

DOCUMENTS OF THE GENERAL FACULTY

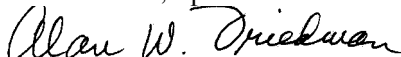
PROPOSED CHANGES TO THE PUBLIC RELATIONS DEGREE PROGRAM IN THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE *UNDERGRADUATE CATALOG 2018-2020*

Dean Jay M. Bernhardt in the Moody College of Communication has filed with the Secretary of the Faculty Council the following proposal to change the Public Relations degree program in the Moody College of Communication chapter in the *Undergraduate Catalog, 2018-2020*. On September 15, 2017, Interim Director Gary Wilcox approved the proposal; it was approved by the Moody College Administrative Committee on September 5, 2017; and by Dean Bernhardt on September 17, 2017. The Secretary has classified this proposal as legislation of general interest to more than one college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the proposal on February 16, 2018, and forwarded it to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. The authority to grant final approval on this legislation resides with the Provost on behalf of the President.

If no objection is filed with the Office of the General Faculty by the date specified below, the legislation will be held to have been approved by the Faculty Council. If an objection is filed within the prescribed period, the legislation will be presented to the Faculty Council at its next meeting. The objection, with reasons, must be signed by a member of the Faculty Council.

To be counted, a protest must be received in the Office of the General Faculty by March 23, 2018.



Alan W. Friedman, Secretary of the General Faculty and Faculty Council
The University of Texas at Austin
Arthur J. Thaman and Wilhelmina Doré Thaman Professor of English and Comparative Literature

PROPOSED CHANGES TO THE PUBLIC RELATIONS DEGREE PROGRAM IN THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE *UNDERGRADUATE CATALOG 2018-2020*

TYPE OF CHANGE: Academic Change
 Degree Program Change (THECB form required)

PROPOSED CLASSIFICATION: Exclusive General Major

1. IF THE ANSWER TO ANY OF THE FOLLOWING QUESTIONS IS YES, THE COLLEGE MUST CONSULT LINDA DICKENS, DIRECTOR OF ACCREDITATION AND ASSESSMENT, TO DETERMINE IF SACSCOC APPROVAL IS REQUIRED.

- | | | |
|--|---|--|
| • Is this a new degree program? | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| • Is this program being deleted? | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| • Does the program offer courses that will be taught off campus? | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| • Will courses in this program be delivered electronically? | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |

DR. DICKENS DETERMINED SACSCOC APPROVAL IS NOT REQUIRED

2. EXPLAIN CHANGE TO DEGREE PROGRAM AND GIVE A DETAILED RATIONALE FOR EACH INDIVIDUAL CHANGE:

- A. Policies regarding minimum amount of upper division coursework, maximum amount of transfer credit counted toward the degree, and maximum amount of hours in a single field of study are Moody College-wide policies and have been moved to Academic Policies and Procedures.
- B. The item under Major Requirements regarding taking courses on the pass/fail basis has been moved to Academic Policies and Procedures.
- C. The paragraph under Special Requirements of the Major referring to earning a C in coursework has been moved to Academic Policies and Procedures with some minor changes indicated there.
- D. The already-existing policy that students must take six hours of coursework in Moody but outside of their major coursework has been moved from Major Requirements to Prescribed Work.
- E. The entire Special Requirements of the Major section has been moved to appear below the Major Requirements section to improve flow and clarity.
- F. Rules regarding which advertising and public relations courses must be taken in residence and the minimum grade a student must earn in 318J have been moved to Special Requirements of the Major.
- G. The Moody College is revising its foreign language requirement to give students an option to complete this requirement with a mix of language and culture courses (in addition to the already existing option for intermediate proficiency) in order to broaden the concept of foreign language study to better meet the needs of student in our communication fields of study.
- H. Replacing the required course SDS 306 with our own in-house statistics course, PR 309 (already added to the course inventory). Our in-house course will be tailored to the specific needs of students in the Stan Richards School. The SDS 306 requirement is being struck from Prescribed Work. PR 309 is being added under Major Requirements.
- I. We are removing PR 317 as a required course and replacing it with J 317 (a new course). This is an initiative by the Moody College to give PR students a more thorough understanding of journalistic writing styles. PR 317 is being struck under Major Requirements. J 317 is being added under Prescribed Work.
- J. We are adding a rule that PR students may not use J 317 (a required course for PR majors) toward *the six hours of Moody but outside of the Stan Richards School* rule. The purpose of the rule is to allow students to explore areas of communication other than their own major. To allow students to count a required course toward this requirement defeats its purpose.
- K. Adding Marketing 320F under Prescribed Work. This change will only put into policy what has always been in practice since MKT 320F has long been a prerequisite for required advertising and public relations courses.
- L. The paragraph under Special Requirements of the Major referring to a 2.25/2.0 GPA is no longer a policy in the Moody College and has been struck.

- M. Because the Moody College is changing the number of internship hours that a student may count toward the degree, the Stan Richards School is adding two additional policies under Special Requirements of the Major that will ensure that students continue to use their advertising and public relations electives to take classroom courses.
- N. Made text edits in introductory paragraph to provide more clarity.
- O. Made text edits in Core Curriculum paragraph for clarity.
- P. Updated the paragraph regarding the Communication and Culture requirement for clarity and to more accurately reflect our current practices.
- Q. Removing the suggestions regarding what courses in business students should take. This should be handled in advising, not in the catalog.
- R. We specify that students must take six additional hours of advertising or public relations coursework in order to complete their major requirements. This has always been the requirement, but has never been spelled out.
- S. The elective sequences (e.g., Programs and Areas of Study) are no longer described in detail, but are now referenced under The Consent Procedure. The elective sequences are not listed on a student's degree plan or diploma and are, therefore, not appropriate for the catalog.
- T. The current rule that students may not earn both the Bachelor of Science in Advertising and the Bachelor of Science in Public Relations is being added to the Public Relations section under Special Requirements of the Major. It is also listed on the "Degrees and Programs" page.
- U. The paragraph regarding The Consent Procedure has been edited for clarity.
- V. We have removed references to "department" as we are now the "Stan Richards School of Advertising & Public Relations."
- W. Order and Choice of Work has been updated for accuracy.
- X. In Order and Choice of Work, we have removed the rules stating that first-year students may not take two beginning foreign language courses in the same semester and they may not take more than eight semester hours in one department. These polices are obsolete.
- Y. The text has been edited for typos, unclear wording, and inaccuracies.

3. THIS PROPOSAL INVOLVES: (Please check all that apply)

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> Courses in other colleges | <input type="checkbox"/> Courses in proposer's college that are frequently taken by students in other colleges | <input checked="" type="checkbox"/> Flags |
| <input type="checkbox"/> Course in the core curriculum | <input type="checkbox"/> Change in course sequencing for an existing program | <input checked="" type="checkbox"/> Courses that have to be added to the inventory |
| <input type="checkbox"/> Change in admission requirements (external or internal) | <input checked="" type="checkbox"/> Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office) | |

4. SCOPE OF PROPOSED CHANGE:

- a. Does this proposal impact other colleges/schools? Yes No
 If yes, then how would you do so?
- We are no longer requiring SDS 306, which will lead to a reduction of students in that class.
 - Adding culture courses as an option toward the foreign language requirement.
- b. Do you anticipate a net change in the number of students in your college? Yes No
 If yes, how many more (or fewer) students do you expect?
- c. Do you anticipate a net increase (or decrease) in the number of students from outside of your college taking classes in your college? Yes No
 If yes, please indicate the number of students and/or class seats involved.
- d. Do you anticipate a net increase (or decrease) in the number of students from your college taking courses in other colleges? Yes No
 If yes, please indicate the number of students and/or class seats involved.
 We are no longer requiring SDS 306, which will lead to a reduction of students in that class.

If 4 a, b, c, or d was answered with yes, please answer the following questions:

If the proposal has potential budgetary impacts for another college/school, such as requiring new sections or a non-negligible increase in the number of seats offered, at least one contact must be at the college-level.

1. How many students do you expect to be impacted? *Removing SDS 306 requirement: 250 each semester (including both Adv and PR majors)*

Impacted schools must be contacted and their response(s) included:

Person communicated with: Michael Daniels, Chair, Department of Statistics & Data Science

Date of communication: July 7, 2017

Response: No objection

2. How many students do you expect to be impacted? Minimal change expected. Students may take fewer language courses in College of Liberal Arts (COLA), but they may pick those up in COLA's culture courses

Impacted schools must be contacted and their response(s) included:

Person communicated with: Richard Flores

Date of communication: August 29, 2017

Response: "we could absorb your students in our culture courses. That will not be a problem."

3. How many students do you expect to be impacted? *Adding Marketing 320F requirement: None (all ADV and PR students have already been taking this course.)*

Impacted schools must be contacted and their response(s) included:

Person communicated with: David Platt, Associate Dean for Undergraduate Programs in the McCombs School of Business

Date of communication: August 28, 2017

Response: No objection

- e. Does this proposal involve changes to the core curriculum or other basic education requirements (42-hour core, signature courses, flags)? If yes, explain: No

If yes, Undergraduate Studies must be informed of the proposed changes and their response included:

Person communicated with:

Date of communication:

Response:

- f. Will this proposal change the number of hours required for degree completion? No

Note: THECB Semester Credit Hour Change Form required, download from URL:

<http://www.thecb.state.tx.us/reports/DocFetch.cfm?DocID=2419&format=doc>

If yes, explain:

5. COLLEGE/SCHOOL APPROVAL PROCESS

Department approval date: September 15, 2017

College approval date: September 5, 2017

Dean approval date: September 17, 2017

Gary Wilcox, Interim Director

Moody College Administrative Committee

Jay Bernhardt, Dean

PROPOSED NEW CATALOG TEXT:

BACHELOR OF SCIENCE IN PUBLIC RELATIONS

To be awarded the degree of Bachelor of Science in Public Relations, the candidate must complete 120 semester hours of coursework and must fulfill the University's General Requirements for graduation and ~~the~~ Core Curriculum requirements, the college graduation requirements ~~[given in Special Requirements of the College]~~, ~~and~~ the requirements and policies listed ~~[given]~~ in Academic Policies and Procedures, and the requirements ~~given in [Special Requirements of the Major]~~ Prescribed Work, ~~and~~ Major Requirements ~~[below]~~, and Special Requirements of the Major, below.

Core Curriculum

All students must complete the University's Core Curriculum [as well as the requirements for the Bachelor of Science in Public Relations (BSPR) listed below under Prescribed Work]. In some cases, a course required for the [BSPR] Bachelor of Science in Public Relations may also be counted toward the core curriculum[; these courses are identified below].

Prescribed Work

1. Rhetoric and Writing 309K, or 309S, or 310 in addition to the courses required by the Core Curriculum.
2. Three courses with a writing flag; one course with a quantitative reasoning flag; one course with a global cultures flag; one course with a cultural diversity in the United States flag; one course with an ethics and leadership flag; and one course with an independent inquiry flag. The same course cannot be used to satisfy the global cultures and cultural diversity flags even if the course carries both flags. Courses that fulfill flag requirements are identified in the Course Schedule. They may also be used to fulfill other degree requirements.
3. Three semester hours of coursework in the Moody College of Communication dealing with the study of communication issues concerning at least one minority or [~~nondominant~~] non-dominant group within the United States. Courses that fulfill this requirement may also be used to fulfill other degree requirements. A [~~partial list of these communication and culture courses is given in the Communication and Culture Requirement section under the Moody College of Communication's Degrees and Programs section; a~~] complete list is available [~~in~~] on the college's Student Advising [Office] website before registration for each semester and summer session. [The courses are also identified in the Course Schedule.]
4. [~~Students must demonstrate intermediate proficiency in a single foreign language.~~] Students must satisfy a foreign language and culture requirement in one of the following ways: (a) Demonstrating intermediate proficiency in a single foreign language; (b) Taking two consecutive courses in one language and one approved culture course in a culture that is relevant to the language. A list of approved culture and language courses and combinations will be posted on the Student Advising website before registration for each semester and summer session. [Courses taken to meet this requirement may not be taken on a the pass/fail basis. Credit may be earned by examination for any part of the foreign language requirement.] An extensive foreign language testing program is available at the University. Students with knowledge of a language are encouraged to take appropriate tests both to earn as much credit as possible and to be placed at the proper level for further study. Students should consult with an academic adviser for information on testing.
5. [~~Statistics and Data Sciences 306, completed in residence. This course also meets the core curriculum mathematics requirement.~~] At least six semester hours of coursework must be taken in the Moody College of Communication but outside the Stan Richards School of Advertising & Public Relations. Journalism 317 cannot be used to satisfy this requirement.
6. [~~12~~] Twelve [semester] hours of coursework in [the McCombs School of B]business, including Marketing 320F (Marketing 337 for students pursuing an additional major in business). [preferably three hours in marketing, three hours in accounting, three hours in either legal environment of business or finance, and three hours in management.] At least six of the twelve [12] hours must be [in] upper-division [coursework. Marketing 338 may not be used to fulfill this requirement.]
7. [~~At least 36 semester hours of upper-division coursework.~~] Journalism 317.
8. [~~No more than 12 semester hours of transfer credit may be counted toward the major requirements given below.~~] At least thirty-six, but no more than forty-two semester hours of advertising and public relations, as described in Major Requirements, below.
9. Enough additional coursework to make a total of 120 semester hours. [~~No more than 36 semester hours in one field of study may be counted toward the degree.~~]

[Special Requirements of the Major]

[To enroll in upper-division public relations courses, a student must have completed Advertising 318J in residence with a grade of at least B and must have a University grade point average of at least 2.25 and a grade point average in courses in the Moody College of Communication of at least 2.00. Students who do not fulfill these requirements will be dropped from upper-division public relations courses, normally before the twelfth class day. The grade point average requirement is waived for the transfer student during the first semester of

coursework, while he or she is establishing a University grade point average. Students may enroll in Advertising 318J no more than twice.

[In addition, a student with a major in public relations must have a grade of at least *C* in each course taken in the Moody College of Communication that is counted toward the degree and a grade of at least *C* in each course counted toward the major requirements; if the course is offered on the pass/fail basis only, the student must have the symbol *CR*.]

[Areas of Study (optional)]

[Texas Media Program]

[This program is designed to help students develop the characteristics that define success in advertising media planning, buying, sales, new media development, and metrics. Because advertising media is a broad and quickly evolving industry, the program offers a variety of courses, allowing students to focus their training and allowing the program itself to adapt to industry developments.

[Students who complete Advertising 345J with a grade of at least *B* may apply for admission to the Texas Media program. Applications are distributed during the last week of classes. Admission decisions are made at the end of the semester and students admitted to the program are notified by a Secure Academic Note prior to the next add/drop registration period. Those who are not admitted may apply again the following semester, but students may apply only twice.

[All Texas Media students must complete Advertising 377 (Topic 1: *Advanced Media Strategies*), Advertising 377 (Topic 3: *Digital Media*), and Advertising 377M (Topic 7: *Media Negotiation*). In addition, Texas Media students may choose to take at least one additional media upper-division course, which can be counted as an advertising elective. Advertising 377 or 377M may be taken concurrently if all prerequisites are met. Most students complete the program in two semesters.]

[Texas Sports and Entertainment Program]

[This program is designed to give students the knowledge to develop decisions in sports communication. The program complements the student's education by developing their proficiency and knowledge in this area of specialization. Students must complete Public Relations 305S, 348S, and at least one other Advertising 378S or Public Relations 378S topic.]

[The Consent Procedure]

[Part of the prerequisite for some advertising and public relations courses is consent of the instructor received prior to registering. To be able to register for such a course, a student must first ask for and receive the instructor's consent. The student may be invited to an interview with the instructor or may be asked to provide supporting materials, such as an application or an essay. The student is responsible for knowing the deadline to apply. Consent forms are available online and in the Department of Advertising.]

Major Requirements

- [1.] At least thirty-six [36] but no more than forty-two [42] semester hours of coursework, of which at least twenty-four [24] hours must be upper-division. The following courses are required:
 - [a.] Advertising 318J, 344K, 345J[-]; Public Relations 309, [317;] 348, 350, 352, 353, 367, [and] 377K[-].
The student must take Advertising 318J, Public Relations 367 and 377K in residence; Advertising 318J must be completed with a grade of at least *B*.]
 - [b. Six], and six additional hours in public relations or advertising.
- [2.] At least six semester hours of coursework must be taken in the Moody College of Communication but outside advertising and public relations.

~~[3. No Moody College of Communication course to be counted toward the degree and no course to be counted toward major requirement 1 above may be taken on the pass/fail basis, unless the course is offered only on that basis.]~~

Special Requirements of the Major

The student must complete Advertising 318J and Public Relations 309, Public Relations 367 and Public Relations 377K in residence.

To enroll in upper-division courses in the Stan Richards School, a student must have completed Advertising 318J with a grade of at least B. Students may enroll in Advertising 318J no more than twice.

Students who wish to count more than four hours of internship credit toward their degree must obtain approval from the Stan Richards School in advance if these additional hours will cause the student to exceed the maximum of forty-two hours that a student may take in the Stan Richards School.

Any internship hours beyond four may not be counted toward the thirty-six required hours in the Stan Richards School.

A student may not earn both the Bachelor of Science in Advertising and the Bachelor of Science in Public Relations.

The Consent Procedure

Some courses in the Stan Richards School of Advertising & Public Relations require that consent of the instructor must be received prior to registering. To be able to register for such a course, a student must first ask for and receive the instructor's consent. The student may be invited to an interview with the instructor or may be asked to provide supporting materials, such as an application or an essay. The student is responsible for knowing the deadline to apply. Consent forms are available [from the student's adviser and in the Stan Richards School of Advertising & Public Relations.

Some students may wish to apply to one of two competitive elective sequences; these are the *creative* or *media* sequences. These sequences require consent to enroll.

Order and Choice of Work

First Year

1. The student must take three courses from the following group each semester:
 - a. Rhetoric and Writing 306.
 - b. Courses to be counted toward the American history, American and Texas government, social and behavioral sciences, mathematics, visual and performing arts, and science and technology requirements of the core curriculum.
 - c. Courses in a foreign language.
 - d. Courses that meet flag requirements.

~~[2. Advertising 318J and Public Relations 317.]~~

~~[3] 2. Additional coursework to raise the student's course load to fifteen [15] or sixteen [16] hours each semester. Courses should be chosen with the guidance of a college adviser.~~

~~[First-year students may not take two beginning foreign language courses in the same semester. First-year students may not take more than eight semester hours in one department.]~~

Second Year

1. The student must take three courses from the following group each semester; four are recommended:

- a. Rhetoric and Writing 306; English 316L, [E]-316M, E-316N, or [E]-316P; and Rhetoric and Writing 309K, 309S, or 310.
 - b. Courses to be counted toward the American history, American and Texas government, social and behavioral sciences, mathematics, visual and performing arts, and science and technology requirements of the core curriculum.
 - c. Courses in the foreign language, unless the language requirement has been fulfilled.
 - d. Courses that meet flag requirements.
2. [~~Statistics and Data Sciences 306~~] Advertising 318J and Journalism 317
 3. Public Relations 309
 - [3-] 4. Enough additional coursework, if needed, to raise the student's course load to fifteen [15] or sixteen [16] hours each semester. Basic courses in writing are especially recommended.

Third Year

1. Any remaining courses in the core curriculum and the prescribed work.
2. Public Relations 348, Advertising 344K, 345J, Marketing 320F, and additional coursework to fulfill the major requirements.
3. Upper-division electives chosen to support the major. Public [R]elations majors normally emphasize writing courses, such as those in English, journalism, and liberal arts; public speaking courses, such as those in communication studies; psychology; marketing; and/or management.

Fourth Year

1. The remaining courses listed as major requirements.
2. Upper-division electives chosen to support the major, including advertising and public relations electives.