

UNIVERSITY OF ARKANSAS AT PINE BLUFF

Request for Proposal Review

(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. Nokon Heo Department: English, Theatre and Mass Communications

2. Code: MCOM Title: Public Relations Option

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

This proposal is for the addition of a Public Relations Option to the current B.A. in Multimedia Communications. The following is the proposed course requirements for this option:

Following courses are required core courses (27 hours):

MCOM 2326	Mass Media and Modern Society
MCOM 2327	Media Grammar & Style (new)
MCOM 3301	History of Mass Media (formerly History of American Journalism)
MCOM 3305	Mass Communication Theory & Research (new)
MCOM 3309	Diversity in the Mass Media (new)
MCOM 3311	Media News Writing I (formerly News Reporting I)
MCOM 4213	Mass Communications Internship
MCOM 4315	Media Law & Ethics
MCOM 4390	Senior Seminar

Following courses are required courses for the option (18 hours):

ART 3309	Desktop Publishing
MCOM 3320	Introduction to Public Relations
MCOM 3341	Digital Writing & Design
MCOM 3355	Public Relations Techniques
MCOM 3356	Writing for Public Relations (new)
MCOM 4318	Public Relations Cases and Campaigns (new)

Select additional 3 hours from the courses listed below as electives:

MCOM 3312	Multimedia News Writing II
MCOM 3319	Writing Features and Editorials
MCOM 3314	News Editing
MCOM 4316	Broadcast Management
MCOM 4320	Investigative Reporting

4. Objectives:

To propose the addition of a Public Relations Option to the current B.A. in Multimedia 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).

The area of Mass Communication in the Department of English, Theatre and Mass Communications is being elevated to a department status called the Department of Multimedia Communications in an attempt to seek accreditation from the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). The purpose of the proposed addition of the Public Relations Option to the newly proposed Multimedia Communications is to improve the academic standing of the department and provide prospective students with an opportunity to major in the ever-growing professional fields of Public Relations. This effort will also meet the ACEJMC standards of a "broad, multidisciplinary curriculum that nurtures critical thinking, analytic reasoning and problem-solving skills that are the essential foundation for journalism and mass communications education."

The department has hired Dr. Nokon Heo who has been trained in a multidisciplinary mass communication program at Pennsylvania State University with the task of developing a Public Relations Option. In order to meet the council's standards, two new courses have been proposed to be added to the existing public relations courses to make the total required hours for the degree at 18. We believe that with this new option and the concurrent course additions and curriculum revision, the Multimedia Communications program will attract more students and provide better education for them with more rigorous curriculum, which will help our graduates better prepare for their careers in journalism and mass communication and make them more desirable in the workplace.

Public relations is a growing field in the United States, and degree programs around the country have seen an upturn in enrollment. Both profit- and non-profit organizations in the U.S. are always seeking additions to their public relations teams in an effort to maintain a positive public image. We expect a similar increase in our proposed PR Option.

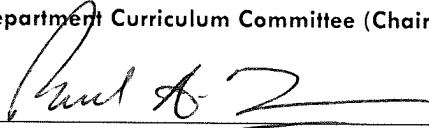
9. Justification for course numbering, if any (freshman, sophomore, junior, senior): N/A
10. Prospective director, coordinator, or instructor: Dr. Ann White, Director, Mass Communications
11. When will the proposed action become effective? Fall 2017
12. Submitted by: Dr. Nokon Heo November 16, 2016
Date
13. Approved by: Douglas Robillard 3/10/17

Proposed Policy Change

Department Curriculum Committee (Chair)

Date

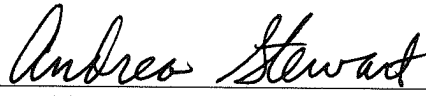
14. Approved by:


Department Chair

3/10/17

Date

15. Approved by:


Dean of School

3/10/17

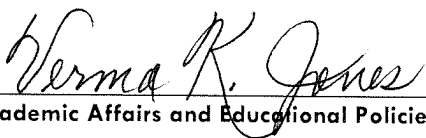
Date

16. Approved by:

Teacher Education Committee (Chair)

Date

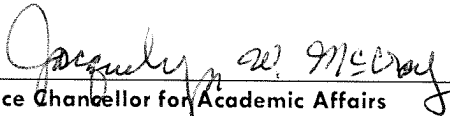
17. Approved by:


Academic Affairs and Educational Policies Committee (Chair)

3/13/17

Date

18. Approved by:


Vice Chancellor for Academic Affairs

4-3-17

Date

19. Approved by:

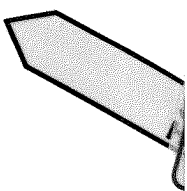
Faculty/Staff Senate President

Date

20. Approved by:

Chancellor

Date



PUBLIC RELATIONS OPTION

Major (48 Hours)

The Public Relations Option is designed for students seeking a career as a communication or media specialists in profit- and/or non-profit organizations. The program combines classroom study with practical, hands-on experience in communication areas from press release writing, television production and publication preparation. The program also includes an internship* in the PR arena to assure that UAPB students learn firsthand the challenges of the public relations professional and begin the networking, essential to career success.

This degree requires completion of 120 hours including 1) general education component 2) specific degree requirements.

Required Core Courses (27 hours)

MCOM 2326	Mass Media and Modern Society
MCOM 2327	Media Grammar & Style (new)
MCOM 3301	History of Mass Media (formerly History of American Journalism)
MCOM 3305	Mass Communication Theory & Research (new)
MCOM 3309	Diversity in the Mass Media (new)
MCOM 3311	Media News Writing I (formerly News Reporting I)
MCOM 4213	Mass Communications Internship
MCOM 4315	Media Law & Ethics
MCOM 4390	Senior Seminar

Required Courses (18 hours)

ART 3309	Desktop Publishing
MCOM 3320	Introduction to Public Relations
MCOM 3341	Digital Writing & Design
MCOM 3355	Public Relations Techniques
MCOM 3356	Writing for Public Relations (new)
MCOM 4318	Public Relations Cases and Campaigns (new)

Electives (3 hours)

MCOM 3312	Multimedia News Writing II
MCOM 3319	Writing Features and Editorials
MCOM 3314	News Editing
MCOM 4316	Broadcast Management
MCOM 4320	Investigative Reporting

* To meet the internship requirement, students will register for MCOM 4213 with the approval of the internship coordinator.

Minor (18 Hours)

Required Courses (12 hours)

MCOM 3320 Introduction to Public Relations
MCOM 3355 Public Relations Techniques
MCOM 3356 Writing for Public Relations (new)

Electives (6 hours)

ART 3309 Desktop Publishing
MCOM 3312 Multimedia News Writing I
MCOM 3319 Writing Features and Editorials
MCOM 3314 News Editing
MCOM 3341 Digital Writing & Design
MCOM 4316 Broadcast Management
MCOM 4318 Public Relations Cases and Campaigns (new)
MCOM 4320 Investigative Reporting

PR Course Descriptions

ART 3309 Desktop Publishing

Introduces the student to the layout and design of the printed page through the use of the Macintosh computer. 3 hours.

MCOM 3320 Introduction to Public Relations

A study of the profession of public relations, including historical, legal, ethical, and theoretical underpinnings of the field and an examination of the wide range of career opportunities available to PR practitioners. 3 hours. Fall.

MCOM 3341 Digital Writing & Design (New)

This three-hour course focuses on the skills required to write news copy for the digital platform maintained by a media outlet and provides the student with an understanding of website design. Students will learn techniques to create a digital portfolio for companies' newsrooms and publications. The acquired skills will enable students to advance the communication goal by utilizing the varied aspects offered with digital technology. 3 hours.

MCOM 3355 Public Relations Techniques

A study of the public relations techniques, strategies, and tactics commonly used to conceptualize, design, produce, and manage various print and digital media campaigns. This intermediate-level course combines real-life cases with core theoretical ideas to help students relate theory to the actual practice of the profession. Special emphasis is placed on the application of various techniques to digital media, such as blogs and social media.

Prerequisite: MCOM 3320, Introduction to Public Relations. 3 hours. Spring.

MCOM 3356 Writing for Public Relations (new)

An examination of writing skills used for production of public relations materials for television, radio, and social media, including news releases, fact sheets, media kits, advertising copy, fund-raising letters, grant proposals, speeches, and other promotional copies.

Prerequisite MCOM 3320, Introduction to Public Relations; MCOM 3355, Public Relations Techniques. 3 hours. Fall.

MCOM 4318 PR Cases and Campaigns (new)

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.

Prerequisite MCOM 3320, Introduction to Public Relations; MCOM 3355, Public Relations Techniques; MCOM 3356, Writing for Public Relations. 3 hours. Spring.

MULTIMEDIA COMMUNICATIONS

Proposed B.A. Major in Public Relations Option

Public Relations Option – 48 Hours

Required Core (27 hours):

	Term	Grade
<input type="checkbox"/> MCOM 2326 Mass Media and Modern Society	_____	_____
<input type="checkbox"/> MCOM 2327 Beginning Reporting	_____	_____
<input type="checkbox"/> MCOM 3301 History of Mass Media	_____	_____
<input type="checkbox"/> MCOM 3305 Mass Communication Theory & Research	_____	_____
<input type="checkbox"/> MCOM 3309 Diversity in the Mass Media	_____	_____
<input type="checkbox"/> MCOM 3311 Media News Writing	_____	_____
<input type="checkbox"/> MCOM 4213 Mass Communication Internship	_____	_____
<input type="checkbox"/> MCOM 4315 Media Law & Ethics	_____	_____
<input type="checkbox"/> MCOM 4390 Senior Seminar	_____	_____
<input type="checkbox"/> MCOM 3309 Diversity in the Mass Media	_____	_____

Required (18 hours):

<input type="checkbox"/> ART 3309 Desktop Publishing		_____	_____
<input type="checkbox"/> MCOM 3320 Introduction to Public Relations		_____	_____
<input type="checkbox"/> MCOM 3341 Digital Writing & Design		_____	_____
<input type="checkbox"/> MCOM 3355 Public Relations Techniques	<i>[Prereq – MCOM 3320]</i>	_____	_____
<input type="checkbox"/> MCOM 3356 Writing for Public Relations	<i>[Prereq – MCOM 3320, 3355]</i>	_____	_____
<input type="checkbox"/> MCOM 4318 Public Relations Cases & Campaigns	<i>[Prereq – MCOM 3320, 3355, 3356]</i>	_____	_____

Electives (12 hours): Choose from the following:

<input type="checkbox"/> MCOM 3312 Multimedia News Editing II		_____	_____
<input type="checkbox"/> MCOM 3319 Writing Features & Editorials		_____	_____
<input type="checkbox"/> MCOM 3314 News Editing		_____	_____
<input type="checkbox"/> MCOM 4316 Broadcast Management		_____	_____
<input type="checkbox"/> MCOM 4320 Investigative Reporting		_____	_____

SUMMARY OF GRADUATION REQUIREMENTS (plus requirements for as applicable):

Total of 120 minimum hours [40 in upper division], including

- GENERAL EDUCATION and MAJOR hours.
- Majors must present a grade of "C" or better on all required courses for the major.
- Majors must meet all of the institutional requirements of the university in order to graduate.
- Majors must take an examination during the last semester of their senior year to graduate.

**CURRICULUM FOR THE BACHELOR OF ARTS DEGREE
PUBLIC RELATIONS OPTION**

Freshman Year							
	Fall Semester				Spring Semester		
English Composition I	ENGL	1311	3	English Composition II	ENGL	1321	3
Biological Science	BIOL	1350	3	Physical Science <u>or</u> Intro to Chemistry	PHYS <u>or</u> CHEM	1311	3
Biological Science	BIOL	1150	1	Physical Science <u>or</u> Chemistry Lab	PHYS <u>or</u> CHEM	1111	1
Personal & Social Development	BAS	1210	2	Social Science Elective I			3
Quantitative Literacy	MATH	1330+	3	Oral Communication	MCOM		3
Personal Health or Nutrition & Awareness	HLPE		3	Physical Education	HLPE	11__	1
				Career & Life Planning	BAS	1120	1
			<u>15</u>				<u>15</u>
Sophomore Year							
	Fall Semester				Spring Semester		
Intro to Lit. or World Lit.	ENGL	23__	3	Humanities	HUMN	2301	3
Mass Media & Modern Society	MCOM	2326	3	US History <u>or</u> American Gov.			3
Media Grammar & Style	MCOM	2327	3	Foreign Language	MDFL		3
News Writing I	MCOM	3311	3	Social Science Elective II			3
Foreign Language	MDFL		3	Desktop Publishing	ART	3309	3
			<u>15</u>				<u>15</u>
Junior Year							
	Fall Semester				Spring Semester		
Technical Writing	MCOM	3350	3	Advanced Composition	ENGL	3310	3
Intro to PR	MCOM	3320	3	Digital Writing & Design	MCOM	3341	3
History of Mass Media	MCOM	3301	3	PR Techniques	MCOM	3355	3
Mass Comm. Research	MCOM	3305	3	PR Elective	MCOM		3
Diversity in Mass Media	MCOM	3309	3	Non MCOM General Elective			3
			<u>15</u>				<u>15</u>
Senior Year							
	Fall Semester				Spring Semester		
Media Law & Ethics	MCOM	4315	3	PR Cases & Campaigns	MCOM	4318	3
Writing for PR	MCOM	3356	3	MCOM Internship	MCOM	4213	3
Senior Seminar	MCOM	4390	3	Non MCOM General Elective			3
Non MCOM General Elective			3	Non MCOM General Elective			3
Non MCOM General Elective			3	Non MCOM General Elective			3
			<u>15</u>				<u>15</u>