PROPOSAL:  Bachelor of Arts in Strategic Communication: Public Relations

Background

The Undergraduate Studies Council of the Faculty Senate has approved the creation of the Strategic Communication: Public Relations concentration. This proposal is related to the proposal that established the Strategic Communication major and is part of the reorganization of the School of Communication’s undergraduate curriculum. The proposed Strategic Communication major requires students to take courses in at least one area of strategic communications to obtain the degree. Students, however, may choose to take a series of courses in other areas, and creation of this, and the other concentrations proposed, will allow students’ academic record to acknowledge the expertise they have acquired.

Recommended Action

Create the Bachelor of Arts in Strategic Communication: Public Relations concentration.