

Carthage College— Fall 2021
CDM 4010: Senior Seminar for Public Relations Majors

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CC 112 8 am M/W/F

Catalog Description

This is a capstone course designed to provide students majoring in Public Relations the opportunity to integrate and utilize the knowledge and skills they have acquired during their course of study. The course culminates in the completion and public presentation of a senior project or thesis. *Prerequisite: Senior standing.*

The Goals of this Course

To complete this course successfully, you need to:

1. Understand and integrate concepts, skills and methodologies of Public Relations, especially those that you have acquired in your progression through the Carthage curriculum and the Public Relations major.
2. Design and complete a substantive senior thesis or project that demonstrates high scholarly standards, intellectual sophistication, and communicative competence, on a topic of cultural or social significance that is of interest to you.
3. Present and defend your thesis or project effectively to a public audience that includes Carthage students and professors.

What We Do in This Course and What Will Be Expected of You

The course is designed to provide a coherent capstone experience for graduating seniors majoring in Public Relations. It systematically reviews and confirms the skills and knowledge that the department expects its graduates to have mastered, provides feedback on professional job search materials, and culminates in the design, production, and public presentation of a significant thesis or project chosen in consultation with the instructor.

The course is scheduled to meet throughout the term. There will, however, be significant research and production activities related to your thesis or project. In recognition of these activities, we will not necessarily be meeting every scheduled class period. However, you are responsible for attending whenever we do meet.

Course Requirements

1. Thesis/Project Proposal – 3-5 pages – 25 points
2. Annotated Bibliography – list and description of at least 10 scholarly sources you plan to use – 25 points
3. Lit Review – 25 points
4. Theory – 25 points
5. Methodology – 25 points
6. Poster and presentation - 100 points
7. Final thesis paper – 100 points

Thesis Specifications:

A. Methods: The thesis should employ at least one of the major methods of inquiry common in Communication Studies and Public Relations. Acceptable methods include survey, ethnography, experiment, criticism, or focus group research. (You choose qualitative or quantitative methodology.)

B. Sources: The number of sources is less important than their diversity and quality. However, it is unlikely that a well-constructed and well-documented thesis could be based on fewer than 10-15 sources. Variety should be reflected in diverse sources such as academic and popular periodicals, newspapers, and books.

C. Format: The thesis should be double-spaced and printed in 12-point font (common), with one-inch margins. Consistent font and format should be used throughout the document. For citation of sources, you may use footnotes or parenthetical citation. Do not use endnotes. The thesis should be error free (spelling, punctuation, format) at the completion of the final draft.

D. Style: APA. Keep Purdue Owl on your dashboard to frequent checks and read through the materials on there to get started. If you do this early, you can save yourself time at the end in reformatting. Consult the style guide on such matters as citation within the text, length of quotes that should be set apart, and formatting for the bibliography. The thesis should include the following:

- Title Page
- Abstract
- Literature Review
- Theory
- Methodology
- Analysis
- Conclusion / Future Research

- E. Length: Minimum text length for the body of the thesis is 25 pages. (Max. 40)
6. A poster presentation of your thesis or project, at an assigned time. Requirements for this presentation will be discussed in class. Required.

Course Grading

Your grade in the class will be based on your percentage of the total points available (325). Completion of both the thesis and the presentation are required in order to pass the class. Anyone not completing both of these will fail and will not earn a Public Relations major.

Attendance

Attendance will be counted! If you miss more than 3 classes unexcused you will automatically fail. We are not meeting every class time, so the times we do meet are because of something important that needs to be reviewed or discussed.

Collaborative Work and Academic Honesty

Plagiarism, multiple submissions, or cheating in any form will not be tolerated. Penalties for violating the Honor Code may include failing the assignment or exam, failing the course, or expulsion from Carthage College. If you have any questions whatsoever about the appropriate boundaries between collaborative work and academic dishonesty, or about the standards of adequate documentation when you use the language or ideas of others, please see me.

Students with Disabilities

If you have a disability or special need that affects your learning, please see me during the first week of class to discuss support and appropriate accommodations. You also need to meet with and provide documentation to Diane Schowalter in the Advising Center, Extension 5802 or email at dschowalter1@carthage.edu.

About HCC:

Syllabus Statement

The Health and Counseling Center (HCC) supports students by addressing physical, mental, and emotional well-being. All services are free and confidential and are available to currently enrolled, full-time undergraduate students. Health services include the assessment and treatment of minor illness and injury. Diagnostic testing, complimentary over-the-counter medications, and referrals to off-campus providers are all available. Our licensed counselors help students with challenges that can be resolved with short-term, solution-focused counseling. Some topics discussed during counseling include

depression and anxiety, traumatic experiences, gender and sexuality, relationship concerns, stress management, and academic challenges. More details - including info about appointments - can be found at carthage.edu/health-counseling.

[Uwill](#) is a free teletherapy platform for Carthage students. Uwill connects students with licensed therapists from all 50 states. Support is available in a variety of formats -- video, chat, messaging, or phone. Counselors are available nights, weekends, and during holidays. Access is quick and easy: app.uwill.com.

Suggested email signature: Students receive free, immediate access to teletherapy through Uwill. It's private, secure & confidential. Click [here](#) to get started.

HCC Hours and Location

TARC 2240 / 262-551-5710

M-F 8:30-4:00

Health Services (in-person): Call to schedule a same-day appointment; walk-ins accepted

Counseling Services (in-person): Call to schedule an appointment; walk-ins accepted
M-F 11:30-1:00

**Services, hours, and walk-in availability are subject to change*

Additional Info

--Nurse Practitioner: Wednesdays 2pm-4pm (appointment required; NP services are provided by a third party and billed to student's insurance)

--HCC is a Title IX confidential resource for students.

--We provide consultation for faculty and staff. If you need to talk to a provider, call our office at 262-551-5710.

--COVID-19 Testing is available for students with signs or symptoms of illness. Please call to be screened and to schedule a testing time.

--Carthage's vaccine requirement and associated testing is not administered by HCC. Visit the [COVID-19 Update Page](#) for more information.

Masks

Due to the ongoing pandemic, Carthage College has adopted a policy requiring masks to be worn by all individuals in all campus buildings. Masks must be worn at all times in the classroom, laboratory, studio spaces, hallways, bathrooms, and during in-person meetings. The face-covering must conform to CDC guidelines and must cover both the nose and mouth at all times. Note that bandanas, neck gaiters, and masks with exhalation or external valves are not acceptable and are

not sufficient for the protection of others or yourself. Acceptable masks tie behind the head or loop behind the ears, fit snugly over the nose and chin, and can include cloth masks, medical/surgical masks, and N95s or KN95s. Eating and/or drinking are prohibited while in the classroom (because those activities interfere with consistent mask-wearing).

Any student who refuses to wear a mask or consistently forgets one will be asked to leave the class and not given an opportunity to make up missed work. The student will also be referred to the Dean and may receive an official charge and student conduct hearing for repeated offenses, resulting in fines, points, or removal from class.

Thesis Assignment for Public Relations

You will develop a 25-page paper that is ready for submission to a conference and / or publication.

1. APA citation
2. Find a PR theory that is of interest to you that you also feel you can test out
3. Decide on Methodology and approach
4. Prepare IRB forms ASAP if needed

The thesis should be formatted in APA style and include:

- Title page
- Abstract
- Introduction
- Literature Review
- Theory
- Methodology
- Analysis of Study
- Conclusion and suggestion for future research
- References

Course Schedule – due dates may change

Date	Topic / Activity	Meet
W: 9/8	Intro to class / syllabus / expectations	yes
F: 9/10	Intro to Research papers and discussion of ideas	yes
M: 9/13	Discuss research and how to find things	yes
W: 9/15	Begin research for annotated bib	
F: 9/17	Research	
M: 9/20	Research	
W: 9/22	Research	
F: 9/24	Annotated bib due - discuss and turn in	yes
M: 9/27	Work on proposal	
W: 9/29	Work on proposal	
F: 10/1	Work on proposal	
M: 10/4	Work on proposal	
W: 10/6	Work on proposal	
F: 10/8	Work on proposal	
M: 10/11	Proposals due in class with short presentation / discuss lit review section	yes
W: 10/13	Work on lit review	
F: 10/15	Work on lit review	

M: 10/18	Work on lit review	
W: 10/20	Work on lit review	
F: 10/22	Work on lit review	Midterm grades due
M: 10/25	Lit reviews due / discuss theory and methodology	yes
W: 10/27	Work on theory and methodology	
F: 10/29	Work on theory and methodology	
M: 11/1	Work on theory and methodology	
W: 11/3	Work on theory and methodology	
F: 11/5	Theory and methodology due with presentation on ideas Discuss data analysis	yes
M: 11/8	Work on data analysis	
W: 11/10	Work on data analysis	
F: 11/12	Work on data analysis	
M: 11/15	Work on data analysis	
W: 11/17	Work on data analysis	
F: 11/19	Work on data analysis	
M: 11/22	Write conclusion and future research sections	

W: 11/24	Thanksgiving break	
F: 11/26	Thanksgiving break	
M: 11/29	Write conclusion and future research sections	
W: 12/1	Write conclusion and future research sections	
F: 12/3	Meet to discuss posters	yes
M: 12/6	Work on poster	
W: 12/8	Work on poster	
F: 12/10	Presentations of posters in class	yes
M: 12/13	All Final Work Due	End of class