

LSC Use Only Proposal No: _____ UWUCC Use Only Proposal No: 12-65h
 LSC Action-Date: _____ UWUCC Action-Date: AP-11/27/12 Senate Action Date: App-1/29/13

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit Journalism	Phone 724-357-2748

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: JRNL326 Public Relations I

Proposed course prefix, number and full title, if changing: JRNL126 Introduction to Public Relations

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




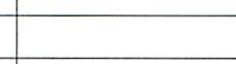
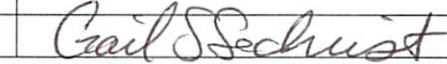
Honors College Course Other: (e.g. Women's Studies, Pan African)

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)		<u>10-14-12</u>
Department Chairperson(s)		<u>10-15-12</u>
College Curriculum Committee Chair		<u>10/29/12</u>
College Dean		<u>10/29/12</u>
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs		<u>11/28/12</u>




II. Description of Curriculum Change

1. Course Description

JRNL 126 Introduction to Public Relations

3c-0l-3cr

Introduces the principles, practices, programs, and possibilities in the various areas of public relations.

2. Summary of Changes

Course Title Change from Public Relations I to Introduction to Public Relations

Lowering the level of the course from 300-level to 100-level

Elimination of the prerequisites

JRNL 326 Public Relations I

3c-0l-3cr

Prerequisites: JRNL 102, 120 or 220

Introduces the principles, practices, programs, and possibilities in the various areas of public relations.

3. Rationale for change

The new course title emphasizes that this course is intended as an overview of the public relations profession. Since this course is intended to acquaint students with the profession to assess their interest in this field of study, making it a 100-level course allows the students to make their decisions early in their academic careers. Again, because it is an introductory level course, it should not require prerequisites.