

PUBLIC RELATIONS SOCIETY OF AMERICA BEST PRACTICES IN EDUCATION MBA-LEVEL STRATEGIC COMMUNICATIONS COURSE DIGITAL APPLICATION FORM

We submit (COLLEGE OR UNIVERSITY NAME) _____
and its graduate program in business administration for consideration to participate in PRSA's MBA-level program in Strategic Communications/Reputation Management.

If selected, (COLLEGE OR UNIVERSITY NAME) _____
will do the following:

1. Offer an MBA-level Strategic Communications/Reputation Management course during the coming academic year that meets these criteria:
 - Course content is focused on teaching the strategic role of communications
 - It is offered as a required course or an elective
 - It will be offered on at least an annual basis
 - It is taught in the classroom or online
 - The syllabus covers content similar to that in the sample
 - PRSA will need to review/approve syllabus for participating schools

2. Allow its name/likeness to be promoted by PRSA as a participant in the program for graduate schools of business, including in press releases and similar publicity materials, and on PRSA's website.

review/approve all public relations and marketing collateral before it is publicly disseminated

3. Provide course evaluations to PRSA MBA Committee during varying timeframes:
 - Mid-point (if school conducts mid-point course evaluations)
 - Completion of the course's first semester or session (for seminar formats of the initiative)
 - End of subsequent semesters/sessions

4. Maintain a confidential database of all course evaluations. They will be used by PRSA and participating schools to gather information for continuous improvement of the program

5. **OPTIONAL:** Offer a participating faculty member or administrator as a spokesperson for media interviews regarding the success of the program and the value of strategic communications for future business leaders

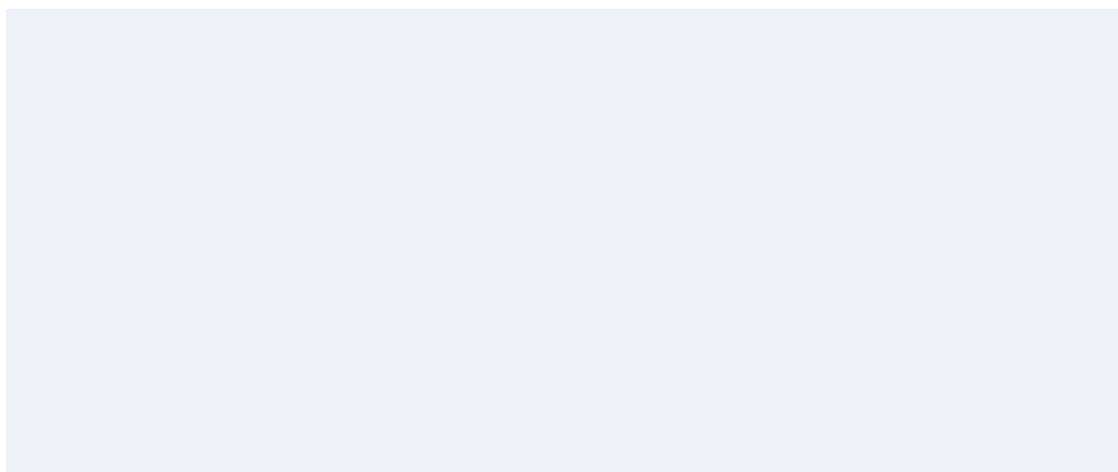
PUBLIC RELATIONS SOCIETY OF AMERICA BEST PRACTICES IN EDUCATION

MBA-LEVEL STRATEGIC COMMUNICATIONS COURSE DIGITAL APPLICATION FORM

PRSA

PRSA has designed this program for universities that have a clear understanding of and commitment to strategic communications. As the program is multi-dimensional, PRSA welcomes a wide range of institutions to participate. All candidates will be evaluated carefully. Please submit the following materials with this application form:

- CV of the faculty member who will be teaching the course
- The intended course format to be offered (select one):
 - full semester
 - summer session
 - mini-mester
 - intensive one-day seminar
- University accreditations
- Statement of University's interest in and commitment to this program, as well as educational goals (limit to 150 words)



PLEASE ATTACH ANY ADDITIONAL SUPPORTING MATERIALS FOR REVIEW BY THE PRSA MBA COMMITTEE.

Note from PRSA: The submission of materials is optional. These materials may include but are not limited to: an MBA program description or background piece, faculty member biographies and course evaluations, references, and honors or awards.

DIGITAL SIGNATURE _____

DATE _____

SUBMIT FORM