University of the Pacific
Graduate Course Approval Form

Please fill in all information. After all required signatures are obtained on page two, send to Research and Graduate Studies, Knoles Hall, 2nd Floor. Research and Graduate Studies will then forward to the Academic Affairs Committee, Office of the Provost, Anderson Hall, 2nd Floor.

Date: March 2, 2006
Contact Person: Alan Ray
Department: Communication
Phone: 946-3048

Select below
Addition
Revision
Deletion

School or College: BUS COP
Course Number: COMM 495H
Title: Media Relations Seminar
Units: 4
Minimum Number of Students: 8
Prerequisites: admission to graduate school
If replacing a course, old course title and number:

Catalog Description (attach additional paperwork if necessary):
A seminar in the theories and practices of the media relations industry. A historical and contemporary perspective of media relations in business, government, and communication fields. Please attach a syllabus.

What are the reasons for the new course (e.g., student needs, major, etc.), program changes or deletion of the program?
Revision of grad program to meet student demand for Media relations

If approved, when will this be implemented? Fall [ ] Spring [ ] Year [2006-2007]
# APPROVAL PROCESS

Please obtain all signatures before submitting to Academic Affairs Committee. Please acquire signatures in the order in which they are listed below.

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Approved by</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Action by department requesting addition/change:</td>
<td></td>
<td>3/2/06</td>
</tr>
<tr>
<td>2.</td>
<td>Action by the Curriculum and/or Graduate Studies Committee of the School/College:</td>
<td></td>
<td>3/9/06</td>
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<td>3.</td>
<td>Action by the Dean of the School/College:</td>
<td>Maria Kelly</td>
<td>3/20/06</td>
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<td>4.</td>
<td>Action by the General Education Committee (as appropriate):</td>
<td></td>
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<td>5.</td>
<td>Action by the Dean of the Library:</td>
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<td>5/12/06</td>
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<td>6.</td>
<td>Action by the Director of Educational Technology Services (if computer lab needed):</td>
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<td>7.</td>
<td>Action by the Graduate Studies Committee (as appropriate):</td>
<td></td>
<td>7/8/06</td>
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<td>8.</td>
<td>Action by the Registrar (to check course number, etc.):</td>
<td></td>
<td>5-19-06</td>
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<td>9.</td>
<td>Action by the Academic Affairs Committee:</td>
<td></td>
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After approval by the Academic Affairs Committee, information regarding new, revised, or deleted courses is sent to the Registrar for listing in or modifying the catalog.

Form revised 9/4/03
Comm 295h: Media Relations  
Fall 2007

Instructor:

Alan Ray, Ph.D.  
Comm. Bldg., Room 5  
Office Phone: 946-3048  
Dept. Phone: 946-2505

email: aray@pacific.edu  
website: araycomedy.com  
office hrs: by appt.

Course Objectives:

At the end of this semester, a student will be able to:

1. Understand the historical influences of media relations.  
2. Demonstrate a proficiency at developing media relations materials.  
3. Conduct simple communication audits for a media relations department.  
4. Know and apply principle theories and strategies for media relations.

Course Text:


Other assigned readings from a book list.

Course Schedule:

<table>
<thead>
<tr>
<th>Week of:</th>
<th>Seminar</th>
<th>Text</th>
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</thead>
<tbody>
<tr>
<td>Aug. 22</td>
<td>Introductions/Define MR.</td>
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<tr>
<td>Aug. 29</td>
<td>History of MR</td>
<td>Chapter 1-2</td>
</tr>
<tr>
<td>Sep. 5</td>
<td>Media Relations – Business</td>
<td>Chapter 3-5</td>
</tr>
<tr>
<td>Sep. 12</td>
<td>Media Relations - Service</td>
<td>Chapter 3-5</td>
</tr>
<tr>
<td>Sep. 19</td>
<td>Media Relations - International</td>
<td>Chapter 3-5</td>
</tr>
<tr>
<td>Sep. 26</td>
<td>Government MR</td>
<td>Chapter 6-7</td>
</tr>
<tr>
<td>Oct. 3</td>
<td>Government MR</td>
<td>Chapter 6-7</td>
</tr>
</tbody>
</table>
Course Philosophy:

The practice of Media Relations is a unique and dynamic profession. To be an effective communicator within the various industries, Media Relations personnel require an understanding of the theories and strategies involved in these unique environments. Through reading and discussion, we can better comprehend the importance of media relations in the operations of business, government, and communication industries. Through research and practice, we can develop our own techniques for delivering communication via media channels. It is through this philosophy that we begin the process of understanding effective media relations.

Please be committed to getting involved in all of these interactive assignments.

Course Assignments:
A final grade will be based upon successful completion of the following --

* Comprehensive Exam covering the text and seminar readings and notes.

* Class Presentation on a Media Relations Case Study

* Communication audit of a selected media relations operations

* Final paper addressing contemporary issue in media relations.