

LSC Use Only Proposal No:  
LSC Action-Date:

UWUCC Use Only Proposal No: 12-659.  
UWUCC Action-Date: App-11/27/12 Senate Action Date: App-1/29/13

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

**1. Course Proposals (check all that apply)**

New Course     
  Course Prefix Change     
  Course Deletion  
 Course Revision     
  Course Number and/or Title Change     
  Catalog Description Change

Current course prefix, number and full title: JRNL490 Public Relations II

Proposed course prefix, number and full title, if changing: JRNL490 Public Relations Writing

**2. Liberal Studies Course Designations, as appropriate**  
This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

Learning Skills   
  Knowledge Area   
  Global and Multicultural Awareness   
  Writing Across the Curriculum (W Course)  
 Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)

Global Citizenship     
  Information Literacy     
  Oral Communication  
 Quantitative Reasoning     
  Scientific Literacy     
  Technological Literacy

**3. Other Designations, as appropriate**

Honors College Course     
  Other: (e.g. Women's Studies, Pan African)

**4. Program Proposals**

Catalog Description Change     
  Program Revision     
  Program Title Change     
  New Track  
 New Degree Program     
  New Minor Program     
  Liberal Studies Requirement Changes     
  Other

Current program name: \_\_\_\_\_

Proposed program name, if changing: \_\_\_\_\_

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)	<i>[Signature]</i>	10-14-12
Department Chairperson(s)	<i>[Signature]</i>	10-25-12
College Curriculum Committee Chair	<i>[Signature]</i>	10/29/12
College Dean	<i>[Signature]</i>	10/29/12
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs	<i>[Signature]</i>	11/27/12

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Liberal Studies

## **II. Description of Curriculum Change**

### **1. Course Description**

#### **JRNL 490 Public Relations Writing**

**3c-01-3cr**

**Prerequisites:** JRNL 220, 126

A public relations writing class that includes assignments such as releases, features, newsletters, reports, biographies, rewrites, hometown stories, copyediting, interviewing, research, and special projects.

### **2. Proposed Changes**

- a. Title change from Public Relations II to Public Relations Writing
- b. Prerequisite changes from JRNL326 to JRNL126

#### **JRNL 490 Public Relations II**

**3c-01-3cr**

**Prerequisites:** JRNL 220, 326

A public relations writing class that includes assignments such as releases, features, newsletters, reports, biographies, rewrites, hometown stories, copyediting, interviewing, research, and special projects.

### **3. Rationale for Change**

JRNL326 Public Relations I title has been changed as part of the program revision. Therefore, the title of Public Relations II had to be changed. The new title more aptly reflects the content of the course, which is taught in a computer lab where writing is the major component. The prerequisite change reflects the renumbering of JRNL326 to JRNL126.