Program Change Proposal Form

Faculty Member Preparing: Holly Pieper

1. Date: 10/27/2013 Department: Communication

2. Rationale for change (include relevant assessment data to support this proposal):

Two changes are requested:

- Update Program Description for catalog to reflect changes in PR career choices
- Update list of recommended Related Electives to reflect new program options and delete program prefixes which are no longer offered

3. Old Degree and Program Title (attach an old ER):

4. Program Description for Catalog (if changed):

Program Description:
New: The Public Relations program prepares students for a career managing the communication between an organization and its publics. It provides students with a thorough understanding of how public relations functions within organizations. Students design and develop a variety of communication materials for specific audiences and gain experience by working with actual clients as they plan and implement a public relations campaign and event for a community organization. Qualified students are encouraged to participate in the Department’s successful internship program.

A public relations graduate may secure employment as a PR Firm Executive, PR Director, Publicist, or Special Events Planner in various industries such as Corporate, Education, Entertainment, Music, Nonprofit, Political, and Sports. Other public relations positions may be in the area of Advertising, Crisis Management, Marketing, Media or Community Relations, and Social Media. The Public Relations concentration provides an academic background to prepare students to work in a multifaceted field

Old: The Public Relations concentration is excellent preparation for positions in many different public relations areas: an account executive at an advertising agency, a brand manager for a consumer product, a public relations director for a hospital, an information specialist for a non-profit organization, a sports information director, an owner of an advertising and public relations firm - with over 300 different career choices. Qualified students are encouraged to participate in the Department’s successful internship program.

Related Electives:
New: Take 24 credits from any COM or JN prefix. Other courses from ART, BUS, GRA, MKT, and MGT prefixes may be taken based on the student's professional goals and recommendations of the advisor. Students should consult their advisor to determine what courses can be included in the Related Electives category.

Old: Take 24 credits from the ACC, BUS, CIS, COM, JN, or THT prefixes

5. Program Objectives (if changed):

6. Program Learning Outcomes (if changed):

7. Impact on other programs (if any):

8. New library resources needed? Yes No If yes:

   Signature of appropriate librarian indicating needs can be met:

9. New Technology Resources Needed? Yes No If yes:
Signature of Director of Information Technology indicating needs can be met:
________________________________________

10. New Equipment resources needed?  ___Yes   ___X__ No  If yes:
    Describe Equipment: ______________________________________________
    Source of funding: ______________________________________________

11. Requested Date to be Offered:

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