# http://www.ric.edu/webcommunications/images/SealWithText_Small_Black.pngUNDERGRADUATE CURRICULUM COMMITTEE (UCC) PROPOSAL FORM

## Cover page scroll over blue text to see further important [instructions](#instructions): please read.

**N.B. DO NOT USE HIGHLIGHT, please DELETE THE WORDS THAT DO NOT APPLY TO YOUR PROPOSAL**

**ALL numbers in section (A) need to be completed, including the impact ones.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| A.1. Course | **COMM 485 Public relations and advertising campaigns** | | | |  |
| A.2. [Proposal type](#type) | **Course: creation** | | | |
| A.3. [Originator](#Originator) | **Giselle A. Auger** | [Home department](#home_dept) | **Communication** | | |
| A.4. [Context and Rationale](#Rationale) | **The Public Relations and Advertising concentration previously had individual capstone classes for public relations and for advertising. These courses (COMM 377 & COMM 376) have been deleted and this new, combined course created.**  **The new course will meld both disciplines into one capstone class so that students receive instruction in a more integrated, strategic communication way of working. Many institutions of higher learning have redesigned the traditional PR and Advertising curriculum into the strategic communication model and revising the capstone will provide students with similar experience.** | | | | |
| A.5. [Student impact](#student_impact) | **A more complete capstone experience** | | | | |
| A.6. [Impact on other programs](#impact) | **None** | | | | |
| A.7. [Resource impact](#Resource) | [*Faculty PT & FT*](#faculty): | **None** | | | |
| [*Library*:](#library) | **None** | | | |
| [*Technology*](#technology) | **None** | | | |
| [*Facilities*](#facilities): | **None** | | | |
| A.8. [Semester effective](#Semester_effective) | **Fall 2019** | A.9. [Rationale if sooner than next Fall](#Semester_effective) | |  | |
| A.10. INSTRUCTIONS FOR CATALOG COPY: This single file copy must include ALL relevant pages from the college catalog, and show how the catalog will be revised. (1) Go to the “Forms and Information” page on the UCC website. Scroll down until you see the Word files for the current catalog. (2) Download ALL catalog sections relevant for this proposal, including course descriptions and/or other affected programs. (3) Place ALL relevant catalog copy into a single file. Put page breaks between sections and delete any catalog pages not relevant for this proposal. (4) Using the track changes function, revise the catalog pages to demonstrate what the information should look like in next year’s catalog. (5) Check the revised catalog pages against the proposal form, especially making sure that program totals are correct if adding/deleting course credits. If new copy, indicate where it should go in the catalog. If making related proposals a single catalog copy that includes all is acceptable. Send as a separate file along with this form. | | | | | |

B. [NEW OR REVISED COURSES](#delete_if)  **DO NOT use highlight. Delete this whole page if the proposal does not include a new or revised course.**

|  | Old ([for revisions only](#Revisions)) Only include information that is being revised, otherwise leave blank (delete provided examples that do not apply) | New Examples are provided for guidance, delete the ones that do not apply |
| --- | --- | --- |
| B.1. [Course prefix and number](#cours_title) |  | **COMM 480** |
| B.2. Cross listing number if any |  |  |
| B.3. [Course title](#title) |  | **Public Relations and Advertising Campaigns** |
| B.4. [Course description](#description) |  | Working in teams, students research, plan, and implement a communication campaign for a client organization. Field experience may be required. |
| B.5. [Prerequisite(s)](#prereqs) |  | **COMM 301, COMM 334, COMM 251 and COMM 311 or COMM 337** |
| B.6. [Offered](#Offered) |  | **Fall | Spring** |
| B.7. [Contact hours](#contacthours) |  | **4** |
| B.8. [Credit hours](#credits) |  | **4** |
| B.9. [Justify differences if any](#differences) |  | |
| B.10. [Grading system](#grading) |  | **Letter grade** |
| B.11. [Instructional methods](#instr_methods) |  | **Laboratory | Lecture | Practicum Small group | Individual** |
| B.12.[Categories](#required) |  | **Required for major/minor** |
| B.13. Is this an Honors course? |  | **| NO** |
| B.14. [General Education](#ge)  N.B. Connections must include at least 50% Standard Classroom instruction. |  | **| NO |**  **category:** |
| B.15. [How will student performance be evaluated?](#performance) |  | **Class participation | Exams | Presentations | Projects |** |
| B.16. [Redundancy statement](#competing) |  |  |
| B. 17. Other changes, if any |  | |

| B.18**.** [**Course learning outcomes**](#outcomes)**: List each one in a separate row** | [**Professional Org.Standard(s)**](#standards)**, if relevant** | [**How will each outcome be measured**](#measured)**?** |
| --- | --- | --- |
| To provide students an experience in workplace teamwork |  | Peer Evaluation of small group project |
| Analyze PR and advertising issues accurately based on situation analysis (research). |  | Production of report and presentation. |
| To practice developing and applying strategy (goals & objectives) and tactics based on a sound understanding of public relations and advertising concepts, theories, and practice. |  | Students develop strategic program for client, produce Powerpoint presentations and print report. |
| To enhance students’ ability to communicate persuasively, clearly and successfully both verbally and in writing |  | Students prepare written reports and collateral such as advertisements, postcards, and annual appeal letters and present their project justification. |
| To build understanding of the strategic use of social media and in communicating and building relationships with publics. |  | Social media and website analysis of client and competitor are produced in a report and a proposed social media calendar and website redesign are developed by students for the client. |
| To encourage students to view themselves as communication strategists |  | Initial interview with client and final written report and presentation to client. |

| B.19. [**Topical outline**](#outline)**: Do NOT insert whole syllabus, we just need a two-tier outline** |
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| 1. Situational Research    1. Background on the organization    2. Background on the issue or situation    3. Interview with client 2. Primary Research    1. Development of survey    2. Plans for collection of data    3. Collection of Data    4. Analysis of Data    5. Presentation of data and results |

## D. Signatures

* Changes that affect General Education in any way MUST be approved by ALL Deans and COGE Chair.
* Changes that directly impact more than one department/program MUST have the signatures of all relevant department chairs, program directors, and relevant dean (e.g. when creating/revising a program using courses from other departments/programs). Check UCC manual 4.2 for further guidelines on whether the signatures need to be approval or acknowledgement.
* Proposals that do not have appropriate approval signatures will not be considered.
* Type in name of person signing and their position/affiliation.
* Send electronic files of this proposal and accompanying catalog copy to [curriculum@ric.edu](mailto:curriculum@ric.edu) and a printed or electronic signature copy of this form to the current Chair of UCC. Check UCC website for due dates.

##### D.1. Approvals: required from programs/departments/deans who originate the proposal. may include multiple departments, e.g., for joint/interdisciplinary prposals.

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| Dr. Anthony Galvez | Chair of Dept. of Communication |  |  |
| Dr. Earl Simson | Dean of Faculty of Arts & Sciences |  | Tab to add rows |

##### D.2. [Acknowledgements](#acknowledge): REQUIRED from OTHER PROGRAMS/DEPARTMENTS IMPACTED BY THE PROPOSAL. SIGNATURE DOES NOT INDICATE APPROVAL, ONLY AWARENESS THAT THE PROPOSAL IS BEING SUBMITTED. CONCERNS SHOULD BE BROUGHT TO THE UCC COMMITTEE MEETING FOR DISCUSSION

| Name | Position/affiliation | [Signature](#Signature_2) | Date |
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