

Nouvel Catholic Central

Advanced Public Relations & Marketing

COURSE SYLLABUS

COURSE DESCRIPTION:	Advanced PR & Marketing Leadership is a hands-on, project based course in which students will learn about the fundamentals of Marketing and Public Relations.
MAJOR COURSE GOALS:	Advanced PR & Marketing Leadership: This course is designed to advance student experience in public communication and event planning, especially in the context of Public Relations and Marketing. Students will apply the principles of relational communication and leadership as well as developing individual and group leadership skills to impact their lives and community. Content areas include strategic planning, decision-making, goal setting, effective communication, leadership, organization event planning, time management skills, and concrete strategies to implement change. Class projects will include both Nouvel based and community based events. (Prerequisite: one semester of Public Relations or Marketing, and/or teacher approval)
COURSE ASSESSMENT PLAN:	Focused lecture and discussion, school and community based projects
SUPPLIES AND MATERIALS:	Three-ring binder or notebook -- Flash Drive preferred but not required
EXTRA HELP:	The teacher is available 5 th -7 th hour as well as after school until 3:15PM.
INSTRUCTIONAL PHILOSOPHY:	There are a variety of teaching strategies used to address differing learning styles. Previous classwork and lecture notes are incorporated on the overhead, as well as group discussion, current articles, and collaborative groups. The goal in every class is for students to make real-world connections. I never want them wondering "Why do I need to know this?", or "When will I ever use this?"
MAJOR COURSE PROJECTS AND INSTRUCTIONAL ACTIVITIES:	Class participation is expected and required! Students will work individually and within groups on various projects throughout the semester. Some of which may include: Assemblies, Press Releases, NCC events, Homecoming and fundraising opportunities. The final project for the course will be a culminating Community based project/event.
CLASSROOM EXPECTATIONS:	<ul style="list-style-type: none"> *Respect yourself and others at all times. *Listen while others are speaking. *Students will participate in PR sponsored events to the best of their ability (including outside of class when applicable).
HOMEWORK POLICY AND GRADING SCALE:	<ul style="list-style-type: none"> *Assignments will only receive full credit when they are handed in the day they are due. Late work will be accepted the following day but the grade will be reduced by half. *All formal papers, articles and responses must be typed. *Plagiarism will not be tolerated and is an automatic zero for the

	<p>assignment. When in doubt, always cite any work/sources that are not your own.</p> <p>All points are approximate by Project/Event: Participation: 15-20 points Project Contributions: 30-50 points Homework/In-Class Activities 10-25 points *Extra credit will be offered throughout the semester at my discretion. *Grades are based on the accumulated points of all assignments. *The NCC grading scale is listed in the NCC handbook.</p>
CONTACT INFORMATION:	
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