the measurement of media audiences; the third section examines contemporary audience behaviors.

Prerequisites: T205 with a grade of C- or higher, or consent of instructor.

T414 Public Communication Campaigns

This class is designed to examine how mass media campaigns are planned and executed in order to stimulate social change via influences on knowledge and awareness, attitudes and beliefs, and behavior. These course objectives will be achieved by reviewing the history of public communication campaigns, selected case studies of campaigns, the theoretical foundation for the design and implementation of campaigns, and campaign evaluation strategies. Students will examine practical applications of several communication theories, including persuasion theories, social learning theory, compliance techniques, and information processing theories. Campaign topics will be related to health issues, as well as other social actions such as education and politics. By the end of the course, students will be able to evaluate and design effective public communication campaigns.

Prerequisites: T205 with a grade of C- or higher, or consent of instructor.