Revision Of Undergraduate And Graduate Programs

Format For Review By University Curriculum Committee (UCC) and Graduate Council.

1. Proposing College / School: Liberal Arts
   Department: Communication & Journalism

2. Title of Affected Program: Public Relations

3. CIP Code of Affected Program: 09-0902

4. Proposed Implementation Date: Fall 2013

5. Justification:
   (Include a concise, yet adequate rationale for the revision of the program, citing accreditation, assessments (faculty, graduate, and/or external) where applicable.)

Adding an elective (COMM 2910) for accreditation reasons and changing options for the marketing requirements due to changes in the Marketing Department's courses.

6. Current Degree Requirements (Including All Formal Options):
   (Provide the current curriculum model for the program, as well as for each formal option.)

UNDERGRADUATE DEGREE IN PUBLIC RELATIONS

GENERAL TRACK

Major (45 hours minimum)

Department Core (Required of all PRCM majors) (3):
CMJN 2100: Introduction to Communication & Journalism* (3)
*Courses pre-requisite to PRCM 3040 Foundations of PR

Major Core (Required of all PRCM majors) (36)
PRCM 3040 Foundations of PR
PRCM 3050 Case Studies & Ethics in PR
PRCM 4020 Style & Design
PRCM 4080 PR Writing
PRCM 4090 PR Campaigns
PRCM 4510 Survey Research
PRCM 4920 Internship
JRNL 1100 Newspaper Fundamentals
JRNL 2210 Newswriting

Choose one of the following Writing Courses:
   JRNL 2310 Reporting
   JRNL 3220 Feature Writing
   RTVF 3350 Writing for Radio, TV & Film
   RTVF 3380 Broadcast Newswriting

Choose one of the following Diversity Courses:
COMM 3450 Intercultural Communication
PRCM 3080 International PR
Major Electives: (3)
Choose one of the following as electives:
CMJN 3350 Visual Communication
CMJN 4000 Mass Media Law & Regulation
COMM 2400 Communication in Organizations
COMM 3500 Foundations of Human Communication
COMM 3600 Foundations of Rhetoric and Social Influence
COMM 3100 Speaking before Audiences
COMM 3110 Persuasive Discourse
COMM 3700 Argumentative Discourse
COMM 3970 Special Topics in Communication
JRNL 3410 Photojournalism
JRNL 3470 Newspaper Editing & Design
JRNL 3510 Multimedia Journalism
JRNL 4320 Newspaper Management
JRNL 4410 Journalism History
JRNL 4460 Press Law & Ethics
JRNL 4490 Literary Journalism
JRNL 4970 Special Topics in Journalism
PRCM 3090 PR in the Political Process
PRCM 3260 Strategic Communication in PR
PRCM 3270 PR in the Not-for-Profit Arena
PRCM 4970 Special Topics in PR
RTVF 2350 Intro to Film Studies
RTVF 2370 Electronic Field Production
RTVF 2800 Multimedia Production
RTVF 3210 Soundtracks Music Mass Media
RTVF 3300 Foundations of Mass Communication
RTVF 3420 Introduction to Filmmaking
RTVF 3580 Reproducing Popular Culture
RTVF 4210 Popular Culture and Mass Communication
RTVF 4320 Broadcast Management
RTVF 4340 TV and the Family
RTVF 4350 Media Relations

Supporting Coursework in Business (12)
Students must take
ACCT 2990 Business Law

Pick three of the following classes:
ACCT 2810 Foundations of Accounting
FINC 3810 Foundations of Finance for Non-Business Majors
MKTG 3310 Principles of Marketing or MKTG 3317 Honors Section
MKTG 3410 Consumer Behavior
MKTG 4320 Promotion Strategy
MKTG 4330 Retail Management
MKTG 4350 Services Marketing
MKTG 4370 Sales Management
MKTG 4380 Marketing Channel Systems
MKTG 4390 Personal Selling
MKTG 4400 International Marketing
MKTG 4500 Marketing on the Internet
MKTG 4600 Green Marketing
MKTG 4700 Real Estate Marketing
MNGT 3100 Principles of Management or MNGT 3107 Honors or MNGT 3810 Management Foundations
MNGT 3460 Organizational Behavior
HRMN 3420 Human Resources Management
HRMN 4430 Labor Relations
Must apply for admission to the Program after 30 core hours.

Students who transfer to Auburn University's PRCM major are required to take a minimum of 21 credit hours in the AU program.

University core: 41 hours Supporting coursework: 12 hours  
College core: 8 hours Electives: 20 hours  
Major/Required: 39 hours TOTAL: 120 hours

7. Proposed Degree Requirements (Including All Formal Options):
(Provide the proposed curriculum model for the program, as well as for each formal option.)

**UNDERGRADUATE DEGREE IN PUBLIC RELATIONS**
**GENERAL TRACK (PROPOSED)**

**Major (45 hours minimum)**

*Department Core (Required of all PRCM majors) (3):*
CMJN 2100: Introduction to Communication & Journalism* (3)

*Courses pre-requisite to PRCM 3040 Foundations of PR

*Majors Core (Required of all PRCM majors) (36)*
PRCM 3040 Foundations of PR  
PRCM 3050 Case Studies & Ethics in PR  
PRCM 4020 Style & Design  
PRCM 4080 PR Writing  
PRCM 4090 PR Campaigns  
PRCM 4510 Survey Research  
PRCM 4920 Internship  
JRNL 1100 Newspaper Fundamentals  
JRNL 2210 Newswriting

Choose one of the following Writing Courses:  
JRNL 2310 Reporting  
JRNL 3220 Feature Writing  
RTVF 3350 Writing for Radio, TV & Film  
RTVF 3380 Broadcast Newswriting

Choose one of the following Diversity Courses:  
COMM 3450 Intercultural Communication  
PRCM 3080 International PR  
RTVF 4240 Women and Mass Media  
RTVF 4280 Diversity Issues Mass Media  
RTVF 4370 Media and Religion

**Major Electives: (3)**
Choose one of the following as electives: 
CMJN 3350 Visual Communication  
CMJN 4000 Mass Media Law & Regulation  
COMM 2400 Communication in Organizations  
COMM 2910 Communication Practicum (new elective)  
COMM 3500 Foundations of Human Communication  
COMM 3600 Foundations of Rhetoric and Social Influence  
COMM 3100 Speaking before Audiences  
COMM 3110 Persuasive Discourse  
COMM 3700 Argumentative Discourse  
COMM 3970 Special Topics in Communication  
JRNL 3410 Photojournalism  
JRNL 3470 Newspaper Editing & Design  
JRNL 3510 Multimedia Journalism  
JRNL 4320 Newspaper Management  
JRNL 4410 Journalism History
Supporting Coursework in Business (12)
Students must take
ACCT 2990 Business Law

Pick three of the following classes:
ACCT 2810 Foundations of Accounting
FINC 3810 Foundations of Finance for Non-Business Majors
MKTG 3310 Principles of Marketing or MKTG 3317 Honors Section
MKTG 4050 Misplaced Marketing
MKTG 4320 Promotion Strategy
MKTG 4330 Retail Management
MKTG 4350 Services Marketing
MKTG 4370 Sales Management
MKTG 4390 Personal Selling
MKTG 4400 International Marketing
MKTG 4500 Marketing on the Internet
MKTG 4600 Green Marketing
MNGT 3100 Principles of Management or MNGT 3107 Honors or MNGT 3810 Management Foundations
MNGT 3460 Organizational Behavior
HRMN 3420 Human Resources Management
HRMN 4430 Labor Relations

Must apply for admission to the Program after 30 core hours.

Students who transfer to Auburn University's PRCM major are required to take a minimum of 21 credit hours in the AU program.

University core: 41 hours Supporting coursework: 12 hours
College core: 8 hours Electives: 20 hours
Major/Required: 39 hours TOTAL: 120 hours

8. New Courses Required:

(Indicate which courses -- if any -- are part of the curriculum that are not currently offered.)

NA
9. Relationship of Proposed Program to Other Auburn University Programs:
(If the proposed program revision affects any other unit and/or covers material offered by another college/school, attach correspondence with relevant unit.)

Will the program revision affect other program(s) and/or units at Auburn University? ☐ Yes ☐ No

Will the program revision replace any existing program(s), or specializations / options / concentrations within existing program(s) at Auburn University? ☐ Yes ☐ No

10. New or Additional Resources / Resource Shifting Required:
(If "yes" for any item, please provide explanation in the space provided below.)

Will additional faculty lines be required? ☐ Yes ☐ No
Will new or additional space (e.g.: laboratory or classroom) be required? ☐ Yes ☐ No
Will additional library resources be required? ☐ Yes ☐ No
Will additional GTA support be required? ☐ Yes ☐ No

Explanation of or provision for new or additional resources / explanation of program’s support or replacement of other programs:

N/A

11. Distance Education:
(If Distance Education will be incorporated in the delivery of the proposed program, provide details of implementation, scope, etc.)

N/A
Approvals

Department Chair / Head

Date: 1/24/2013

College / School Dean

Date: 1/24/2013

Dean of the Graduate School (for Graduate Programs)

Date

Assoc. Provost for Undergraduate Studies (for Undergraduate Programs)

Date

Contact Person: Bepitta Bremner

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To: CMJN, CLA and University Curriculum Committee Members

From: Brigitta R. Brunner

In Re: Changes to PRCM Major

Date: 12/16/12

The required PRCM major has not changed, other than adding an additional course to the choice of electives within the major (COMM 2910 Communication Practicum).

In addition, the list of courses from which PR majors can choose in Marketing has been updated due to changes in the Marketing Department. (MKTG 3410 Consumer Behavior; MKTG 4380 Marketing Channel Systems; and MKTG 4700 Real Estate Marketing have been removed from the choices, while MKTG 4050 Misplaced Marketing has been added to the choices).
Ms. Brunner-Johnson:

PR majors must take Principles of Marketing (MKTG 3310) and pass it with a C or better to take any additional marketing courses. It is a prerequisite class for all other undergraduate courses.

Classes that would benefit PR majors the most would probably be:
MKTG 4050 - Misplaced Marketing
MKTG 4320 - Promotional Strategy
MKTG 4330 - Retail Management
MKTG 4350 - Services Marketing
MKTG 4370 - Sales Management
MKTG 4390 - Personal Selling
MKTG 4400 - International Marketing
MKTG 4500 - Marketing on the Internet
MKTG 4600 - Green Marketing

I think that Promotional Strategy (MKTG 4320) and Misplaced Marketing (MKTG 4050) would probably fit the best with PR majors.

There are a number of classes in our curriculum that I do not recommend - although we would not prohibit nonmajors from taking.

If you need any additional information or would like me to meet with you to discuss specifics of the classes I would be happy to do so.

Sincerely,
Avery

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