ESF Course Proposal
Committee on Curriculum - ESF Faculty Governance
Office of Instruction & Graduate Studies

This course proposal form should be completed when introducing a new course or a revision of an existing course. The proposal will be reviewed by the Committee on Curriculum, or, in the case of minor revisions, will be approved administratively by the Associate Provost for Instruction.

This Course Proposal must be completed according to the guidelines provided in Course Proposal Form – Instructions and Guidance. Please see the last page of Course Proposal Form – Instructions and Guidance, for instructions on how this Course Proposal should be submitted to the Committee on Curriculum for review.

Date: September 12, 2019

1. Course Information:

1.1 Course Prefix and Number: EST 555
Course Title: Public Relations Management for Environmental Professionals
(If a new or renumbered course, please check with the Registrar regarding the use or reuse of the course number)

1.2 ☒ This is a New Course.
 OR
 ☐ This is a Major Course Revision
 OR
 ☐ This is a Minor Course Revision

If this is a Course Revision, please see Course Proposal Form – Instructions and Guidance to determine if your revision is major or minor. Indicate below the reason(s) for the revision.

(Please check all that apply)

☐ Course Number/Division ☐ Learning Outcomes ☐ Institutional Resources
☐ Title ☐ Concepts, Content ☐ Semester Offered
☐ Credit hours ☐ Catalog Description ☐ Course Inactivation
☐ Pre- or Co-requisite(s) ☐ Instructional Methods ☐ Course Reactivation
☐ Format ☐ General Education

1.3 General Education knowledge and skills area (if applicable): If none, check here ☒

☐ American History ☐ Humanities ☐ Other World Civilizations
☐ The Arts ☐ Mathematics ☐ Social Sciences
☐ Basic Communication ☐ Natural Sciences ☐ Western Civilization

Rev 05/09/2016
2. Proposer Need Statement:

2.1 Describe why this course (or course revision) is needed to meet current or proposed goals and outcomes of the program or College, and, if a revision, provide an explanation of and justification for the revision. The Department of Environmental Studies is focused on advancing opportunities for delivering online education at the graduate level. Fostering knowledge of the social and cultural dynamics of environmental concerns through sharpening communication skills is a core value in the department. EST 555, Public Relations Management for Environmental Professionals, is an online course emphasizing strategic communications skills and strategies, built upon a foundation of communication theory. The course prepares students to develop effective communication programs and policy, with an emphasis on p.r. efforts associated with environmentally-focused, not-for-profit, governmental, and private sector organizations. This course will be part of an Advanced Certificate in Environmental Communication, offered completely online, which is currently under development. This certificate will be one of three stackable online certificates culminating in an online MPS degree, also in development. The MPS degree will broaden the reach of Environmental Studies because it is accessible to a wider audience, such as mid-career professionals, retirees/career shifters, and graduate students who could not otherwise participate. The course would also be available to advanced undergraduate students, with permission of instructor.

2.2 List the pre-requisite or co-requisite courses (taught within the home department or taught by another department) and explain their relationship to the proposed course. N/A

2.3 Explain the impact of this course in meeting the goals and outcomes of other Departments/programs (if any). N/A

2.4 If the proposed course is designed to fulfill SUNY General Education Requirements, the Associate Provost for Instruction must review this proposal to ensure that General Education Requirements will be met for the specified knowledge area (See Instructions and Guidance). Please provide an explanation of how this course fulfills SUNY General Education Requirements. N/A

2.5 What are the staffing requirements (instructor, TA, Lab tech, etc.) for this course? If a new course, are there new staffing needs or are there adequate staff members already in place? If a revised course, are there additional staffing needs? Staffing requirement includes one instructor with expertise in content and in delivering online courses.

2.6 What Department (or extra-Department) resources are or will be made available to support the course or course revision? Support from Open Academy in building the online course and in supporting technology after course is launched.

2.7 Anticipated Enrollment (enter where applicable)

<table>
<thead>
<tr>
<th>Semester</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Semester</td>
<td>10</td>
</tr>
<tr>
<td>Spring Semester</td>
<td>10</td>
</tr>
<tr>
<td>Summer Semester</td>
<td>10</td>
</tr>
</tbody>
</table>
2.8   Anticipated frequency of class meetings. Asynchronous online format. Students are expected to respond to discussions and assignments at least twice weekly.
3. DETAILED COURSE DESCRIPTION

3.1 COURSE IDENTIFICATION AND FORMAT:

3.1.1 Course Prefix and Number: EST 555
3.1.2 Course Name: Public Relations Management for Environmental Professionals
3.1.3 Credit Hours: 3.0
3.1.4 Semester (check all that apply): Fall X Spring X Summer X
3.1.5 Format (check as appropriate): Lecture X Online X Lab X Field X
   Other (explain)
3.1.6 Contact hours per week: asynchronous
3.1.7 Prerequisite(s) – if none, please enter "None" (Be specific, as Upper Division courses and Graduate courses will likely have some pre-requisite knowledge) Graduate students status or permission of instructor.

3.2 SCOPE:

3.2.1 Level of Instruction (check one, or two if a shared resource course):
   Lower Division X Upper Division
   Beginning Graduate X Advanced Graduate X

3.2.2 Relation to curriculum or to other ESF or Syracuse University courses:
   a. Is this a required course? No X Yes X.
      If Yes, please list the program(s) for which it is a requirement:
   b. Is this an elective course within your department? No X Yes X.
   c. Is enrollment in this course restricted? No X Yes X.
      If Yes, please explain:
   d. Are other ESF or SU courses similar or identical to this course? No X Yes X.
      If Yes, please identify the courses:
   e. Is this course a shared resource offering (i.e. is there a graduate or undergraduate concurrent offering)? No X Yes X.
      If Yes, what is the course number of the concurrent offering?

3.3 STUDENT LEARNING OUTCOMES:

Identify the student learning outcomes associated with this course.

Students who successfully complete EST 555 will have the ability to:

• Define public relations and describe its practices in relation to theories of environmental communication.

• Distinguish public relations from other management functions.

• Identify an organization's key publics or target audiences.

• Describe and apply the public relations process and the various contexts for public relations.
• Solve public relations problems within an ethical and legal framework.
• Research and develop a public relations program for a non-profit organization.

3.4 MAJOR CONCEPTS, PROCESSES or TOOLS:

Identify the course content and themes (e.g. Table of Contents) consistent with the learning domains and outcomes. Course themes are as follows: professional ethics; public relations, culture & society; public relations management; and public relations practices & skills.

PROFESSIONAL ETHICS:

- Public Relations Ethics: Dilemmas & Responsibilities
- Legal Considerations in Public Relations

PUBLIC RELATIONS, CULTURE & SOCIETY

- Influence of Public Relations on Social and Political Life
- Cross Cultural Communications

PUBLIC RELATIONS MANAGEMENT:

- Strategic Planning for Public Relations
- Crisis Management
- Research, Assessment, and Evaluation in Public Relations

PUBLIC RELATIONS PRACTICES & SKILLS

- Social Media in Public Relations
- Media Relations
- Internal Communications
- Nonprofit Public Relations

3.5 INSTRUCTIONAL METHODS:

Identify the methods used to meet the course outcomes, as well as the principal instructional methods. Videotaped lessons; readings based on course themes; written responses to readings; weekly online asynchronous discussions; online peer reviews; individual project at end of semester to apply course concepts and skills to developing a public relations program for an environmentally-focused organization.
3.6 CATALOG DESCRIPTION

Provide the course description using the precise format to be included in the ESF catalog (i.e. course number and title; format; brief description; semester(s) offered; and pre-/co-requisites). Please do not exceed 1000 characters.

EST 555. Public Relations Management for Environmental Professionals (3)

Explores the public relations profession from a management perspective. Includes foundations of ethics, law, and theory. Focuses on public relations functions relative to culture and society. Examines professional communication processes and practices. Provides practice in public relations skills of preparing audience-centered materials and managing media relations. Offered online. Fall or Spring.

3.7 COURSE HISTORY:

Provide the dates of prior approval of this course, and its revision history.

3.7.1 Relationship to current ESF courses

This course is replacing a current ESF course  ☑ YES ☐ NO

If NO, then proceed to section 4 below.

If YES, then provide below the number and name of the course to be deactivated and removed from the catalog once this course proposal has been approved:

Course Number (of the course to be replaced)
Course Name (of the course to be replaced)

If the course to be replaced is used by departments other than the department sponsoring this proposal, please indicate below which departments are affected and the date they were notified about the course replacement.

Department: Date of Notification:
Department: Date of Notification:
Department: Date of Notification:
Department: Date of Notification:
### 4. Institutional Impacts:

This section pertains to forecasting institutional resource needs to support the course or course revision. Provide clear statements regarding the needs and current availability (or absence) of resources. Note that, if this is a course revision, only the impacts of the revision should be included.

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staffing needs:</td>
<td>One instructor.</td>
</tr>
<tr>
<td>Classroom resources (e.g. physical facilities in a</td>
<td>N/A</td>
</tr>
<tr>
<td>laboratory, lecture hall, flexible space, academic</td>
<td></td>
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<tr>
<td>computing):</td>
<td></td>
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<tr>
<td>Technology Resources:</td>
<td>Support from Open Academy in creating online teaching environment and in</td>
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<td></td>
<td>supporting technology after the course launches.</td>
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<td>Computing Resources (software licensing, hardware,</td>
<td>Laptop for instructor.</td>
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<td>access):</td>
<td></td>
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<td>Library Resources (subscriptions, services):</td>
<td>N/A</td>
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<tr>
<td>Transportation Requirements (budget, fees, fleet vehicles):</td>
<td>N/A</td>
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<tr>
<td>Forest Properties or Field Practicum Facilities:</td>
<td>N/A</td>
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5. **Health and Safety Considerations:**

Will any of the conditions or situations outlined below be present in association with the course?  

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes / No</th>
</tr>
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<tbody>
<tr>
<td>5.1. Will substances with any of the following properties be used during instruction: flammability, toxicity, corrosivity, reactivity, registered pesticide, legally controlled, or other characteristics with the potential to cause harm or injury?</td>
<td>☐ / ☑</td>
</tr>
<tr>
<td>5.2. Will any physical hazards be present during instruction? (e.g., machines that need safety guards; razor blades or syringes; compressed gases, etc.).</td>
<td>☐ / ☑</td>
</tr>
<tr>
<td>5.3. Will any biological hazards be present during instruction? (e.g., handling animals (rabies or hantavirus); cultures or stocks of infectious agents (fungal spores, viruses, bacteria, etc.).)</td>
<td>☐ / ☑</td>
</tr>
<tr>
<td>5.4. Will any radiation hazards be present during instruction? (e.g., radioisotopes, X-rays, ultraviolet rays, lasers, etc.).</td>
<td>☐ / ☑</td>
</tr>
<tr>
<td>5.5. Will any electrical equipment that, due to its design, location, or method of use, pose any threat to safety during instruction? (Give considerable thought to electrical use outdoors, or any potentially wet location.).</td>
<td>☐ / ☑</td>
</tr>
<tr>
<td>5.6. Will there be any personal safety issues related to the class? (e.g., due to time of day or location, at the end of any organized class exercise, will students be in danger of physical assault, etc.).</td>
<td>☐ / ☑</td>
</tr>
<tr>
<td>5.7. Will any students be driving official state or research sponsored land or water vehicles during any class or instructional exercise?</td>
<td>☐ / ☑</td>
</tr>
<tr>
<td>5.8. Will any type of personal protective equipment be necessary during class exercises? (e.g., hard-hats, eye/face protection, hearing protection, hand/foot protection, lab coat, visibility clothing, etc.)</td>
<td>☐ / ☑</td>
</tr>
</tbody>
</table>

If the answer was “Yes” to any of the **HEALTH AND SAFETY** questions, please explain:

For lab and field courses to which all answers are “no”, you should explain that here, also. Normally, we would expect some safety precautions for such courses.
6. Coordination and Consultation

Emails/letters, as noted below and attached to this proposal, or signatures below, indicate that the affected departments, programs or units have been notified of this proposal and have had an opportunity to assess the impact of the proposal on their respective units.

**Affected Academic Department(s) or Program(s) – other than the sponsoring department:**

Department/Program 1

___________________________________________________       Name of Chair/Program Director

Chair Signature                                           Date

Department/Program 2

___________________________________________________       Name of Chair/Program Director

Chair Signature                                           Date

Department/Program 3

___________________________________________________       Name of Chair/Program Director

Chair Signature                                           Date

[if more than three Departments/Programs, please continue on a separate page]

**Other Units:**

Associate Provost for Instruction & Dean of the Graduate School (for Gen Ed courses only)

___________________________________________________       Date

Registrar

___________________________________________________       Or letter attached □

Date

Library Director

___________________________________________________       Or letter attached □

Date

Computing and Network Services

___________________________________________________       Or letter attached □

Date

Physical Plant

___________________________________________________       Or letter attached □

Date

Forest Properties

___________________________________________________       Or letter attached □

Date

Environmental Health and Safety

___________________________________________________       Or letter attached □

Date
7. Proposer Information and Sponsoring Department Chair
Affirmation:

Contact Person:
Name: _______________________________ Department: _______________________
Email: _______________________________ Phone: ____________________________

This proposal has been reviewed and approved by the sponsoring Department. Affected departments
have been notified and given the opportunity to provide feedback. Department resources are or will be
made available to support the course, or a plan is in place to meet the resource needs as identified in the
Institutional Impacts section of this proposal (see Section 4, above).

Name: _______________________________ Date: ______
Department Chair (or designated curriculum representative)
Signature: _______________________________ Or letter attached □
Department Chair (or designated curriculum representative)

8. Approvals:

______________________________ __________________________
Curriculum Committee Date

______________________________ __________________________
Faculty Governance Date

______________________________ __________________________
Provost Date