GENERAL FACULTY
Agenda Item

Date:        February 3, 2011                Number:      V. 1. d. 4)

Subject:     Mass Media – Public Relations Emphasis

Description:

Students need a wide variety of skills in today’s media field. The new student of the program will allow students to graduate with the necessary skills. The changes in the Public Relations emphasis are designed to better reflect the fields students will encounter when they graduate.

Approved by Faculty Senate: January 24, 2011

Financial Implications: None.

Requested Action: General Faculty approval.

Presented By: Dr. Randall Pembrook, Vice President for Academic Affairs
and
Dr. Nancy Tate, Associate Vice President for Academic Affairs
COLLEGE OF ARTS AND SCIENCES
PROGRAM CHANGES/DELETIONS

Signature

Recommendation

Review Date

Dept. Chair

Kathy Mengie

Approved

3/20/10

Division

Approved

3/24/10

Dept. of Educ.
(If course relates to teacher certification program.)

Dean

Approved

9/16/10

Curriculum Committee

Approved

10/20/10

Accepted By CFC

Approved

11/7/10

CAS Faculty

Approved

Dec. 9, 2010

Faculty Senate

University Faculty

WU Board of Regents

Approved By:

General Information:

Change □  Deletion □

1. Reason for this program change or deletion?
We are changing some of the classes with the Public Relations emphasis, to better reflect the field students will encounter when they graduate.

2. Complete revised description (including program title, requirements, courses within program, credits, and prerequisites)

Public Relations Emphasis in Mass Media Department (40 hours)
(16 hours MM Core; 18 required courses in emphasis; 6 hours MM electives)

CORE:

MM100 Introduction to Mass Media (3)
MM200 Media Bootcamp (2)
MM290 Media Literacy (3)
MM300 Media Law (3)
MM413 Advanced Media Lab (1+1)
MM 494 Internship (3)
total: 16 hours

Public Relations Courses:

MM 202 Creative Media Writing (3)
MM 319 Public Relations I (3)
MM 321 Visual Communication (3)
MM 415 Promotions Writing (3)
MM 420 Public Relations II (3)
MM 422 Editing & Design (3)

Elective credit: 6 hours in other MM classes

Deletions

hors

16

hors
3. Is the program being deleted from the catalog being replaced with another program? Yes □ No □
   If so, please explain.

4. Is the content of this program being distributed to another program?

Changes

5. Describe the nature of the proposed change.
   Students need a wider variety of skills in today's media field. The new structure of this program
   will allow students to graduate with the necessary skills.

6. Do you currently have the equipment and facilities to teach the classes within the proposed change?
   Yes.