

**Notice of Change for Public Relations
Date: 9/21/2016**

A. PROGRAM INFORMATION

1. Name of institution

University of Rhode Island

2. Name of department, division, school or college

Department: Communication Studies

College: A&S

3. Intended initiation date of program change. Include anticipated date for granting first degrees or certificates, if appropriate.

Initiation date: Fall 2017

First degree date: Spring 2021

4. Intended location of the program: Unchanged

5. Summary description of proposed program (not to exceed 2 pages).

See attached document

If applicable, please include the existing URI catalog language and proposed catalog language changes that relate to your request.

6. Signature of the President

David M. Dooley

Program Changes for Public Relations

The following changes are proposed for the PR program based upon its rapid growth and our intent to refine the elective courses in the program so that they more effectively cohere around specific focus areas and career objectives. Consistent with the academic strategic plan, it will provide students in the major with *an opportunity to customize the major, while offering more interdisciplinary learning opportunities*. The rapid growth in the program and increasing demand has created the need to have students enter the program sooner, September of third semester, so that we can more effectively and efficiently deliver the major across additional semesters to a growing number of students. The changes to the pre-requisites are also put forward for these reasons. Together these changes *ensure students greater access to the gateway courses of the major and advance timely degree completion*, which also furthers the academic and strategic plan.

We have also streamlined the minor to have one standard set of requirements for all students regardless of major rather than different majors having different requirements. We are confident that these changes will enable the continued success for our students and the PR program.

1. Change pre-requirement of Com 202 to Com 100 (PRS 100 remains unchanged). Using Com100 will allow students to apply for the PR major sooner because Com 100 is the pre-requirement for Com 202, which is the current pre-requirement.
2. Students will apply for the PR major in September of their third semester.
3. Remove the 4 course (12 credits) requirement and the categories of A, B, C, and D. These are to be replaced with the following focus areas and a requirement that three courses (9 credits) be selected from one of the following focus areas:

Entrepreneurial Focus Area:

BUS 140 (Intro to Business)
BUS 341 (Organizational Behavior)
BUS 365 (Marketing Principles)
~~BUS 450 (Small Business)~~
BUS 449 (Entrepreneurship)
BUS 468 (Global Marketing)
WRT 227 (Business Communications ~~Writing~~)
COM 202 (Public Speaking)
Com 302 (Advanced Public Speaking)
COM 351 (Organizational Communication Skills)
COM 402 (Leadership and Motivation)

Event Management Focus Area:

ART 204 (Digital Art and Design I)
ART 213 (Photography I: B/W Photography)
PRS 200 (Introduction to Event Management~~Planning~~)

COM 202 (Public Speaking)
 COM 221 (Interpersonal Communication)
 COM 251 (Small Group ~~Communication~~ ~~Decision Making~~)
 COM 351 (Organizational ~~Com~~munication Skills)
 COM 302 (Advanced Public Speaking)
 COM 445 (Media Advertising)
 WRT 201 (~~Writing Argumentative and~~ Persuasive ~~Texts~~Writing)

Social Media Focus Area:

ART 204 (Digital ~~Art and~~ Design ~~I~~)
 PRS 300 (Social Media Strategies for PR)
 COM 202 (Public Speaking)
 COM 246 (New Media and Society)
 COM 346 (Social and Cultural Aspects of Media)
 COM 446 (Media Theory)
 WRT 201 (~~Writing Argumentative and~~ Persuasive ~~Texts~~Writing)
 WRT 235 (Writing in Electronic Environments)
 PRS/COM 442 (Strategic Media Communication)

Proposed Catalog Changes to Major and Minor:

Major: _____

Students must complete the following courses before being accepted into the major: PRS 100: Intro to Public Relations and COM ~~202: Public Speaking~~, ~~100: Fundamentals of Communication~~. Students apply to the public relations program in ~~February~~September of each year. The major requires an overall GPA of 2.50 and a 2.50 GPA in the pre major courses. ~~Exception: discretion of the chairperson of Communication Studies.~~

The major requires ~~39~~36 credits: two pre major courses (PRS 100, COM ~~202~~, ~~100~~); students enroll in the following courses once accepted to the major PRS 320, 340, 441, 491; COM 381, ~~WRT~~; PRS 331 (prerequisite of a 200 level WRT course), and ~~JOR~~PRS 341 (~~21~~ ~~2124~~). Students must complete ~~four~~three courses (~~12~~9 credits) ~~from~~in one of the following ~~including at least one course from each category~~focus areas

• ~~Category A: JOR 321, WRT 201, 235, 302, 303, 304, 333; Category B: BUS 365, 465, 468; Category C: COM 302, 351, 415, 450; Category D: COM 415; JOR 410, 442; PRS 200, 300, 442; PSY 335.~~ •
Entrepreneurial: BUS 140, BUS 341, BUS 365, BUS 449~~50~~, BUS 468, WRT 227, COM 202, COM 302, COM 351, COM 402; Event Management: ART 204, ART 213, PRS 200, COM 202, COM 221, COM 251, COM ~~302~~4, COM 351, COM 302, COM 445, WRT 201; Social Media: ART 204, PRS 300, COM 202, COM 246, COM 346, COM 446, WRT 201, WRT 235, PRS/COM 442.

A student must maintain a 2.00 grade point average in her or his major to meet graduation requirements. A total of 120 credits is required for graduation. At least 42 of these must be at the 300 level or above. A minor is also available (see Interdepartmental Minors).

Minor:

~~Students can minor in public relations by completing 18 course credits from communication studies, journalism, and marketing, as specified. Communication studies majors take any WRT course in addition to their general education requirement, PRS 491, JOR/PRS 340, BUS 365, and two additional marketing courses. Journalism majors take COM 210, 302, 351, BUS 365, and two additional marketing courses. Marketing majors take any WRT course in addition to their general education requirement, PRS 340, 491, and COM 210, 302. Other majors take two applicable courses in communication studies, journalism, and marketing. Interested students should contact Regina Bell (401.874.2857)~~

Students minor in public relations by completing 18 course credits from the following courses: PRS100, COM100, PRS200 or 300, PRS 340, COM200-level or COM300-level, WRT200-level, and PRS491.

Proposed changes to pre-requisites (separate forms attached):

PRS 100: Cut "For freshmen and sophomores only." There should be no pre-requisites.

PRS 200: There should be no pre-requisites

PRS 300: Pre-requisite should be Com Studies or PR majors.

PRS 491: Cut 441, Com 381 and JOR 341. Replace with: Pre: Public relations majors only; PRS 340.

PRS Course and Curricular Submissions

Kevin McClure <krmcclure@uri.edu>
To: Joanne Lawrence <jlawrence@uri.edu>

Fri, Oct 14, 2016 at 1:53 PM

Hi Joanne: Here is the exchange of emails among Dan Sheinin, Deborah Rosen and myself on the inclusion of the supporting BUS courses in the revised PR major. The only item to note is the change from BUS 450 to BUS 449, which I'll include in word doc with the other changes.

Thanks,
Kevin

----- Forwarded message -----

From: **Daniel Sheinin** <dsheinin@uri.edu>
Date: Fri, Oct 14, 2016 at 11:51 AM
Subject: Re: PRS Course and Curricular Submissions
To: Kevin McClure <krmcclure@uri.edu>
Cc: Deborah Rosen <drosen@uri.edu>

Yes, that looks fine.

On Fri, Oct 14, 2016 at 11:29 AM, Kevin McClure <krmcclure@uri.edu> wrote:
Hi Dan and Deborah:

Just looking for some clarification on the response. Happy to change the BUS 450 to BUS 499. Below is the list of courses that we had listed and just want to be sure that these are acceptable?

Entrepreneurial Focus Area:

- BUS 140 (Intro to Business)
- BUS 341 (Organizational Behavior)
- BUS 365 (Marketing Principles)
- BUS 450 (Small Business Management) Delete & add 449 (Entrepreneurship)
- BUS 468 (Global Marketing)

Happy to add additional courses as they come on-line.

Thanks,

Kevin

On Fri, Oct 14, 2016 at 10:14 AM, Daniel Sheinin <dsheinin@uri.edu> wrote:
Here is Deb's response.

----- Forwarded message -----

From: **Deborah Rosen** <drosen@uri.edu>
Date: Fri, Oct 14, 2016 at 9:55 AM
Subject: Re: PRS Course and Curricular Submissions
To: Daniel Sheinin <dsheinin@uri.edu>

For entrepreneurship they should list BUS 449 Entrepreneurship (450 is small business which I don't think they meant). We have some other entrepreneurship courses coming online but right now they are temporary course(s) for

spring so they probably shouldn't be in the legislation.

Deborah Rosen, Ph.D.
Associate Dean College of Business Administration
Executive Director URI Transportation Center

On Fri, Oct 14, 2016 at 9:16 AM, Daniel Sheinin <dsheinin@uri.edu> wrote:

I was not involved in this but you are OK with it, right?

----- Forwarded message -----

From: **Kevin McClure** <krmcclure@uri.edu>
Date: Thu, Oct 13, 2016 at 2:35 PM
Subject: Fwd: PRS Course and Curricular Submissions
To: Daniel Sheinin <dsheinin@uri.edu>

Hi Dan: I write in request of an acknowledge from the Business College to include the Business courses that we've included in the revised PR program, see the items below. The discussion of the com courses in the new business minor went well with only a minor concern about where the minor would be administered (jointly between Harrington and Business?) was the only real concern. Adam was supposed to contact you. I'll give a call over in a few minutes too.

Best,
Kevin

----- Forwarded message -----

From: **Joanne Lawrence** <jlawrence@uri.edu>
Date: Wed, Oct 12, 2016 at 3:15 PM
Subject: Re: PRS Course and Curricular Submissions
To: Kevin McClure <krmcclure@uri.edu>, Nancy Eaton <neaton@uri.edu>, Michael Honhart <mhonhart@uri.edu>, Mary Michelini <mary_bradizza@uri.edu>, Nancy Neff <nneff@uri.edu>

[Quoted text hidden]

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Kevin R. McClure, Ph. D.
Professor & Chair
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10 Lippitt Road
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Kingston, RI 02881

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and by appointment
Office Phone: (401) 874-4726
Fax: (401) 874-4722
Email: krmcclure@uri.edu

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Daniel A. Sheinin, Ph.D.
Professor of Marketing
College of Business Administration
University of Rhode Island
328 Ballentine Hall

Kingston, RI 02881
[401-874-4344](tel:401-874-4344)

THINK BIG  WE DOSM



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PRS Course and Curricular Submissions

Kevin McClure <krmcclure@uri.edu>
To: Joanne Lawrence <jlawrence@uri.edu>

Fri, Oct 14, 2016 at 5:04 PM

Hi Joanne: Below is Jeremiah's acknowledgement to include the Writing courses in the revised PR major. So, I think I'm just waiting for Art. I exchanged voice mails with Ron and since he's at conference it may be early next week.

Hope you have a great weekend.
Kevin

----- Forwarded message -----

From: **Jeremiah Dyehouse** <jdyehouse@uri.edu>
Date: Fri, Oct 14, 2016 at 3:31 PM
Subject: Re: PRS Course and Curricular Submissions
To: Kevin McClure <krmcclure@uri.edu>

Based on what you said on the phone, this seems OK to me.

J

On Thu, Oct 13, 2016 at 2:21 PM, Kevin McClure <krmcclure@uri.edu> wrote:

Hi Jeremiah: I called earlier in this regard. Looking to get an acknowledgement to include the WRT 227 and WRT 201 among the supporting courses in the revisions to the PR major. WRT 201 is already a supporting course and the WRT/PRS 331 is still required. The only real addition is the WRT 227, which we included under the entrepreneurial focus area. On the revised minor in PR we included a WRT 2xx as a requirement.

Anyway, if you could send me an acknowledgement that these are acceptable to you, it would be greatly appreciated.

Best,
Kevin

----- Forwarded message -----

From: **Joanne Lawrence** <jlawrence@uri.edu>
Date: Wed, Oct 12, 2016 at 3:15 PM
Subject: Re: PRS Course and Curricular Submissions
To: Kevin McClure <krmcclure@uri.edu>, Nancy Eaton <neaton@uri.edu>, Michael Honhart <mhonhart@uri.edu>, Mary Michelini <mary_bradizza@uri.edu>, Nancy Neff <nneff@uri.edu>

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Jeremiah Dyehouse
Associate Professor and Chair, Department of Writing and Rhetoric
Harrington School of Communication and Media
University of Rhode Island
email: jdyehouse@uri.edu

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PRS Course and Curricular Submissions

Ronald Onorato <ronorato@uri.edu>

Tue, Oct 18, 2016 at 10:07 AM

To: Joanne Lawrence <jlawrence@uri.edu>, Kevin McClure <krmcclure@uri.edu>

Dear Joanne and Kevin,

I want to express the Department of Art & Art History support of the revised PR program and are happy to have you include ART 204 and 213 as supporting courses. The content of these courses seems appropriate and useful for anyone interested in PR.

Please let me know if you need any further clarifications but we are excited by this cross department listing.

Sincerley,

Ron Onorato

On Mon, Oct 17, 2016 at 3:36 PM, Kevin McClure <krmcclure@uri.edu> wrote:

Hi Ron: Just a gentle reminder about emailing Joanne Lawrence regarding the inclusion of the Art courses (204 & 213) in the revised PR major.

Hope all is well.

Best,

Kevin

[Quoted text hidden]

--

Ronald J. Onorato
Professor and Chair
Department of Art & Art History
University of Rhode Island
Kingston, RI 02881

Acknowledgement for the Change in Pre-Req PRS/JOR 340

2 messages

Kevin McClure <krmcclure@uri.edu>
To: John Pantalone <jpant@uri.edu>
Cc: Joanne Lawrence <jlawrence@uri.edu>

Thu, Oct 13, 2016 at 11:25 AM

Hi John: Looking for an email to acknowledge your agreement for the change in PRS 340, dropping the JOR 220 requirement. I've attached a copy of the change form. Please reply to all as I've listed Joanne Lawrence as a recipient.

Thanks,
Kevin

--
Kevin R. McClure, Ph. D.
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 **COURSE_CHANGE_PROPOSAL_FORM PRS 340 B.pdf**
419K

Kevin McClure <krmcclure@uri.edu>
To: Joanne Lawrence <jlawrence@uri.edu>

Fri, Oct 14, 2016 at 10:16 AM

Hi Joanne: Please find John Pantalone's acknowledgement from Journalism below on the PRS 340 change.

Best,
Kevin

----- Forwarded message -----

From: **John Pantalone** <jpant@uri.edu>
Date: Fri, Oct 14, 2016 at 9:19 AM
Subject: Re: Acknowledgement for the Change in Pre-Req PRS/JOR 340
To: Kevin McClure <krmcclure@uri.edu>

Dear Kevin,

I have read the course change document regarding PRS 340. I concur with the change as it complies with previous changes we have made regarding prerequisites for Public Relations courses.

John Pantalone
Chair
Department of Journalism
[Quoted text hidden]

10/14/2016

University of Rhode Island Mail - Acknowledgement for the Change in Pre-Req PRS/JOR 340

[Quoted text hidden]

ABOUT THE PUBLIC RELATIONS DEGREE:

The BA program in Public Relations combines traditional courses in writing and public relations theory with courses invoking critical thought about the pervasive impact of social media within the business environment. Students will not only explore the demands of the global economy but will address issues impacting the local community and the non-profit venue as a result of our experiential learning philosophy.

STEP 1:**Prerequisites to Major:**

Course	Semester	Credits	Grade
COM 100		3	
PRS 100		3	

Major Requirements:

PRS 320		3	
PRS 340		3	
PRS 441		3	
PRS 491		3	
COM 381		3	
JOR/PRS 341		3	
WRT/PRS 331		3	
Entrepreneurial Focus: Choose three courses from: BUS 140, BUS341, BUS365, BUS450, BUS468, WRT227, COM202, COM 302, COM351, COM402			
Event Management Focus: Choose three courses from: ART204, ART 213, PRS200, COM 202, COM221, COM251, COM 302, COM351, COM445, WRT 201			
Social Media Focus: Choose three courses from: ART204, PRS300, COM202, COM246, COM346, COM 446, WRT201, WRT235, PRS/COM442			

*Students applying for a major in Public Relations must have a 2.50 GPA or higher in courses that are prerequisites to the major. Student should apply to the major in **September of their third semester.***

42 credits at the 300-level or higher
(major and general education courses may fulfill this requirement)

Course	Credits	Course	Credits

Free elective credits
(to meet the 120 credits required for graduation):

Course	Credits	Course	Credits

Important Prerequisite Information:

PRS/WRT 331 requires students to have completed a 200-level WRT course.

PRS 320 requires students to have completed **PRS/WRT 331**.

Please note: Both major and cumulative GPA must be 2.00 or higher in order to graduate.

STEP 2:

STEP 3:

General Education Credit Count			
At least 40 credits, no more than 12 credits with the same course code.			
Course	Cr.		
		Total Gen Ed credits	40

General Education Outcome Audit	
	Course
KNOWLEDGE	
A1. STEM	
A2. Social & Behavioral Sciences	
A3. Humanities	
A4. Arts & Design	
COMPETENCIES	
B1. Write effectively	
B2. Communicate effectively	
B3. Mathematical, statistical, or computational strategies	
B4. Information literacy	
RESPONSIBILITIES	
C1. Civic knowledge & responsibilities	
C2. Global responsibilities	
C3. Diversity and Inclusion	
INTEGRATE & APPLY	
D1. Ability to synthesize	
GRAND CHALLENGE	
G. Check that at least one course of your 40 credits is an approved "G" course	

SEE OPPOSITE SIDE FOR PROGRAM REQUIREMENTS.

NOTE: This worksheet sheet is a snapshot of your entire curriculum. You must work with your advisor each term to discuss requirements to keep you on course for timely progress to complete this major. Official requirements for graduation are listed in the University Catalog.

Please note: Both major and cumulative GPA must be 2.00 or higher in order to graduate.