

## New Academic Program Workflow Form

### General

**Proposed Name: Public Relations**

Transaction Nbr: 00000000000232

Plan Type: Major

Academic Career: Undergraduate

Degree Offered: Bachelor of Arts

Do you want to offer a minor? Y

Anticipated 1st Admission Term: Fall 2025

### Details

Department(s):

#### SBSC

DEPTMNT ID	DEPARTMENT NAME	HOST
3505	Communication	Y

Campus(es):

#### MAIN

LOCATION	DESCRIPTION
TUCSON	Tucson

**Admission application terms for this plan:** Spring: Y Summer: Y Fall: Y

**Plan admission types:**

Freshman: Y Transfer: Y Readmit: Y Graduate: N

Non Degree Certificate (UCRT only): N

Other (For Community Campus specifics): N

**Plan Taxonomy:** 09.0902, Public Relations/Image Management.

Program Length Type: Program Length Value: 0.00

Report as NSC Program:

SULA Special Program:

**Print Option:**

Diploma: Y Bachelor of Arts in Public Relations

Transcript: Y Bachelor of Arts in Public Relations

**Conditions for Admission/Declaration for this Major:**

N/A

**Requirements for Accreditation:**

N/A

**Program Comparisons**

**University Appropriateness**

The public relations bachelor's degree will provide a comprehensive degree program for students interested in the field of public relations and communications, with a balance of conceptual and skills courses. The program aligns with the University's mission and strategic plan by preparing students to address workplace challenges and opportunities, with a focus on innovation, collaboration, and a deeper sense of the critical role strategic public relations plays in a democratic society. Students will be challenged by a rich curriculum, with deep connections to the local community, and strong collaborations with public relations professionals, and the Public Relations Student Society of America chapter. As a leader in innovation and a land-grant HIS, the University of Arizona is an ideal home to the state's first-ever public relations major, which will provide students with a high-quality, experiential, and transformational education.

**Arizona University System**

NBR	PROGRAM	DEGREE	#STDNTS	LOCATION	ACCRDT
1	Journalism and Mass Communication	BA	1	Arizona State University	Y
2	Strategic Communication	BS	1	Northern Arizona University	Y

**Peer Comparison**

We have contacted ASU and NAU to obtain the enrollment number for these similar programs. The placeholder for this information is "1". We will notify

## Resources

### Library

Acquisitions Needed:

### Physical Facilities & Equipment

Existing Physical Facilities:

N/A

Additional Facilities Required & Anticipated:

N/A

### Other Support

Other Support Currently Available:

Communication already has full staff with 7 staff members, and assistance from the Director of Advising for the current PR minor There are currently 4 Public Relations faculty in the department.

Other Support Needed over the Next Three Years:

Anticipating the need for one additional advisor and 2 additional faculty.

## Comments During Approval Process

9/16/2024 8:48 AM

IOANA8

Comments
Approved.

10/14/2024 2:48 PM

MELANIECMADDEN

Comments
Uploaded Additional Information and Peer Comparison forms revised with CA feedback.

10/14/2024 2:49 PM

MELANIECMADDEN

Comments
Approved.

10/14/2024 2:54 PM

DHERRING

<b>Comments</b>
Approved.



**ADDITIONAL INFORMATION FORM**  
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**I. MAJOR REQUIREMENTS–**

**UNDERGRADUATE**

Total units required to complete the degree	120
Upper-division units required to complete the degree	42
<b>Foundation courses</b>	
<a href="#">Second language</a>	4 <sup>th</sup> semester proficiency
<a href="#">Math</a>	SBS 200: Intro to Stats for Social Sciences
<a href="#">General education requirements</a>	UNIV 101 (1) 12 Units Exploring Perspectives (Artist, Humanist, Social Scientist, Natural Scientist) 9 Units Building Connections UNIV 301 (1)
<b>Pre-major? (Yes/No).</b>	No
List any special requirements to declare or gain admission to this major (completion of specific coursework, minimum GPA, interview, application, etc.)	<ul style="list-style-type: none"> <li>- Complete all pre-major coursework with minimum 2.5 GPA</li> <li>- Passing grade in COMM/PR 201</li> <li>- Complete application</li> </ul>
<b>Major requirements</b>	
Minimum # of units required in the major (units counting towards major units and major GPA)	39
Minimum # of upper-division units required in the major (upper division units counting towards major GPA)	18
<a href="#">Minimum # of residency units to be completed in the major</a>	18
Required supporting coursework	n/a
Major requirements. List all major requirements including core and electives.	CORE (25 units): COMM/PR 201: Introduction to Public Relations (3 units) PR 205: Public Relations Ethics (3 units) PR 317: Strategic Writing for Public Relations (3 units) PR 318: Persuasion (3 units)



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	<p>PR 393: Internship (3 units)            PR 421: Public Relations Campaigns (3 units)            PR 328: Public Relations Research (3 units) (New)            SBS 200: Statistics (4 units) or 3-unit equivalent (Math 163 or 263)</p> <p>ELECTIVES (14 required units):            PR 119: Public Speaking (3 units)            PR 202: Sports Public Relations (3 units)            PR 203: Nonprofit Public Relations (3 units)            PR 204: Strategic Public Relations (3 units)            PR 314: Creative Professional Communication (3 units)            PR 423: Public Relations and Crisis Communication (3 units)            COMM 411: Communication &amp; Conflict Management (3 units)            COMM 420: Communication and the Legal Process (3 units) (Do not display on advisement report)</p> <p>ART 358: Creative Strategies in Visual Design (3 units)</p> <p>ESOC 212: Social Media Strategies Across Professions (3 units)            ESOC 314: Theories of New Media (3 units)            ESOC 418: Information Trust, Manipulation and Deception (3 units)</p> <p>JOUR 407: Principles of Multimedia (3 units)            JOUR 420: Digital Communications Law (3 units)            JOUR 480: Advanced Multimedia (3 units)</p>
<p><b>Internship, practicum, applied course requirements (Yes/No). If yes, provide description.</b></p>	<p>Yes. Complete 3 units PR 393 Internship.</p>
<p><b>Senior thesis or senior project required (Yes/No).</b></p>	<p>No</p>
<p><b>Additional requirements (provide description)</b></p>	<p>No</p>
<p><b>Minor (specify if optional or required)</b></p>	<p>Required (second major replaces minor)</p>
<p><b>Any <a href="#">double-dipping restrictions</a> (Yes/No)? If yes, provide description.</b></p>	<p>Yes --- note double major COMM/PR (students can double-dip up to 6 classes)</p>



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**II. CURRENT COURSES--**

Course prefix and number (include cross-listings)	Units	Title	Pre-requisites	Modes of delivery (online, in-person, hybrid)	Typically Offered (F, W, Sp, Su)	Dept signed party to proposal? (Yes/No)
PR 119	3	Public Speaking	n/a	In-person		yes
COMM/PR 201	3	Introduction to Public Relations	n/a	Online, in-person		Yes
PR 202	3	Sports Public Relations	n/a	Online, in-person		Yes
PR 203	3	Nonprofit Public Relations	n/a	Online, in-person		Yes
PR 204	3	Strategic Public Relations	n/a	Online, in-person		Yes
PR 205	3	Public Relations Ethics	n/a	Online, in-person		Yes
PR 314	3	Creative Professional Communication	n/a	In-person		Yes
PR 317	3	Strategic Writing for Public Relations	n/a	Online, in-person		Yes
PR 318	3	Persuasion	n/a	Online, in-person		Yes
PR 328	3	Public Relations Research Methods and Techniques (new)	n/a	TBD		
PR 393/493	3	Internship	n/a	Online, in-person		yes
PR 421/521	3	Public Relations Campaigns	PR 317	Online, in-person		yes
PR 423	3	Crisis Communication and Public Relations	COMM/PR 201	Online, in-person		yes



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III. **NEW COURSES NEEDED** – using the table below, list any new courses that must be created for the proposed program. If the specific course number is undetermined, please provide level (i.e., CHEM 4XX). Add rows as needed.

Course prefix and number (include cross-listings)	Units	Title	Pre-requisites	Modes of delivery (online, in-person, hybrid)	Status*	Anticipated first term offered	Typically Offered (F, W, Sp, Su)	Dept signed party to proposal? (Yes/No)	Faculty members available to teach the courses
PR 2XX	3	Social Media Strategy		hybrid	D				
PR 4XX	3	Public Relations Student-run Agency	COMM/PR 201		D				
PR 328	328	Public Relations Research Methods and Techniques	None	In-person, online	A		F, S	Yes	
PR 3XX	3	Multimedia Storytelling	COMM/PR 201		D				
PR 4XX	3	Public Relations Management	COMM/PR 201		D				

\*In development (D); submitted for approval (S); approved (A)

IV. **FACULTY INFORMATION-**

Faculty Member	Involvement	UA Vitae link or Box folder link
Susan Holland	Associate Professor of Practice, Lambda Pi Eta faculty adviser, teach COMM/PR 201, PR 202, PR 203, PR 317	<a href="https://comm.arizona.edu/person/susan-holland">https://comm.arizona.edu/person/susan-holland</a>





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Carolyn Smith Casertano, APR, Fellow PRSA	Associate Professor of Practice, PRSSA Faculty adviser, teach COMM/PR 201, PR 205, PR 317, PR 423, advises PR Internships	<a href="https://comm.arizona.edu/person/carolyn-smith-casertano">https://comm.arizona.edu/person/carolyn-smith-casertano</a>
Rain Liu, Ph.D.	Assistant Professor, teach COMM/PR 201, PR 421,	<a href="https://comm.arizona.edu/sites/comm.arizona.edu/files/Rain%20Wuyu%20Liu%20CV%202023.pdf">https://comm.arizona.edu/sites/comm.arizona.edu/files/Rain%20Wuyu%20Liu%20CV%202023.pdf</a>
Bo Yang, Ph.D.	Assistant Professor, teach PR 318	<a href="https://comm.arizona.edu/sites/comm.arizona.edu/files/Yang%20CV%202023.pdf">https://comm.arizona.edu/sites/comm.arizona.edu/files/Yang%20CV%202023.pdf</a>

**V. GRADUATION PLAN –**

Semester 1		Semester 2		Semester 3		Semester 4	
Course prefix and number	Units	Course prefix and number	Units	Course prefix and number	Units	Course prefix and number	Units
ENGL 101	3	ENGL 102	3	Second Language	4	Second Language	4
Second Language	4	Second Language	4	GE Core: EP/BC	3	UNIV 301	1
UNIV 101	1	GE Core: EP/BC	3	GE Core: EP/BC	3	GE Core: EP/BC	3
GE Core: EP/BC	3	PR 201	3	PR 205	3	GE Core: EP/BC	3
MATH 107 OR 112	3	Statistics SBS 200	4	PR Research Methods	3	PR 317	3
<b>Total</b>	14	<b>Total</b>	17	<b>Total</b>	16	<b>Total</b>	14

Semester 5		Semester 6		Semester 7		Semester 8	
Course prefix and number	Units	Course prefix and number	Units	Course prefix and number	Units	Course prefix and number	Units
GE Core: EP/BC	3	PR Elective	3	PR 393	3	PR Elective	3
PR 318	3	PR Elective	3	PR Elective	3	Minor Course	3
PR 421	3	PR Elective	3	PR Elective	3	General Elective	3
PR Elective	3	Minor Course	3	Minor Course	3	General Elective	3
Minor Course	3	Minor Course	3	Minor Course	3	General Elective	2



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<b>Total</b>	15	<b>Total</b>	15	<b>Total</b>	15	<b>Total</b>	14
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**VI. Learning Outcomes and Curriculum Map** - Complete these tables as a summary of the learning outcomes from your assessment plan and an overview of where learning outcomes are addressed in the program. Use the examples below as models and refer to the explanations beneath each table. Additional resources are available from the [University Center for Assessment, Teaching and Technology](#).

**Learning Outcomes**

<b>Learning Outcome #1:</b> Produce clear, concise, and strategic content across various communication platforms.
<b>Concepts:</b> Strategic public relations writing and production; targeted messaging dissemination
<b>Competencies:</b> Identifies appropriate communication channels/vehicles for reaching key publics. Public relations writing is an essential, discrete skill that is not fully addressed in journalistic writing, composition or creative writing. Courses will address communication theory; concepts and models for mass, interpersonal, employee and internal communication; new and emerging communication technologies and their use and abuse; organizational communication and dynamics; communication with diverse audiences and across cultures; persuasion and propaganda; controlled versus uncontrolled communication; and feedback systems.
<b>Assessment Methods:</b> PR 317 Strategic Writing for PR class assignment
<b>Measures:</b> instructor grading of writing assignments and final portfolio, student exit survey
<b>Learning Outcome #2:</b> Conduct research and analyze relevant data to create strategic communication plans/proposals to support organizational goals.
<b>Concepts:</b> Public relations research, measurement and performance evaluation
<b>Competencies:</b> Applies primary and secondary, formal and informal, quantitative and qualitative methods. Uses a variety of research tools to gather information about the employer or client, industry and relevant issues. Investigates stakeholders' understanding of the product, organization and issues. Applies and analyzes research findings.
<b>Assessment Methods:</b> New PR Research class (PR research assignment), PR Campaigns class
<b>Measures:</b> instructor grading of relevant assignments and campaign, student exit survey
<b>Learning Outcome #3:</b> Develop diversity and inclusion initiatives informed by global and cross-cultural dynamics in public relations practice.
<b>Concepts:</b> Public relations research, interdisciplinary problem-solving, intercultural/multicultural communication and diversity management
<b>Competencies:</b> Determines how messages and messengers are interpreted by different audiences. Evaluates barriers that prevent changes to knowledge, attitude and behavior. Interprets how semantics, cultural norms, timing, context and related factors affect communication.
<b>Assessment Methods:</b> assignments, projects and campaigns; PR internship enrollment/data (required internships for all majors), and internship assignment



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<b>Measures:</b> instructor grading of assignments, projects and campaigns; PR internship enrollment/data (required internships for all majors), and internship assignment student exit survey
<b>Learning Outcome #4:</b> Evaluate public relations and strategic communication plans, using both quantitative and qualitative research methodologies.
<b>Concepts:</b> Public relations research, measurement and evaluation
<b>Competencies:</b> Determines if goals and objectives of public relations program were met and the extent to which outcomes of public relations programs have been accomplished. Uses evaluation results for future planning.
<b>Assessment Methods:</b> PR 421 Campaigns class assignment, PR 423 Crisis Communication class team assignment
<b>Measures:</b> instructor grading of assignments, projects and campaigns; instructor student exit survey

*Explanation: **Concepts** are the topics that students will learn in the program. **Competencies** are the skills they will learn. A **learning outcome** is their ability to apply the skills to the topics, or to use the skills and the topics together, in an observable way. The **assessment method** is where students will demonstrate the learning outcome, and a **measure** is how data will be pulled from the assessment method. Include both a direct and indirect assessment method and measurement for each learning outcome. Competencies and the learning outcomes need to reflect higher level learning: consider using verbs from the Application, Analysis, Synthesis, and Evaluation columns from this list when writing learning outcomes: <https://arizona.app.box.com/s/orx6coex8607hlmenrgl7dzhzjicpit>. We recommend 3-5 Learning Outcomes for a degree program.*

**Curriculum Map**

	PR/COMM 201	PR 205	PR 317	PR 318	PR 393	PR 421	PR 328
LO #1: Produce clear, concise, and strategic content across various communication platforms.	I	R	R			M	I
LO #2: Conduct research and analyze relevant data to create strategic communication plans/proposals to support organizational goals.	I	I		R	R	M	
LO #3: Develop diversity and inclusion initiatives informed by global and cross-cultural dynamics in public relations practice.	I		R		R	M	



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LO #4: Evaluate public relations and strategic communication plans, using both quantitative and qualitative research methodologies.	I		I		R	M	M
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*Explanation: The curriculum map lists the required courses for the program and indicates where each LO will be introduced (I), reinforced (R), and mastered (M).*

**VII. PROGRAM ASSESSMENT PLAN-**

Assessment Measure	Source(s) of Evidence	Data Collection Point(s)
Internship Placement Statistics	Student Survey	At completion of PR 393
Job Placement Statistics	Alumni Survey	At graduation and as part of alumni survey
Academic Program Review	Reviewers' responses	Every 7 years

**Deleted:** using the table below, provide a schedule for program evaluation 1) while students are in the program and 2) after completion of the major. Add rows as needed. Delete **EXAMPLE** rows.

**VIII. ANTICIPATED STUDENT ENROLLMENT-**complete the table below. What concrete evidence/data was used to arrive at the numbers?

5-YEAR PROJECTED ANNUAL ENROLLMENT					
	1 <sup>st</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	4 <sup>th</sup> Year	5 <sup>th</sup> Year
Number of Students	100	150	200	250	275

Data/evidence used to determine projected enrollment numbers:

Projections based in part on success of PR minor since its inception in 2019 (see below from 2/19/24 report)

Semester:	Fall 2019	Spring 2020	Fall 2020	Spring 2021	Fall 2021	Spring 2022	Fall 2022	Spring 2023	Fall 2023	Spring 2024
COMM Major (Main):	856	866	821	834	854	827	822	790	823	851
COMM Major (AZ Online):	95	107	194	219	218	219	272	262	266	285
PR Minor (Main):	176	200	210	232	218	265	264	315	319	325
PR Minor (AZ Online):	-	-	-	-	8	10	22	23	28	30

\*based on students who are enrolled in plan, not necessarily active in above term. PR Minor (AZ Online) launched Fall '21.



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IX. **ANTICIPATED DEGREES AWARDED**- complete the table below, beginning with the first year in which degrees will be awarded. How did you arrive at these numbers? Take into consideration departmental retention rates. Use [National Center for Education Statistics College Navigator](https://nces.ed/ipeds/datacenter/collegenavigator/) to find program completion information of peer institutions offering the same or a similar program.

PROJECTED DEGREES AWARDED ANNUALLY					
	1 <sup>st</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	4 <sup>th</sup> Year	5 <sup>th</sup> Year
Number of Degrees	30	50	66	82	90

Data/evidence used to determine number of anticipated degrees awarded annually: Estimates based on the approximate number of Communication majors graduating each year (33%). (see table below).

Semester:	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
COMM Graduates (Main):	259	250	248	215	211
COMM Graduates (AZ Online):	16	20	34	39	32
COMM Graduates (UA-UPC):	-	-	-	8	10

\*fiscal year, not academic. BA only. Based on degrees awarded—a student may be counted twice if they’ve completed multiple degrees.

Appendix A. Minor Requirements. N/A

Appendix B. Emphasis Print Information-N/A



## Course Use/Collaboration/Concern Form

Please use this form to notify other colleges that your proposed new program intends to use course(s) under their ownership; has identified potential avenues for interdisciplinary collaboration; and/or wants to hear their concerns about the creation of this program.

*Note: Requesting college should provide this request to leadership in unit who owns courses. Responding unit should respond within 10 business days from receipt. Lack of response after the 10 business days is presumed approval.*

**FOR REQUESTING COLLEGE:**

- I. **Initiating College:** Social and Behavioral Sciences
- II. **Representative(s) making the request:** Chris Segrin, Communication department head
- III. **Planned proposed program:** Public Relations major
- IV. **Planned program start date:** Fall, 2025
- V. **Courses planned to be included, belonging to college / departments:** ART 358

**FOR REVIEWING COLLEGE:**

- 1. Course #1 ART358: Creative Strategies in Visual Design    **Yes**     **No**     **Conditionally** :  
*Under what conditions?*

VI. **Parameters of Use (add rows as necessary):**

Undergraduate/Graduate

Course #	Units	Description of use (i.e., gen ed, major core, emphasis, elective/selective)
<i>Ex: GEOS170C</i>	<i>3</i>	<i>Gen ed</i>
ART 358	3	elective

VII. **Expected Yearly Enrollment (add rows as necessary):**

Course #	Units	Exp Enrollment for Yr 1	Exp Enrollment for Yr 2	Exp Enrollment for Yr 3



## Course Use/Collaboration/Concern Form

ART 358	3	>15	>15	>15

VIII. **Opportunities for Interdisciplinary Collaboration (leave blank if none):**

IX. **Concerns about Proposed Program (leave blank if none):**

X. **Representative(s) reviewing request:** Yuri Makino, Interim Associate Dean, Academic and Student Affairs, College of Fine Arts

Signature:

Date: \_\_\_9.14.24





**BUDGET PROJECTION FORM**

**Name of Proposed Program or Unit: Public Relations Major**

Budget Contact Person: Kimberley Young	Projected		
	1st Year 2025 - 2026	2nd Year 2026 - 2027	3rd Year 2027 - 2028
<b>METRICS</b>			
Net increase in annual college enrollment UG	100	150	200
Net increase in college SCH UG	6,183	9,275	12,367
Net increase in annual college enrollment Grad	-	-	-
Net increase in college SCH Grad	-	-	-
Number of enrollments being charged a Program Fee	-	-	-
New Sponsored Activity (MTDC)	-	-	-
Number of Faculty FTE	5	6	6
<b>FUNDING SOURCES</b>			
<b>Continuing Sources</b>			
UG Revenue	?	?	?
Grad Revenue	-	-	-
Program Fee Revenue (net of revenue sharing)	-	-	-
F and A Revenues	-	-	-
Reallocation from existing College funds (attach description)	-	-	-
Other Items (attach description)	-	-	-
<b>Total Continuing</b>	\$ -	\$ -	\$ -
<b>One-time Sources</b>			
College fund balances	?	?	?
Institutional Strategic Investment	-	-	-
Gift Funding	-	-	-
Other Items (attach description)	-	-	-
<b>Total One-time</b>	\$ -	\$ -	\$ -
<b>TOTAL SOURCES</b>	\$ -	\$ -	\$ -
<b>EXPENDITURE ITEMS</b>			
<b>Continuing Expenditures</b>			
Faculty	474,000	497,700	522,585
Other Personnel (advisor)	47,356	59,195	71,034
Employee Related Expense	151,680	159,264	167,227
Graduate Assistantships	-	-	-
Other Graduate Aid	-	-	-
Operations (materials, supplies, phones, etc.)	-	-	-
Additional Space Cost	-	-	-
Other Items (attach description)	-	-	-
<b>Total Continuing</b>	\$ 673,036	\$ 716,159	\$ 760,846
<b>One-time Expenditures</b>			
Construction or Renovation	-	-	-
Start-up Equipment	-	-	-
Replace Equipment	-	-	-
Library Resources	-	-	-
Other Items (attach description)	-	-	-
<b>Total One-time</b>	\$ -	\$ -	\$ -
<b>TOTAL EXPENDITURES</b>	\$ 673,036	\$ 716,159	\$ 760,846
<b>Net Projected Fiscal Effect</b>	\$ (673,036)	\$ (716,159)	\$ (760,846)

	Number of Students	Required Credits	Core Credits
Yr 1	100	39	25
Yr 2	150		
Yr 3	200		

*Formula for electives: Students need 14 elective units total (5 course). 8 of the 15 options are ho*

Elective Credits	Years in major (starting 2nd year)
7.42	3

*used in COMM, meaning COMM houses 53.3% of the elective units. Theref*

Anticipated SH	
	6183
	9275
	12367

*ore the calculation is 53% of the required 14 units per student is assumed to be SCH housed in COMM*

## Request to Establish New Academic Program in Arizona

Please complete all fields. Boxes may be expanded to accommodate longer responses. Clarifying field descriptions can be found below. Should you have any questions or concerns, please email Helen Baxendale, Director of Academic Affairs and Policy at [helen.baxendale@azregents.edu](mailto:helen.baxendale@azregents.edu)

**University:** University of Arizona

<b>Name of Proposed Academic Program:</b> Bachelor of Arts in Public Relations
<b>Academic Department:</b> Communication
<b>Geographic Site:</b> Main campus
<b>Instructional Modality:</b> hybrid
<b>Total Credit Hours:</b> 120
<b>Proposed Inception Term:</b> As soon as the COMM dept is able to hire two additional PR faculty; ideally Fall 2025
<p><b>Brief Program Description:</b></p> <p>The University of Arizona’s Bachelor of Arts in Public Relations will develop students’ skills in strategic planning, social media, media relations, crisis communications, event planning, campaign management, and public relations writing while emphasizing the importance of ethics, critical thinking and research. Upon graduation, students will be prepared to work in public and private sectors in PR agencies, PR departments in corporations, nonprofit organizations, government agencies, health care, legal institutions, educational settings, and more. The classes are taught by industry and academic experts with decades of domestic and international experience. Students will benefit from the ability to double major in PR and Communication and graduate with transferable skills to industry careers and/or pursuing a higher degree. A double major in PR and Communication has been designed not to increase the time to complete a degree.</p>
<p><b>Learning Outcomes and Assessment Plan:</b></p> <p>Graduates of this program will be able to:</p> <ol style="list-style-type: none"> <li>1. Produce clear, concise, and strategic content across various communication platforms.</li> <li>2. Conduct research and analyze relevant data to create strategic communication plans/proposals to support organizational goals.</li> <li>3. Develop diversity and inclusion initiatives informed by global and cross-cultural dynamics in public relations practice.</li> <li>4. Evaluate public relations and strategic communication plans, using both quantitative and qualitative research methodologies.</li> </ol> <p>Learning outcomes will be measured and assessed through quizzes, exams, papers, Capstone projects, presentations, campaigns, peer evaluations, internships and other forms of student work.</p> <p>Program assessment will be measured by qualitative and quantitative feedback through graduate and alumni data on job placement or promotions, input from student stakeholders</p>

and the Strategic Communications Advisory Board, which will be comprised of professionals and academics in public relations.

**Projected Enrollment for the First Three Years:**

Please provide anticipated enrollment numbers for each of the first three years of the proposed program

Year 1 – 100

Year 2 – 150

Year 3 - 200

**Evidence of Market Demand:**

According to the Q4 2023 Data Set of Lightcast, a global leader in labor market analytics, overall jobs in the public relations industry in Arizona are expected to grow more than 11% as forecast from 2023-2029, indicating strong market demand for graduates with public relations degrees. Graduates can expect to earn an annual salary of approximately \$63,400 in Arizona, and \$73,300 nationally.

According to the US Bureau of Labor Statistics, employment of public relations specialists is projected to grow 6 percent from 2022 to 2032, faster than the average for all occupations.

*Bureau of Labor Statistics, US Department of Labor, "Public Relations Specialists," in Occupational Outlook Handbook, April 9, 2021*

<https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>

<https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm#tab-6>

**Similar Programs Offered at Arizona Public Universities:**

Strategic Communication, Bachelor of Science; Public Relations emphasis, Northern Arizona University <https://catalog.nau.edu/Catalog/details?plan=STCOMBS&catalogYear=2324>

Communication, Bachelor of Arts; Arizona State University

<https://degrees.apps.asu.edu/bachelors/major/ASU00/LSCOMBA/communication>

**Objection(s) Raised by Another Arizona Public University?** YES NO

**If Yes, Response to Objections:**

Please provide details of how the proposing university has addressed the objection. If the objection remains unresolved, please explain why it is in the best interests of the university system and the state that the Board override it.

**New Resources Required? (i.e. faculty and administrative positions; infrastructure, etc.):**

Please provide an estimate of the personnel and infrastructure requirements of the proposed new program and the corresponding costs. Please specify if the proposed program requires new resources (e.g. new faculty lines; a new laboratory; new teaching assistantships or scholarships) or whether resource needs may be met through the reassignment or extension of existing ones. If resource extension or reassignment will impact extant programs and/or operations, please make this clear.

New resources will be required, including two additional full-time faculty positions -one tenure track and one career track; one major adviser; start-up equipment; promotional materials including digital and print and an outreach campaign. We anticipate funding for the two new

faculty hires will be available through reallocation of faculty resources due to realignment, etc..

**Plan to Request Program Fee/Differentiated Tuition?** YES NO

**Estimated Amount:**

**Program Fee Justification:**

If planning to levy a program fee, please justify the estimated amount.

Note: The fee setting process requires additional steps, and forms need to be completed. Please work with your university and the ABOR Finance team ([Leatta.McLaughlin@azregents.edu](mailto:Leatta.McLaughlin@azregents.edu)) to complete a fee request.

**Specialized Accreditation?** YES NO (after 5 years)

**Accreditor:**

Public Relations Society of America Certification in Education for Academic Programs in Public Relations (CEPR)



**New Academic Program  
PEER COMPARISON**

Program name, degree, and institution	Bachelor of Arts in Public Relations	BA or BS in Public Relations University of Oregon	BA in Public Relations and Advertising University of Southern California
Completions for last two years, <u>MAJORS only (can be found on market data report)</u>		➤ 440 students in program (source: <a href="#">UO Journalism &amp; Communication</a> )	270 students (source: <a href="#">USC Undergraduate Public Relations and Advertising</a> )  Lightcast report shows 77 completions in 2022
Program Description	The University of Arizona’s Bachelor of Arts in Public Relations will develop students’ skills in strategic planning, social media, media relations, crisis communications, event planning, campaign management, and public relations writing while emphasizing the importance of ethics, critical thinking and research. Upon graduation, students will be prepared to work in public and private sectors in PR agencies, PR departments in corporations, nonprofit organizations, government agencies, health care, legal institutions, educational settings, and more. The classes are taught by industry and academic experts with decades of domestic and international experience. Students will benefit from the ability to double major in PR and Communication and graduate with	Our students plan, create, and strategize in real-world settings. You’ll build your portfolio as you develop innovative campaigns for real clients in our student-run public relations firm, or expand your network in the Public Relations Student Society of America. Travel the country to rub elbows with public relations professionals, tour Silicon Valley agencies, and peek behind the scenes of high-profile communication departments at companies like Twitter and Google.	Public relations and advertising are the cornerstone of modern communication. Previously considered very separate disciplines, these functions have increased synergies as organizations rely on them to connect to their audiences through paid, earned, shared, and owned media. Students gain a range of skills from creative to strategic to analytic and land jobs in organizations of all types, including non-profits, entertainment brands, sports teams, social action groups, PR and ad agencies, and Fortune 500 companies. Upon graduation our students leave prepared for occupations in content creation; media and influencer relations; digital/social media marketing; applied research and data analysis; media buying and creative development; advertising and PR account management; and more.



	transferable skills to industry careers and/or pursuing a higher degree. A double major in PR and Communication has been designed not to increase the time to complete a degree.		
Target Careers from Market Data Report	Public Relations Specialists; Public Relations Managers; Advertising and Promotions Managers; Agents and Business Managers of Artists, Performers, and Athletes	Public Relations Specialists; Public Relations Managers; Advertising and Promotions Managers; Agents and Business Managers of Artists, Performers, and Athletes	Public Relations Specialists; Public Relations Managers; Advertising and Promotions Managers; Agents and Business Managers of Artists, Performers, and Athletes
Emphases? (Yes/No)	no	no	no
Minimum # of units required	39	32	44
Special requirements to gain admission to program? (i.e. pre-requisites, GPA, application, etc.)	no	3 pre-major requirement courses needed to declare pre-public relations: (J100-Media Professions, J101-Grammar for Communicators, J201-Media and Society), have a 2.90 cumulative GPA from University of Oregon (UO), and have 24 UO graded credits	no
<b>UG</b> - Level of Math required	SBS 200: Intro to Statistics for Social Sciences	For a bachelor of science (BS), you'll need to take at least one year of math (BA: none)	One course in quantitative reasoning
<b>UG</b> - Level of Second Language required	Fourth semester proficiency	For a bachelor of arts degree (BA), you'll need to take two years of a foreign language (BS: none)	
Internship, practicum, or applied/experiential requirements? If yes, describe.	Yes; students must complete a 3-unit internship	no	no
Additional requirements	None		

Additional questions:

1. How does the proposed program align with peer programs? Briefly summarize the similarities between the proposed program and peers, which could include curriculum, overall themes, faculty expertise, intended audience, etc.
  - Our program aligns with both the University of Oregon and the University of Southern California in course offerings, faculty expertise (a mix of career-track and tenure-track faculty) and strong support for industry involvement through mentoring, networking and internship opportunities.
  
2. How does the proposed program stand out or differ from peer programs? Briefly summarize the differences between the proposed program and peers, which could include curriculum, overall themes, faculty expertise, intended audience, etc.
  - Our program requires an internship, which provides students with industry experience and exposure. Students receive support securing an internship through the PR Faculty, and an active listserv of internship opportunities through the local UA communications/marketing community, the local business community and PR connections locally and nationally. The internship connects students with industry professionals, networking opportunities, invaluable job training and (when available) compensation.
  
3. How do these differences make this program more applicable to the target student population and/or a better fit for the University of Arizona?
  - Students who are required to complete an internship are statistically more likely to be ready for the work force post-graduation. According to *PR News*, in 2023 more than 60 percent of college graduates [completed an internship before graduation](#), and one-quarter of interns were hired as full-time employees at the end of the experience. In the public relations industry, where strategic communication and media relations are more than classroom concepts, internships allow students to immerse themselves in real-world campaigns, build a portfolio of successful projects, and hone their skills through mentorship and client interactions.

**From:** Daly, Diana - (didaly) <[didaly@arizona.edu](mailto:didaly@arizona.edu)>  
**Sent:** Thursday, April 25, 2024 12:38 PM  
**To:** Segrin, Chris - (segrin) <[segrin@arizona.edu](mailto:segrin@arizona.edu)>  
**Subject:** Re: Public Relations classes

Hi Chris, this sounds good. We look forward to working with your PR students and program.

Dr. Diana Daly

Associate Dean, Undergraduate Academic Affairs and Student Success

University of Arizona iSchool

Pronouns: She or they

Learn more about my work through the [Voices Media Lab](#) and the [Immersive Truth](#) project;

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**From:** Segrin, Chris - (segrin) <[segrin@arizona.edu](mailto:segrin@arizona.edu)>  
**Sent:** Tuesday, April 23, 2024 3:43 PM  
**To:** Daly, Diana - (didaly) <[didaly@arizona.edu](mailto:didaly@arizona.edu)>  
**Subject:** Public Relations classes

Hi Diana: I hope that this message finds you well. The Department of Communication is planning to submit a Public Relations major curriculum for approval from the university. In this proposal we are listing a number of required courses as well as a number of electives. We were wondering if we may have your permission to list the course below as one of the possible electives that PR majors would take to count toward their degree.

- ESOC 212: Social Media Strategies Across Professions

This course offers a broad survey of contemporary thinking about social media and examines mediated practices across sectors such as health care, education, government, museums, tourism, and business. Students will be exposed to a range of applicable theories, will be introduced to contemporary notions of information behavior (i.e., seeking, using, and negotiating information), will consider the historical evolution of new media environments, and will become familiar with information and social media literatures. In focusing on how people share social and practical information online, this course will examine how people aim to bring about particular outcomes via social media.

- ESOC 314: Theories of New Media

This course will lay a foundation for theoretical analyses of how people socially create and negotiate information socially, digitally, virtually, and through AI. In addition, this course investigates a variety of approaches ranging from critical cultural studies to behavioral research, considering the differing ways to think about social life and information in contemporary times. Lastly, this class will survey the theoretical underpinnings of new media research across a variety of topic areas to include gaming, eSports, eCommerce, digital gig labor, online communities, and networked publics.

- ESOC 418: Information Trust, Manipulation and Deception

Trust of information is critical for societies and governments to function and for communities and cultures to cohere. Such trust only grows more crucial amid today's widespread manipulation of mediated information and the deterioration of agreement over trustworthy sources. This course will arm you with the knowledge to analyze and refute or disseminate information effectively in this post-truth world. You will learn to detect misinformation and disinformation, disarm fake news, and cut through deception. You will also learn to create and share quality information using multimodal practices designed to leverage attention and gain trust across networked audiences and information cultures.

Thanks for considering this request.

Best Wishes,

Chris

Chris Segrin

Department Head

Steven W. & Nancy K. Lynn Endowed Professor of Communication

Regents Professor

Department of Communication

University of Arizona

Tucson, AZ 85721

(520) 621-1366

There is already an established Public Relations minor. Communication plans to continue this minor. Please see attached pages for the minor curriculum.

## Academic Advisement Report

UGRD.PRMINU  
Undergraduate Career  
Public Relations Minor  
Requirement Term: Fall 2023

MAIN Campus at TUCSON Location  
ONLN Campus at ONLN Location

### Minor in Public Relations

(RG17664)

**Overall Requirement Not Satisfied:** Minor in Public Relations

### Public Relations Minor

(R16176)

**Overall Requirement Not Satisfied:** Public Relations Minor

#### 1. Core Courses

(R16176/L10)

**Not Satisfied:** Complete 3 courses.

· **Courses:** 3.00 required, 0.00 completed, 3.00 needed

Term	Subject	Catalog Nbr	Course Title	Grade	Units	RptCd	RqDes	Type

#### Courses Available

COMM 201, COMM 318, PR 201, PR 317, PR 318

#### 2. Internship

(R16176/L20)

**Not Satisfied:** Complete 3 units.

· **Units:** 3.00 required, 0.00 completed, 3.00 needed

Term	Subject	Catalog Nbr	Course Title	Grade	Units	RptCd	RqDes	Type

#### Courses Available

PR 393, PR 493

#### 3. Electives

(R16176/L30)

**Not Satisfied:** Complete 6 units.

· **Units:** 6.00 required, 0.00 completed, 6.00 needed

Term	Subject	Catalog Nbr	Course Title	Grade	Units	RptCd	RqDes	Type

**Courses Available**

COMM 119, COMM 314, PR 119, PR 202, PR 203, PR 204, PR 205, PR 314, PR 421, PR 423

**Public Relations Minor Graduation Requirements**

(R16177)

**Overall Requirement Not Satisfied:** Public Relations Minor Graduation Requirements

**Minor Units**

(R16177/L10)

**Not Satisfied:** A minimum of 18 units are required in the minor.

- **Units:** 18.00 required, 0.00 completed, 18.00 needed

Term	Subject	Catalog Nbr	Course Title	Grade	Units	RptCd	RqDes	Type

**Minor GPA**

(R16177/L20)

**Satisfied:** A minimum GPA of 2.0 is required in the minor coursework.

- **Units:** 0.00 completed
- **GPA:** 2.000 required, 0.000 completed

**Minor Residency**

(R16177/L30)

**Not Satisfied:** A minimum of 3 units in the minor must be taken at the University of Arizona.

- **Units:** 3.00 required, 0.00 completed, 3.00 needed

Term	Subject	Catalog Nbr	Course Title	Grade	Units	RptCd	RqDes	Type

**Minor Upper Division**

(R16177/L40)

**Not Satisfied:** A minimum of 9 upper division units are required in the minor.

- **Units:** 9.00 required, 0.00 completed, 9.00 needed

Term	Subject	Catalog Nbr	Course Title	Grade	Units	RptCd	RqDes	Type



THE UNIVERSITY OF ARIZONA  
COLLEGE OF SOCIAL & BEHAVIORAL SCIENCES  
**School of Journalism**

September 12, 2024

Carolyn Casertano Smith  
Department of Communication  
College of Social and Behavioral Sciences

Dear Carolyn Casertano,

In collaboration with Communication for the proposed Major in Public Relations, the School of Journalism supports the following courses serving as optional electives for this academic plan:

- JOUR 407 (formerly 307): Principles of Multimedia
- JOUR 420: Digital Communications Law
- JOUR 480: Advanced Multimedia

These courses are already part of the School of Journalism's schedule of classes.

Sincerely,

Jessica Retis, Ph.D.  
Professor, Director, School of Journalism  
Director, Bilingual Journalism Program  
CUES Distinguished Fellow  
School of Journalism  
Marshall Building, Room 334  
845 N. Park Ave.  
University of Arizona, Tucson, Arizona 85721





THE UNIVERSITY OF ARIZONA  
COLLEGE OF SOCIAL & BEHAVIORAL SCIENCES  
**School of Journalism**

September 12, 2024

Carolyn Casertano Smith  
Department of Communication  
College of Social and Behavioral Sciences

Dear Carolyn Casertano,

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Sincerely,

Jessica Retis, Ph.D.  
Professor, Director, School of Journalism  
Director, Bilingual Journalism Program  
CUES Distinguished Fellow  
School of Journalism  
Marshall Building, Room 334  
845 N. Park Ave.  
University of Arizona, Tucson, Arizona 85721

**From:** Blakely, Colin Greene - (cblakely) <[cblakely@arizona.edu](mailto:cblakely@arizona.edu)>

**Sent:** Friday, May 3, 2024 12:17 PM

**To:** Segrin, Chris - (segrin) <[segrin@arizona.edu](mailto:segrin@arizona.edu)>

**Subject:** Re: Public Relations classes

Chris,

That makes perfect sense- **we're happy to support the inclusion of ART358 in the program.** Let me know if you need anything more formal on my end.

Best,

Colin

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**From:** Segrin, Chris - (segrin) <[segrin@arizona.edu](mailto:segrin@arizona.edu)>

**Date:** Friday, May 3, 2024 at 12:15 PM

**To:** Blakely, Colin Greene - (cblakely) <[cblakely@arizona.edu](mailto:cblakely@arizona.edu)>

**Subject:** RE: Public Relations classes

Colin: My PR people tell me that the 358 class would work just fine. Again, we are proposing a menu of about 10-12 elective classes from which students are required to take 4, so I am not anticipating a massive demand. Still, it would be great to see at least some of them get this content as part of their PR degree.

Thanks so much,

Chris

Chris Segrin

Department Head

Steven W. & Nancy K. Lynn Endowed Professor of Communication

Regents Professor

Department of Communication

University of Arizona

Tucson, AZ 85721

(520) 621-1366

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**From:** Blakely, Colin Greene - (cblakely) <[cblakely@arizona.edu](mailto:cblakely@arizona.edu)>

**Sent:** Wednesday, May 1, 2024 3:52 PM

**To:** Segrin, Chris - (segrin) <[segrin@arizona.edu](mailto:segrin@arizona.edu)>

**Subject:** Re: Public Relations classes

Hi Chris,

So we are in the process of adding a prerequisite to ART 265 (it just passed faculty last week). It is also heavily enrolled by majors, so getting a seat in the class can be challenging. These factors might make the class less than ideal for the PR program. The attached class is brand new (going through the course add process now), has no prereq's (in fact it serves as the new prereq for ART265) and generally has quite a few sections per semester. Would

you all consider that for the program? Alternately, we have a studio-based gened design course, though it is generally enrolled at over 50 students and would not provide as intensive an experience:

### **ART358 - Creative Strategies in Visual Design**

#### **Course Description**

This course examines issues, principles, methodologies, theories and visual language of graphic design, illustration and new media. Students will be required to keep a journal, create and write a case study, create four visual responses to design prompts, and participate in on-line discussions.

We also have several photo classes that might be of interest

### **ART242 - Introduction to Photographic Concepts**

#### **Course Description**

In this course, students will examine photographic history, theory, and practice. You will learn to apply the viewpoint of an artist to analyze image-based creative expressions, explore diverse perspectives, and investigate challenges faced by local, national, and online communities. Students will put this perspective into practice through the thoughtful creation of digital photographs, written reflections, and peer critique.

### **ART244 - Introduction to Photographic Practices and Visual Thinking**

#### **Course Description**

An introduction to the digital camera, image file processing, image library management and their application to the production of a body of contemporary photographic inquiry. A digital camera is required.

Let me know if further discussion would be useful.

Best,

Colin

---

**From:** Segrin, Chris - (segrin) <[segrin@arizona.edu](mailto:segrin@arizona.edu)>

**Date:** Thursday, April 25, 2024 at 2:54 PM

**To:** Blakely, Colin Greene - (cblakely) <[cblakely@arizona.edu](mailto:cblakely@arizona.edu)>

**Subject:** RE: Public Relations classes

Thanks for getting back to me Colin. Please let me know if your faculty have any questions that I may answer.

Best Wishes,

Chris

Chris Segrin

Department Head

Steven W. & Nancy K. Lynn Endowed Professor of Communication

Regents Professor

Department of Communication

University of Arizona

Tucson, AZ 85721

(520) 621-1366

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**From:** Blakely, Colin Greene - (cblakely) <[cblakely@arizona.edu](mailto:cblakely@arizona.edu)>  
**Sent:** Thursday, April 25, 2024 12:08 PM  
**To:** Segrin, Chris - (segrin) <[segrin@arizona.edu](mailto:segrin@arizona.edu)>  
**Subject:** Re: Public Relations classes

Thanks for reaching out about this Chris. Let me get some feedback from faculty in the program and I will circle back with you.

Best,

Colin

**COLIN BLAKELY** | Director

**School of Art** | University of Arizona

520.621.7000 | [art.arizona.edu](http://art.arizona.edu)

He | Him | His

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**From:** Segrin, Chris - (segrin) <[segrin@arizona.edu](mailto:segrin@arizona.edu)>  
**Date:** Tuesday, April 23, 2024 at 3:35 PM  
**To:** Blakely, Colin Greene - (cblakely) <[cblakely@arizona.edu](mailto:cblakely@arizona.edu)>  
**Subject:** Public Relations classes

Hi Colin: I hope that this message finds you well. The Department of Communication is planning to submit a Public Relations major curriculum for approval from the university. In this proposal we are listing a number of required courses as well as a number of electives. We were wondering if we may have your permission to list the course below as one of the possible electives that PR majors would take to count toward their degree.

- ART 265 Design Studio I: Introduction to visual communications, study of graphic design principles, history, and techniques. Students will produce projects exploring visual communication problems.

Thanks for considering this request.

Best Wishes,

Chris

Chris Segrin

Department Head

Steven W. & Nancy K. Lynn Endowed Professor of Communication

Regents Professor

Department of Communication

University of Arizona

Tucson, AZ 85721