New Course Request Form

1. Date: ___10/26/3013_________ Department: ___Communication_________

2. Purpose and Nature of Course (include relevant assessment data to support this proposal):
   As digital technology is now a primary way public relations professionals communicate with audiences, this course will provide a semester that focuses specifically on the strategic use of these platforms in industry. Currently, digital communication technologies are dispersed within other courses.
   According to the Bureau of Labor Statistics, “employment of public relations specialists is expected to grow 23 percent from 2010 to 2020, faster than the average for all occupations. Growth will be driven by the need for organizations to maintain their public image in a high-information age and with the growth of social media.”

3. Prefix: ___COM_______ Number: ___3300_________ CIP:__________________

4. Course Title: ___Digital Communication in Public Relations_________________________
   Abbreviated Title (for Master Schedule), Maximum 20 spaces
   ______Digital Com in PR ____________________________

5. Credits (Place number of credits beside appropriate types)
   Credit(s) ___3__ Undergraduate
   Credit(s) _____ Graduate
   For variable credits, list Minimum Credit _____; Maximum Credits _____

6. Clock Hours: Lecture __3___ Recitation _____ Lab _____
   Contract Hours: Lecture ______ Recitation _____ Lab _____

7. To repeat for additional credit (not repeat of previously earned grade), list maximum hours of credit that may be earned over multiple Semesters ______ semester hours.

8. Course Description for Catalog (limit to four sentences):
   This course is designed to explore emerging technologies through the study and application of digital communication. Students will develop their understanding of digital communication strategies and how they are used in the public relations field.

9. Prerequisites: (Courses which MUST be completed prior to taking this course) __ COM 2210__

10. Co-requisites: (Courses which must be taken prior to or simultaneously with) ___________

11. If taught dual-level or cross-listed with another department, list:
    Prefix _____ Number _____Support Signature ________________________________
    If dual-level, attach a document that indicates content, assignments and assessments for graduate and undergraduate courses.
List Student Learning Outcomes and describe evaluation techniques for this course in an attached syllabus: See attached syllabus

Courses to be eliminated: (Course deletion form must be completed):
Prefix _____ Number _____
If none: How will increased offerings be staffed?

New faculty resources needed? ____Yes _ X__ No

Requested initial date of offering (Must meet new catalog deadline of March 1) __Fall 2014 or Spring 2015

Estimated Frequency of Offering: __Once a year__________________________________________

New Library Resources Needed? ____Yes _ X__ No If yes:
Signature of appropriate librarian indicating needs can be met: __________________________________________

New Technology Resources Needed? ____Yes _ X__ No, if yes:
Signature of Director of Information Technology indicating needs can be met: __________________________________________

New Equipment resources needed? ____Yes _ X__ No, if yes:
Describe Equipment: __________________________________________
Source of funding: __________________________________________

List 1 – 3 sample textbooks for this course:


Describe any student enrollment restrictions (limited to majors in program XXX, restricted from majors in program XXX, etc.)

Request that Course be considered for General Education Credit. Please check applicable boxes.
a. _____ Satisfy Foundation of Knowledge Requirement
   i. ____Written Communication
   ii. ____Oral Communication
b. _____ Satisfy Approaches of Knowledge Requirement
   i. _____ Humanities
   ii. _____ Mathematics
   iii. _____ Natural Sciences
   iv. _____ Social and Behavioral Sciences

c. _____ Satisfy Unity and Diversity of Humanity
   i. _______ Language other than English
   ii. _______ Western and Non Western Global Cultures
   iii. _______ Strand 1 Ethics and Civic Responsibility
   iv. _______ Strand 2 Environmental, Economic, Social, and Personal Sustainability
   v. _______ Strand 3 Arts and Human Experience

**You must submit a separate application for General Education Credit.**

22. Does this course impact any Education Programs? _____ Yes  __X__ No

   If Yes: Signature of Chair of TEC must appear below.

23. Special Needs, if any:

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<thead>
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<th>Recommendation Dates and Signatures:</th>
<th>Signature</th>
<th>Date</th>
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<tr>
<td>Department:</td>
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<td>TEC (if any education program):</td>
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<td>Gen’l Education Subcomm. (If necessary):</td>
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<td>Graduate Council (If necessary):</td>
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<td>Academic Affairs Committee:</td>
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<td>University Senate:</td>
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<td>President:</td>
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MU Form A41N – Effective 4/1/01