

AUG 11 1993

LSC Use Only
Number: _____
Action: _____
Date: _____

UWUCC Use Only
Number: 93-36
Action: App
Date: UWUCC - 2/15/94
Senate 5/3/94

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: JN 492 Problem Solving in Public Relations
Suggested 20 Character Course Title: JN 492 Problem Solving in PR
Department: Journalism
Contact Person: Dr. James M. DeGeorge

II. If a course, is it being Proposed for:

- Course Revision/Approval Only
- Course Revision/Approval and Liberal Studies Approval
- Liberal Studies Approval Only (course previously has been approved by the University Senate)

III. Approvals

James DeGeorge
Department Curriculum Committee
[Signature]
College Curriculum Committee

James DeGeorge (acting)
Department Chairperson
[Signature] 8/4/93 No New Resources Requested
College Dean *

Director of Liberal Studies
(where applicable)

Provost (where applicable)

*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

IV. Timetable

Date Submitted to LSC: _____

Semester to be implemented: _____

Date to be published in Catalog: _____

to UWUCC: _____

JN 492 Problem Solving in Public Relations

3 credits
3 lecture hours
(3c-01-3sh)

Prerequisite: JN 102, JN 220

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

JN 492--Problem Solving in Public Relations (writing intensive)
James DeGeorge

This is one of the department's advanced Public Relations writing courses. It's designed to dovetail with the department's other PR writing courses.

In the course we take a case study approach and look at real documents and real companies and organizations. We study problems that require some kind of writing solution and we attempt to solve them.

We work on technical news releases for print and broadcast media. We write backgrounders and position statements as well as segments of corporate annual reports; we write speeches and promotional material for all media. We wind up the course with a case project that calls for a coordinated group of documents focusing on one company.

Part II. 2.

OLD CATALOG NUMBER AND DESCRIPTION

JN 106 Basic Journalistic Skills (required)
 JN 343 History of American Journalism
 JN 323 Management in Mass Comm.
 JN 346 Advanced Reporting
 JN 349 Public Affairs Reporting
 JN 350 Advertising Writing
 JN 390 Public Relations II
 JN 391 Presentation Making in Pub. Rel.
 JN 392 Problem Solving in Public Relations
 JN 394 Document Design II

NEW CATALOG NUMBER AND DESCRIPTION

JN 102 Basic Journalistic Skills (required)
 JN 243 History of American Journalism
 JN 423 Management in Mass Comm.
 JN 446 Advanced Reporting
 JN 449 Public Affairs Reporting
 JN 450 Advertising Writing
 JN 490 Public Relations II
 JN 491 Presentation Making in Pub. Rel.
 JN 492 Problem Solving in Public Relations
 JN 494 Document Design II

Part II. 3. Justification/Rational for changes.

The existing system of numbering journalism courses does not adequately reflect the sequence in which students should take them nor the relative level of difficulty of the courses. For instance, the first journalism course our students should take, Basic Journalistic Skills, Jn 106, is not our lowest numbered course. And there are a number of 300 level courses which are actually advanced senior level courses. An example would be our management course, Jn 323, Management in Mass Communications. It requires field experience. It's unquestionably a senior level course.

For reasons no one can remember, the original numbering did not adequately represent the logic and sequence of our program. The changes proposed would accurately mirror a long-existing reality. There are no changes in course content.

The changes in prerequisites proposed will merely be consonant with the renumbering we propose.