

LSC Use Only Proposal No:
LSC Action-Date:

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

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person(s)	Michele Papakie	Email Address	Michele.Papakie@iup.edu
Proposing Department/Unit	Journalism	Phone	724-357-4411

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)

- | | | |
|------------------------------------------|------------------------------------------------------------|----------------------------------------------------------------|
| <input type="checkbox"/> New Course | <input type="checkbox"/> Course Prefix Change | <input type="checkbox"/> Course Deletion |
| <input type="checkbox"/> Course Revision | <input type="checkbox"/> Course Number and/or Title Change | <input checked="" type="checkbox"/> Catalog Description Change |

Current course prefix, number and full title: JRNL492 Problem Solving in Public Relations

Proposed course prefix, number and full title, if changing:

2. Liberal Studies Course Designations, as appropriate

This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

- | | | | |
|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> Learning Skills | <input type="checkbox"/> Knowledge Area | <input type="checkbox"/> Global and Multicultural Awareness | <input type="checkbox"/> Writing Across the Curriculum (W Course) |
| <input type="checkbox"/> Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one) | | | |
| <input type="checkbox"/> Global Citizenship | <input type="checkbox"/> Information Literacy | <input type="checkbox"/> Oral Communication | |
| <input type="checkbox"/> Quantitative Reasoning | <input type="checkbox"/> Scientific Literacy | <input type="checkbox"/> Technological Literacy | |

3. Other Designations, as appropriate

- | | |
|------------------------------------------------|---------------------------------------------------------------------|
| <input type="checkbox"/> Honors College Course | <input type="checkbox"/> Other: (e.g. Women's Studies, Pan African) |
|------------------------------------------------|---------------------------------------------------------------------|

4. Program Proposals

- | | | | |
|-----------------------------------------------------|--------------------------------------------|--------------------------------------------------------------|------------------------------------|
| <input type="checkbox"/> Catalog Description Change | <input type="checkbox"/> Program Revision | <input type="checkbox"/> Program Title Change | <input type="checkbox"/> New Track |
| <input type="checkbox"/> New Degree Program | <input type="checkbox"/> New Minor Program | <input type="checkbox"/> Liberal Studies Requirement Changes | <input type="checkbox"/> Other |

Current program name:

Proposed program name, if changing:

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)		10-14-12
Department Chairperson(s)		10-22-12
College Curriculum Committee Chair		10/29/12
College Dean		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		11/28/12

Received

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Liberal Studies

II. Description of Curriculum Change

1. Course Description

JRNL 492 Problem Solving in Public Relations 3c-01-3cr

Prerequisite: JRNL 126

Introduces techniques for analyzing and tracking information flow in organizations. Introduces creative problem-solving techniques which are standard practice in corporate research groups.

2. Summary of Changes

Prerequisite change from JRNL328 to JRNL126

JRNL 492 Problem Solving in Public Relations 3c-01-3cr

Prerequisite: JRNL 328

Introduces techniques for analyzing and tracking information flow in organizations. Introduces creative problem-solving techniques which are standard practice in corporate research groups.

3. Rationale for change

JRNL492 is an upper-division course for students heading to a career in public relations. The lower-level PR course, JRNL126, is the more appropriate prerequisites than JRNL328 News Reporting.