Faculty Advisor
Dr. Suzanne Prestien          prestis@westminster.edu

*Email is the best way to reach me over the summer. However, if I am on vacation, I may not check my email daily. Please allow 24 hours for me to reply.

Course Description
Students work independently doing extensive research for their Honor’s capstone. This experience allows students to have most of their research done before than get into the actual Capstone class.

Major Outcomes:
To successfully complete a Public Relations major, students will demonstrate the ability to:
1. Write persuasively, in a variety of formats, for a variety of media
2. Use diverse research methods and analyze data to develop and support various PR functions
3. Apply PR strategies and tactics to solve problems creatively
4. Use PR principles and practices to guide management effectively and ethically
5. Use oral communication skills professionally in a variety of situations

Course Objectives
In this course you will…
1. Research your topic using various platforms (reference library, Internet databases, social media)
2. Take clear, thorough notes in preparation for writing the Capstone case study.
3. Apply the public relations skills you have developed in the classroom.
4. Organize materials logically, so they are easy to find and use.
5. Work effectively with your professor and the reference librarians.

Course Requirements
1. Students must meet with the professor at least once every two weeks to discuss progress, problems, questions, etc.
2. Students must submit a report every month (electronically, in memo format) detailing their progress.
3. Students will submit a bibliography and a brief written report of where they stand with their research (what they have done and what they have left to do).

Evaluation
Your grade will be determined primarily by the amount of research you have accomplished, but you will also need to turn in all the required work (see above) to receive a passing grade.