⚠ THE UNIVERSITY OF ARIZONA⊛

FORM TO REQUEST SUBSTANTIAL CHANGES TO AN EXISTING UNDERGRADUATE MINOR

A request for substantial changes to an existing program requires approval from the school director/department head (managing administrator), college academic dean, Curricular Affairs, Undergraduate Council (UGC), and College Academic Administrators Council (CAAC). Additional approvals may be required, depending on the requested changes. Complete this form and submit to Martin Marquez (martinmarquez@email.arizona.edu) no later than October 25, 2019 to be considered for inclusion in the 2020-2021 Academic Catalog.

I.   Requested by (College & School/Department): SBS Department of Communication

II.   Proposer's name, title, email and phone number: Elena Chabolla, Undergraduate Program Coordinator, Sr., ecstauff@email.arizona.edu, 626-8240

III.   Minor name and number of students enrolled in the minor: Public Relations, 132 students enrolled

IV.   Describe proposed changes to the minor. Provide a rationale and explanation for making changes to the minor and include any relevant supporting data. Are changes being made to the corresponding major (if applicable)?
Four new PR faculty were hired by the Communication Department in AY 2019-2020. Two are professors of practice and teach a 4-4 load while the other two are assistant professors with a 2-2 teaching load. As experts in the field of Public Relations, these new faculty members are developing seven new courses specifically for the PR minor. These curricular updates will also affect the core courses as well as replace the electives that are offered by other departments. The electives from other departments were originally included in the PR Minor to round out the program, which has been in effect since AY 2018-2019.

V. Comparison Chart–complete the chart below using your existing <u>academic advisement report.</u> You may not need to complete all portions. Highlight row(s) indicating the proposed significant changes. You can find course information to help complete the chart below by using the <u>UA course catalog</u> or <u>UAnalytics</u> (Catalog and Schedule Dashboard> "Printable Course Descriptions by Department" On Demand Report; right side of screen). Proposed changes resulting in similar curriculum with other plans (within department, college, or university) may require completion of an additional comparison chart. Delete Example columns before submitting.

	Existing Minor Requirements	Proposed Minor Requirements
Minor name	Public Relations Minor	Public Relations Minor
CIP code–lookup <u>here</u> or contact <u>Martin Marquez</u> for assistance, if needed	09.0902 Public Relations/Image Management	09.0902 Public Relations/Image Management
Total units required to complete the minor	18	18
Upper-division units required to complete the minor	9	9
Total transfer units that may apply to this minor	15	15
List any special requirements to declare or gain admission to this minor (completion of specific coursework, minimum GPA to declare, workshop attendance, application, etc.)	Complete online information session.	Complete online information session.
Minor requirements. List all minor requirements including core and electives. Courses listed must include prefix, number, units, and title. Mark new coursework (New). Include any limits/restrictions in place/needed (house number limit, etc.). Provide email(s)/letter(s) of support from home department head(s) for courses being added and are not owned by your department. Recommend ordering requirements in the same order as your advisement report.	Complete 4 core courses: COMM 101 (3): Introduction to the Study of Communication PR 313 (3): Communication and Public Relations PR 317 (3): Strategic Writing for Public Relations PR 393/493 (3): Internship Complete 9 units from the following: BNAD 303 (3): Marketing Principles, Concepts & Tools PR 119 (3): Introduction to Public Speaking PR 209 (3): Introduction to Communication Technology	Complete 3 core courses: (NEW) PR 201 (3): Introduction to Public Relations PR 317 (3): Strategic Writing for Public Relations PR 318 (3): Persuasion Complete 3 units of: PR 393/493 (1-5) Internship Complete 6 units from the following: PR 119 (3): Public Speaking (NEW) PR 202 (3): Sports Public Relations (NEW) PR 203 (3): Nonprofit Public Relations (NEW) PR 204 (3): Public Relations Strategy

	PR 228 (3): Introduction to Research Methods in Communication	(NEW) PR 205 (3): Public Relations Ethics
	PR 314 (3): Creative Professional Communication	COMM 310 (3): Introduction to Organizational Communication
	PR 318 (3): Persuasion	COMM 228 (3): Introduction to Research Methods in Communication (leaving as elective for now but the course will be removed from this list once PR 328 is offered – no sooner than Fall 2021)
	ENGL 307 (3): Business Writing	
	ESOC 212 (3): Social Media Strategies Across Professions	
	ESOC 213 (3): The Past & New Media	PR 314 (3): Creative Professional Communication
	ESOC 300 (3): Digital Storytelling & Culture	(NEW) PR 328 (3): Public Relations Research Methods & Techniques (will be offered no sooner than Fall 2021)
	JOUR 109 (3): Introduction to Journalism	(NEW) PR 421 (3): Public Relations Campaigns
	JOUR 209 (3): Writing & Reporting	(NEW) PR 423 (3): Public Relations Crisis Communication
	JOUR 219 (3): Media Law & Ethics	
	JOUR 319 (3): Visual Journalism	
Internship, practicum, applied course requirements. (Yes/No). If yes, provide description.	Yes. Students must complete internship experience for credit at an approved location.	Yes. Students must complete internship experience for credit at an approved location.
Senior thesis or senior project required (Yes/No). If yes, provide description.	No	No
Additional requirements (provide description)	None	None

VI.   **Peer institution comparison**- describe how your modified minor requirements are similar and different from minor requirements of two peer institutions. Select peers from (in order of priority) ABOR approved institutions, AAU members, and/or other relevant institutions recognized in the field.

The modified Public Relations minor requirements include new courses developed by newly-hired PR faculty in the Communication Department at the University of Arizona. The two peer institutions we are using for comparison that offer PR minors are Michigan State University and University of Illinois.

-- **Michigan State University's Minor in Public Relations** (Department of Advertising and Public Relations) includes a focus on advertising and journalism and the curriculum reflects this via subjects and topics. For example, the MSU program includes ADV 325 Public Relations Techniques and Ethics, similar to our new PR 328 Public Relations Research Methods and Techniques. However, we chose to create a separate PR 205 PR Ethics course that as a lower-division course can be taken early in the program to establish the importance of

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understanding ethical principles, practices, and decision-making. Both programs include courses in Public Relations Strategy and Campaigns. However, our program also includes electives in Sports PR, Crisis Communication, Nonprofit PR, and the core classes in our program include a lower-division PR Introduction class as well as an upper division Strategic Writing for Public Relations and an upper division course in Persuasion.

-- **University of Illinois Public Relations Minor**: The requirements for the PR minor at the University of Illinois contain courses in subjects such as Advertising, Journalism, and Communication. Courses in Communication, Journalism, and Public Relations currently round out the current PR Minor at the University of Arizona. However, the new PR-specific courses developed for the modified PR Minor, such as PR 201 Introduction to Public Relations, and PR 205, PR Ethics, take the place of Communication and Journalism courses that touch on the topics of focus. The newly-developed Public Relations courses will have unique numbers and titles/descriptions, and the content will be solely in the realm of Public Relations. While the University of Illinois's PR minor advanced electives include ADV 290 Special Topics, and JOUR 460 Special Topics, the University of Arizona's PR minor will offer advanced courses such as PR 421 Public Relations Campaigns, and PR 423 Public Relations Crisis Communication. Both of the aforementioned courses were developed after being taught under COMM 496Z Topics in Communication.

VII.   **Faculty impact**–indicate if new faculty hires will be required to deliver the proposed modified/new curriculum.
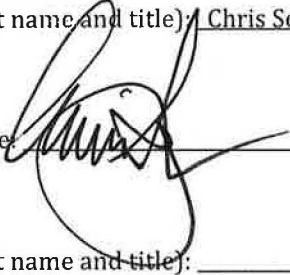
Four new PR faculty joined the Communication Department in Academic Year 2019-2020, and they will be teaching the new PR courses that will be added to the catalog in AY 2020-2021.

VIII.   **Budgetary Impact**– indicate new resources needed and source of funding to implement the proposed changes. If reallocating resources, indicate where resources will be taken from and the impact this will have on students/faculty/program/unit.

The department does not anticipate additional resources to implement the proposed changes.

IX.   Required signatures

Managing unit administrator (print name and title): Chris Segrin, Department Head, Department of Communication

Managing administrator's signature: _____   Date: 21 Oct 2019

Managing unit administrator (print name and title): _____

Managing administrator's signature: _____   Date: _____

Dean (print name): _Amy Kimme Hea_

Dean's signature: _____   Date: 10/21/19

Dean (print name): _____

Dean's signature: _____   Date: _____

Note: In some situations, signatures of more than one unit head and/or college dean may be required.

For use by Curricular Affairs:

Committee	Approval date
Academic Programs Subcommittee	
Undergraduate Council	
College Academic Administrators Council	

☐ Notify proposers of approval
☐ Upload proposal documents to relevant plan table values
☐ Notify ADVIP team, include proposers

If name change requested & approved:
☐ Create approval memo
☐ Send memo to college/dept and acad_org listserv
☐ Create new plan code
☐ Add last admit term to previous plan code
☐ Upload proposal documents to relevant plan table values
☐ Notify ADVIP team, include proposers