

## **CURRICULAR PROPOSAL 2005-2006**

### **Department of Communication and Theatre**

- Proposal I:** Create a Public Relations Minor
- Proposal II:** Create a new course: COM 390 Introduction to Public Relations (3).
- Proposal III:** Create a new course: COM 405 Public Relations Cases & Campaigns (3).
- Proposal IV:** Add COM 390 Introduction to Public Relations to the list of upper division electives for Media Communication.
- Proposal V:** Add COM 390 Introduction to Public Relations to the list of options from which MOCM majors are required to choose two (2).
- Proposal VI:** Drop BUS 423 International Business Communication from the list of options from which MOCM majors are required to choose two (2).

Total Course Additions:	3
Total Course Deletions:	0
Total Unit Additions:	3
Total Unit Deletions:	0
Staffing Impact:	.125

## Department of Communication and Theatre

Number	Name	Units	Schedule	Annual Unit Change
<b>New Courses Added</b>				
COM390	Public Relations	3	Alternating	1.5
COM405	PR Cases and Campaigns	3	Alternating	1.5
<b>Annual Units Added</b>				3
<b>Net Unit Impact</b>				3
<b>Staffing Impact</b>				*.125

\* This number reflects baseline calculations for current academic year only. The 03-04 Com/Theatre proposals added 14 units and subtracted 12 for a net increase of +2. The faculty voted to effectively eliminate these two courses, which put the overall proposal at -1. So the current proposal only restores that amount to +2.

**Proposal I:** Create a Public Relations minor.

### **Summary**

In light of concerns expressed over the department's proposal for a Public Relations concentration, the Communication and Theatre department is proposing a minor that will allow cross-departmental participation and enrollment. Students from any major on campus could benefit from the minor and students from departments contributing to the curriculum would benefit from the crossover of courses – thus reducing the total units required to complete the minor.

This proposal has been developed in consultation with faculty and chairs/dean from the School of Business and LJML department. Each has given its unqualified support at recent meetings.

## Department of Communication and Theatre

### Proposed Curriculum (all courses required)

- WRI250 Introduction to Journalism (3)
- COM330 Persuasion (3)
- COM390 Introduction to Public Relations (3)
- WRI355 New course in writing for Public Relations – to be proposed by LJML (3)
- BUS332 Principles of Marketing (4)
- COM405 Public Relations Cases and Campaigns (3)

### Total Units Required: 19

- Rationale.
1. The PR minor addresses a recognized deficiency in the communication curriculum. PLNU students have already been involved in PR internships and have been requesting new courses in this content area.
  2. Public Relations builds on and complements established strengths found in three departments – Organizational Communication, Media, Journalism and Business. National research from the Public Relations Society of America confirm these content areas should be part of any major or minor emphasizing public relations.
  3. The minor increases in units were approved in 03-04 by APC as part of the department's comprehensive review process. The two new courses and minor do not add additional impact beyond that voted by APC and then sent back at the faculty meeting. (see above)

### Understandings

1. The minor will be officially housed and administered through the department of Communication and Theatre. A major or minor must have an academic home and the Com/Theatre faculty believes this department is the best philosophical and professional fit.
2. All departments contributing to the curriculum have an advisory role in the construction and administration of the minor. Change and development to the minor will involve the input of these departments and faculty.
3. The minor can and should be promoted in the catalog as an interdisciplinary experience available to all. The minor should be listed in the catalog under each department that contributes curriculum – School of Business, LJML and CMT. It should further be noted that these departments participate in the minor and encourage their majors to enroll.
4. Policy requires that at least 9 units of the minor be distinct from the student's major courses and discipline. The curriculum proposed above meets that test for students from all 3 departments. Therefore the net required units for some of majors will be from 10-15, making completion of the minor easier.

## Department of Communication and Theatre

**Proposal II:** Create a new course: COM390 Introduction to Public Relations (3)

Catalog Copy: **COM 390 INTRODUCTION TO PUBLIC RELATIONS (3)**  
An introduction to the theory and practice of public relations. This includes public relations roles, publics, research, media relations, special events, and an introduction to cases and campaigns of public relations. This course considers the process of public information dissemination in business, educational, and non-profit organizational settings.

**Proposal III:** Create a new course: COM405 Public Relations Cases & Campaigns (3)

Catalog Copy: **COM 405 PUBLIC RELATIONS CASES & CAMPAIGNS (3)**  
This course involves the study and application of organizational policy objectives to public relations program development. It includes case studies from PR history as well as methods of audience research, data analysis and planning of strategic communication objectives. Students plan and execute a public relations program for an established organization.  
*Prerequisite: COM390)*

**Proposal IV:** Add COM390 Introduction to Public Relations to the list of upper division electives for Media Communication.

Rationale: 

1. Students in the media communication major are able to survey the public relations even if they do not choose to minor in PR.
2. This course is a logical fit with other electives that address relevant issues for students building on issues addressed in other core requirements.

**Proposal V:** Add COM 390 Introduction to Public Relations to the list of options from which MOCM majors are required to choose two (2).

Rationale: Public Relations is an interest area for many MOCM majors and will be a valuable addition for the major. Availability of a Public Relations course is common in communication departments across the country.

**Proposal VI:** Drop BUS 423 International Business Communication from the list of options from which MOCM majors are required to choose two (2).

Rationale: Since we have added COM 365 Intercultural Communication, with an organizational emphasis, to our curriculum, it would be inappropriate for students to select both COM 365 and BUS 423. Dropping BUS 423 from the option list will eliminate that possible confusion.

## **Department of Communication and Theatre**

### **Current Catalogue Copy 2004-2005**

Take two (2) courses from the following nine (9) options:

- BUS 332 Principles of Marketing (4)
- BUS 334 Professional Selling & Sales Management (4)
- BUS 336 Advertising & Promotion Management (4)
- BUS 340 Real Estate Principles & Practices (4)
- COM 365 Intercultural Communication (3)
- BUS 374 I/O Psychology (4)
- BUS 423 International Business Communication (4)
- BUS 470 Not-For-Profit Organization Management (4)
- HON 498/499 Honors Project I & II (Counts as one course) (3)

### **Proposed Catalogue Copy 2005-2006**

Take two (2) courses from the following nine (9) options:

- BUS 332 Principles of Marketing (4)
- BUS 334 Professional Selling & Sales Management (4)
- BUS 336 Advertising & Promotion Management (4)
- BUS 340 Real Estate Principles & Practices (4)
- COM 365 Intercultural Communication (3)
- BUS 374 I/O Psychology (4)
- COM 390 Introduction to Public Relations (4)
- BUS 470 Not-For-Profit Organization Management (4)
- HON 498/499 Honors Project I & II (Counts as one course) (3)