

# UNIVERSITY OF ARKANSAS AT PINE BLUFF

## NEW MINOR REQUEST FORM

(Please use a separate form for each proposal/course. Submit the original form to the chair of the Academic Affairs and Educational Policies Committee. Submit one copy of the request to EACH member of the Academic Affairs and Educational Policies Committee).

1. Presenter: Dr. Ann White Department: English, Theatre and Mass Communications

2. Code: \_\_\_\_\_ Title: Minor in Mass Communications

3. Abstract of proposal: (LIMIT DISCUSSION TO 100 WORDS OR LESS).

The Mass Communications Program in the Department of English, Theatre and Mass Communications would like to define the course requirements for students seeking a Minor in Mass Communications as follows:

### **Complete the following courses:**

MCOM 2327 Media Grammar & Style

MCOM 3311 Media News Writing

And complete 12 Additional Hours in Mass Communications (not including MCOM 2390)

4. Objectives:

### **To define the requirements for an undergraduate minor in Mass Communications**

5. Recommended Reference materials: NONE

6. Prerequisites (if any): NONE

7. Content Duplication: Is this content similar to present offerings in other departments of the University? If yes, explain. N/A

8. Justification: Make the justification specific in terms of the need, clientele to be served, the contribution the proposed action makes to a specific degree program, how those needs have been met in the past, and courses to be added, dropped or replaced.  
(LIMIT JUSTIFICATION TO 250 WORDS OR LESS).

This proposal will define an 18 hour undergraduate minor in Mass Communications. A minor in mass communications would be beneficial to students who have majors in other areas, but are interested in working in the media.

9. Justification for course numbering, if any (freshman, sophomore, junior, senior): N/A

10. Prospective director, coordinator, or instructor: Dr. Ann White, Interim Director, Mass Communications

11. When will the proposed action become effective? Fall 2017

12. Submitted by: Dr. Ann White Nov. 2, 2016  
Date

13. Approved by: *Douglas Robillard* 3/8/17  
Department Curriculum Committee (Chair) Date

14. Approved by: *Paul H. J.* 3/8/17  
Department Chair Date

15. Approved by: *Andrea Stewart* 3/9/17  
Dean of School Date

16. Approved by: \_\_\_\_\_  
Teacher Education Committee (Chair) Date

17. Approved by: *Verma K. Jones* 3/13/17  
Academic Affairs and Educational Policies Committee (Chair) Date

18. Approved by: *Jacquelyn W. McCray* 4-3-17  
Vice Chancellor for Academic Affairs Date

19. Approved by: \_\_\_\_\_  
Faculty/Staff Senate President Date

20. Approved by: \_\_\_\_\_  
Chancellor Date

## **Justification for a Course Proposal**

Public Relations

Proposed Course Number: 4318

Proposed Course Title: PR Cases & Campaigns

### Proposed Course Description:

Study of the issues and challenges of the public relations practice through a critical examination of historical and active cases that cover a broad spectrum of situations. Students will develop from case analysis an understanding of public relations theories and techniques of effective campaigns in a variety of situations. Students create a comprehensive public relations campaign for a given client by applying a campaign process model that integrates research, planning, implementation, and evaluation.

Prerequisites: MCOM 3320, Introduction to Public Relations; MCOM 3355, Public Relations Techniques; MCOM 3356, Writing for Public Relations.

### Justification:

We propose this new course to serve as the capstone course for PR majors. In the past, PR cases and campaign strategies were taught in Public Relations (MCOM 3320), which is an introductory course. We believe that by offering this advanced course, we not only help students showcase their mastery of PR skills learned in other classes but also prepare them for their professionals.

The aim of this course is to help students master the basic elements of strategic communication campaign through case analysis and direct experience as a campaign practitioner. The course teaches students the process of campaign development, management, and evaluation using the principles and strategies of public relations and agency management. Recreating real-world settings, students will learn how to plan and implement a PR campaign for a given client for both profit and non-profit organization. This course meets the ACEJMC's accreditation standard.