

Curriculum Change Form
(Present only one proposed curriculum change per form)
(Complete only the section(s) applicable.)

Part I

<input type="checkbox"/> (Check one) New Course (Parts II, IV)	Department Name Communication	
<input type="checkbox"/> Course Revision (Parts II, IV)	College Business & Technology	
<input type="checkbox"/> Hybrid Course ("S," "W")	*Course Prefix & Number _____	
<input type="checkbox"/> Course Dropped (Part II)	*Course Title (30 characters) _____	
<input type="checkbox"/> New Program (Part III)	*Program Title Public Relations (B.A.)	(Major <u> x </u> , Option <u> </u> ; Minor <u> </u> ; or Certificate <u> </u>)
<input checked="" type="checkbox"/> Program Revision (Part III)	*Provide only the information relevant to the proposal.	
<input type="checkbox"/> Program Suspended (Part III)		

Proposal Approved by:	<u>Date</u>		<u>Date</u>
Departmental Committee	03/19/2010	Graduate Council*	N/A
<i>Is this a SACS Substantive Change?</i> Yes**** <input type="checkbox"/> No <input checked="" type="checkbox"/>		Council on Academic Affairs	
College Curriculum Committee	5/5/2010	Approved <input checked="" type="checkbox"/> Disapproved <input type="checkbox"/>	5/20/10
General Education Committee*	N/A	Faculty Senate**	
Teacher Education Committee*	N/A	Board of Regents**	
		Council on Postsecondary Edu.***	N/A

*If Applicable (Type NA if not applicable.)
 **Approval needed for new, revised, or suspended programs
 ***Approval/Posting needed for new degree program or certificate program
 ****If "yes", SACS must be notified before implementation. Please contact EKU's Office of Institutional Effectiveness.

Completion of A, B, and C is required: (Please be specific, but concise.)

A. 1. Specific action requested: (Example: To increase the number of credit hours for ABC 100 from 1 to 2.)
 Add JOU 305W as an option for JOU 305 in the PUB BA Degree.

A. 2. Effective date: (Example: Fall 2001)
 Fall 2010

A. 3. Effective date of suspended programs for currently enrolled students: (if applicable)
 NA

B. The justification for this action:
 To allow PUB majors to use either JOU 305 or JOU 305W to fulfill requirements for the PUB major.

C. The projected cost (or savings) of this proposal is as follows:

Personnel Impact:
 None

Operating Expenses Impact:
 None

Equipment/Physical Facility Needs:
 None

Library Resources:
 None

Part III. Recording Data for New, Revised, or Suspended Program

- 1. For a new program, provide the catalog description as being proposed.
- 2. For a revised program, provide the current program requirements using ~~strike through~~ for deletions and *underlines* for additions.
- 3. For a suspended program, provide the current program requirements as shown in catalog. List any options and/or minors affected by the program’s suspension.

New or Revised* Program Text
 (*Use ~~strike through~~ for deletions and underlines for additions.)

Public Relations (B.A.)
Cip Code: 09.0902

University Requirement.....1 hour

BTO 100.

General Education Requirements.....42 hours

Standard General Education program excluding block VB and block VC. Refer to Section Four of this *Catalog* for details on General Education and University requirements.

College Requirement: Professional Skills Seminar

BTS 300 (CR) and BTS 400 (CR).

Supporting Course Requirements.....21 hours

COM 420, ECO 130 or 230 or 231, JOU 320 or PUB 320, MGT 301 or BEM 425, POL 101 and six hours from the following courses: COM 301, 309, 325, 390, 425, GCM 211, JOU 412 or PUB 412, MKT 301, PUB 385, 480, or 520.

Free Electives.....26 hours

Major Requirements.....38 hours

BEM 295 (4); 375, COM 200 or 200W, 201, 405, JOU 305 or 305W, 325 or TEC 313, PUB 375, 380, 470 (1) or 349 (1), 475, 490 (4), and 491 (2).

Total Curriculum Requirements.....128 hours