# 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. [Program](#Proposal) | **B.A. in Communication with concentration in Public Relations and advertising** | | | |  |
| A.2. [Proposal type](#type) | **Program: |** [**revision**](#revision)**|** | | | |
| A.3. [Originator](#Originator) | **Giselle A. Auger** | [Home department](#home_dept) | **Communication** | | |
| A.4. [Context and Rationale](#Rationale) | The revised program fits the new strategic communication model in place at many institutions, which combines advertising and PR coursework. The goal of the revised program is to provide students with both advertising and PR theory, knowledge and skills rather than a concentration in one and very basic knowledge of the other. The overall goal is to provide students with the best mix of employable skills, theory, and knowledge upon completion of the program.  The number of required courses has increased by one because we combined the individualelective capstone courses (COMM 377 PR Lab and COMM 376 Advertising Lab) into a new required course (COMM 485 PR & Advertising Campaigns).  Rather than selecting either four PR or Advertising specific courses, students will now select 5 of 6 courses that include the advanced PR course and the advanced advertising course, the introductory news writing course, and three joint PR & advertising courses in research, creativity, and advanced writing. The prerequisites for these courses has been adjusted so that entry is made more easily available to students. This will facilitate completion of the program in 4 semesters.  We reduced the number of cognates required from three to two and increased the number of courses to select from by one (COMM 244 Digital Media Lab).  Though the credit count is higher than it was, students will be better prepared for employment in either PR or advertising and the integrated strategic communication landscape rather than primarily being educated in one of those areas with just one course in the other area. | | | | |
| A.5. [Student impact](#student_impact) | **More credits are required but the Rhode Map ensures that students can complete the major in timely fashion. Faculty will ensure students currently in the program will be managed so that they are not adversely affected by changes.** | | | | |
| 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 log 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. | | | | | |

C. [Program Proposals](#program_proposals) **complete only what is relevant to your proposal Delete this whole page if the proposal is not revising, creating, deleting or suspending any progam.**

|  | [Old (for revisions only)](#old_program) | New/revised |
| --- | --- | --- |
| C.1. [Enrollments](#enrollments) | **Approximately 75 to 100 students consistently in the concentration since Fall 2016** | **We hope to see increased enrollment in the concentration.** |
| C.2. [Admission requirements](#admissions) | **N/A** | **N/A** |
| C.3. [Retention requirements](#retention) | **N/A** | **N/A** |
| C.4. [Course requirements](#course_reqs) for each program option | **Required (28 credits):**  COMM 208 Public Speaking  COMM 240 Mass Media & Society  COMM 251 Research Methods in Communication  COMM 301 Public Relations  COMM 334 Advertising  COMM 357 Public Opinion & Propaganda  COMM 479 Communication Internship  **Choose A or B (16 credits):**  **A: Public Relations**  COMM 201 Writing for News  COMM 311 Advanced Public Relations  COMM 312 Advanced News & Public Relations Writing  COMM 377 Public Relations Laboratory  **B: Advertising**  COMM 335 Advertising Research  COMM 337 Advertising Strategy  COMM 339 Advertising Creativity  COMM 376 Advertising Laboratory  **Cognates (select 3) 9-12 credits:**  COMM 242 Message Media & Meaning  COMM 347 Media Law  COMM 351 Persuasion  COMM 454 Organizational Communication  MGT 201 Foundations of Management  MKT 201 Introduction to Marketing  MKT 334 Consumer Behavior | **Required (32 credits):**  COMM 208 Public Speaking  COMM 240 Mass Media & Society  COMM 251 Research Methods in Communication  COMM 301 Intro to Public Relations  COMM 334 Intro to Advertising  COMM 357 Public Opinion & Propaganda  COMM 479 Communication Internship  COMM 485 Public Relations and Advertising Campaigns  **Choose 5 courses from: (20 credits):**  COMM 201 Writing for News  COMM 311 Advanced Public Relations  COMM 312 Advanced Writing for Public Relations & Advertising  COMM 335 Research for Public Relations & Advertising  COMM 337 Advanced Advertising  COMM 339 Creativity for Public Relations & Advertising  **Cognates (select 2) 8 credits:**  COMM 242 Message Media & Meaning  COMM 244 Digital Media Lab  COMM 340 Media Ethics  COMM 347 Media Law  COMM 351 Persuasion  COMM 454 Organizational Communication  MGT 201 Foundations of Management  MKT 201 Introduction to Marketing  MKT 334 Consumer Behavior |
| C.5. [Credit count](#credit_count) for each program option | **53 to 56 credits** | **60 credits** |
| C.6. Other changes if any | **N/A** | **None** |
| C.7 [Program goals](http://www-prod.ric.edu/curriculum_committee/documents/Program%20goals)  Needed for all new programs | Provide students with basic knowledge of advertising or public relations and depth knowledge of either advertising or PR. | The revised program fits the new strategic communication model in place at many institutions, which combines advertising and PR coursework. The goal of the revised program is to provide students with both advertising and PR knowledge and skills rather than a concentration in one and very basic knowledge of the other. The overall goal is to provide students with the best mix of employable skills and knowledge upon completion of the program. |

## 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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