Department: COM

Initiator name: Leigh Ford

Initiator email: leigh.ford@wmich.edu

Proposed effective term: 201940

Does course need General Education approval?: N

Will course be used in teacher education?: N

If 5000 level course, prerequisites apply to: U

Proposed course data:
Change Course COM 4500
Specific Course Change type selected: Title

1. Existing course prefix and number:
COM 4500

2. Proposed course title:
Public Relations Campaign Development

3. Existing Banner course title:
Publ Reltns/Progrm Develop

4. Proposed course title to be entered in Banner:
Public Reltns Campaign Devel

A. Please choose Yes or No to indicate if this class is a Teacher Education class:
No

B. Please choose the applicable class level:
Undergraduate

C. Please choose Yes or No to indicate if this class is a General Education class:
No

D. Explain briefly and clearly the proposed improvement.
This proposal moves to change the title of the current course Public Relations Program Development to Public Relations Campaign Development.

E. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.).
The title Public Relations Campaign Development will better reflect the content and the objectives of the course, making the course’s content and expectations clearer to the students.
As evident from the following course objectives/learning outcomes, the course is about public relations campaign development:

- Develop a public relations campaign for a real client by following the four steps of the strategic management process.
- Conduct primary research of the target audiences for your campaign using qualitative and quantitative research methods.
- Apply the findings from your primary research to the development of campaign’s goals, objectives, strategies and tactics.
- Strategically select appropriate public relations tactics and design them for your client/campaign.
- Present (pitch) your campaign to the client.
- Put together a written campaign book. The book will become a part of your professional portfolio once you enter a public relations job/internship market.

F. List the student learning outcomes for the proposed course or the revised or proposed major, minor, or concentration. These are the outcomes that the department will use for future assessments of the course or program.

Not applicable

G. Describe how this curriculum change is a response to student learning assessment outcomes that are part of a departmental or college assessment plan or informal assessment activities.

This change arises from faculty desire for the title of the course to more accurately reflect the objectives and activities of the course.

H. Effect on other colleges, departments or programs. If consultation with others is required, attach evidence of consultation and support. If objections have been raised, document the resolution. Demonstrate that the program you propose is not a duplication of an existing one.

None

I. Effect on your department’s programs. Show how the proposed change fits with other departmental offerings.

None

J. Effects on enrolled students: are program conflicts avoided? Will your proposal make it easier or harder for students to meet graduation requirements? Can students complete the program in a reasonable time? Show that you have considered scheduling needs and demands on students’ time. If a required course will be offered during summer only, provide a rationale.

No effects

K. Student or external market demand. What is your anticipated student audience? What evidence of student or market demand or need exists? What is the estimated enrollment? What other factors make your proposal beneficial to students? This change clarifies the course focus for students and more closely aligns with industry language and practice.

L. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. Tell how you will staff additions to the program. If more advising will be needed, how will you provide for it? How often will course(s) be offered? What will be the initial one-time costs and the ongoing base-funding costs for the proposed program? (Attach additional pages, as necessary.) None

M. General education criteria. For a general education course, indicate how this course will meet the criteria for the area or proficiency. (See the General Education Policy for descriptions of each area and
proficiency and the criteria. Attach additional pages as necessary. Attach a syllabus if (a) proposing a new course, (b) requesting certification for baccalaureate-level writing, or (c) requesting reapproval of an existing course.) Not applicable

N. (Undergraduate proposals only) Describe, in detail, how this curriculum change affects transfer articulation for Michigan community colleges. For course changes, include detail on necessary changes to transfer articulation from Michigan community college courses. For new majors or minors, describe transfer guidelines to be developed with Michigan community colleges. For revisions to majors or minors, describe necessary revisions to Michigan community college guidelines. Department chairs should seek assistance from college advising directors or from the admissions office in completing this section.
Not applicable

O. Current catalog copy:
COM 4500 - Public Relations Program Development
This is an advanced course in public relations emphasizing research methodology, developing planning objectives, and program evaluation for corporate, governmental, educational, and social service organizations.

Prerequisites & Corequisites: Prerequisites: (COM 2010 or COM 3000) and (COM 2500 or COM 3500); with a grade of “C” or better in all prerequisites.

Credits: 3 hours

Restrictions: Restricted to the following majors/minors: Communication Studies, Pre-Communication Studies, Journalism, Pre-Journalism, Organizational Communication, Pre-Organizational Communication, Public Relations, Pre-Public Relations, Pre-Communication.

P. Proposed catalog copy:
COM 4500 - Public Relations Campaign Development

This is an advanced course in public relations emphasizing research methodology, developing planning objectives, and program evaluation for corporate, governmental, educational, and social service organizations.

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Department Curriculum Chair approver: Leigh Ford

Department Curriculum Chair comment:
Date: 04-MAY-2018

Department approver: Leigh Ford

Chair comment:

Date: 04-MAY-2018