

COLLEGE OF ARTS AND SCIENCES
PROGRAM CHANGES/DELETIONS

	Signature	Recommendation	Review Date
Dept. Chair	<u>Kelley Menzies</u>	<u>approve</u>	<u>3/22/10</u>
Division	<u>John H. ...</u>	<u>approved</u>	<u>3/24/10</u>
Dept. of Educ. (If course relates to teacher certification program.)	_____	_____	_____
Dean	<u>Gordon D. McQuinn</u>	<u>Approved</u>	<u>9/16/10</u>
Curriculum Committee	<u>[Signature]</u>	<u>Approval</u>	<u>10/22/10</u>
Accepted By CFC	<u>[Signature]</u>	<u>Approved</u>	<u>11/3/10</u>
CAS Faculty	<u>Rance D. ...</u>	<u>Approved</u>	<u>Dec. 9, 2010</u>
Approved By:	Faculty Senate _____	University Faculty _____	WU Board of Regents _____

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:** *hours*
- 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

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.

Approved by Faculty Senate 1/24/2011