

**Course Evaluation Measures Menu**

**Course number:** COM 160

**Course title:** Intro to Public Relations

**Campus location(s):** Georgetown

**Effective semester:** 202051

**Core Course Performance Objectives**

1. Explain the history and evolution of the public relations industry.

2. Illustrate a fluency in the terminology and tools of the public relations industry.

3. Identify and adhere to the ethical and professional standards in the public relations field.

4. Develop, assess, and interpret a variety of public relations materials.

**Summative Evaluations**

*Please note: All courses must have a* ***minimum******of four*** *summative evaluation measures, and those measures should include a variety of evaluation methods (e.g., test, oral presentation, group project).* ***Please list all summative evaluation measures.*** *In addition to these summative measures, a variety of formative exercises/quizzes/other assignments should be used to guide instruction and learning but do not need to be included on this template.*

*For each measure, please include a scope of the assignment: for example, if requiring a research paper, include the range of required number of words and number and types of sources; for a test, include the types and number of questions; for a presentation, include the minimum and maximum time, and so on.*

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| **CCPO** | **Evaluation Measures:** Include each agreed upon measure and scope of that measure (see above). |
| 1, 2, 3, 4 | Tests: (6-10) End-of-chapter assessments for each covered within the class |
| 2, 3, 4 | Group Project: Work collaboratively with classmates to develop PR plan for various real and hypothetical situations. |
| 1, 2, 3, 4 | Written Assignments: Using text and/or real-world scenarios, students respond/assess/ recommend alternatives to particular aspects of PR |
| 1, 2, 3, 4 | Class Participation: students must engage in classroom discussions and work respectfully with classmates in examining best PR practices. |

**FINAL COURSE GRADE**

(Calculated using the following weighted average)

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| **Evaluation Measure** | **Percentage of final grade** |
| Summative: Tests (6-10) (Equally weighted) | 40% |
| Summative: Group project | 30% |
| Formative: Written Assignments | 20% |
| Formative: Class Participation | 10% |
| TOTAL | 100% |

(Electronic Signature Permitted)

**Submitted by (Collegewide Lead):** \_\_\_\_\_Rob Rector\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_6/1/18\_\_\_\_\_\_\_\_\_

**Approved by counterparts**  Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Reviewed by Curriculum Committee**  Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_