March 5, 2008

MEMORANDUM

TO: James Harris
Dean, College of Arts & Humanities

FROM: Phyllis Peres
Associate Provost for Academic Planning and Programs

SUBJECT: Proposal to modify the curriculum of the B.A. in Communication (PCC log no. 07043)

Your proposal to modify the curriculum of the B.A. in Communication has been administratively approved. A copy of the approved proposal is attached.

The changes are effective Fall 2008. The College should ensure that the changes are fully described in the Undergraduate Catalog and in all relevant descriptive materials, and that all advisors are informed.

CWR/

Enclosure

cc: Carmen Balthrop, Chair, Senate PCC Committee
Sarah Bauder, Office of Student Financial Aid
Laura Slavin, University Senate
Barbara Hope, Data Administration
Denise Nadasen, Institutional Research & Planning
Anne Turkos, Archives
Linda Yokoi, Office of the Registrar
Scott Wolpert, Undergraduate Studies
THE UNIVERSITY OF MARYLAND, COLLEGE PARK
PROGRAM/CURRICULUM PROPOSAL

DIRECTIONS:

- Provide one form with original approval signatures in lines 1-4 for each proposed action. Keep this form to one page in length.
- Early consultation with the Office of the Associate Provost for Academic Planning & Programs is strongly recommended if there are questions or concerns, particularly with new programs.
- Please submit the signed form to Claudia Rector, Office of the Associate Provost for Academic Planning and Programs, 1119 Main Administration Building, Campus.
- Please email the rest of the proposal as an MSWord attachment to pcc-submissions@umd.edu.

DATE SUBMITTED February 7, 2008

COLLEGE/SCHOOL Arts and Humanities

DEPARTMENT/PROGRAM Communication/Public Relations Track

PROPOSED ACTION (A separate form for each) ADD ___ DELETE ___ CHANGE XX

DESCRIPTION (Provide a succinct account of the proposed action. Details should be provided in an attachment. Provide old and new sample programs for curriculum changes.)

Delete ECON200 or ECON201 from requirements for Public Relations Track in Communication Department; Add one upper level COMM elective to the Public Relations Track in Communication Department

JUSTIFICATION/REASONS/RESOURCES (Briefly explain the reason for the proposed action. Identify the source of new resources that may be required. Details should be provided in an attachment.)

- Eliminate the requirement of taking ECON200: Principles of Micro-Economics (4 credits) or ECON201: Principles of Macro-Economics (4 credits)
  Today’s public relations includes many necessary writing and verbal skills. Overall, the ECON course required is of less importance to the undergrad studying public relations as they prepare for entry level positions. They are better prepared by choosing another communication elective, such as COMM 370 Mediated Communication, COMM 425 Negotiation and Conflict Management, or COMM 435 Interpersonal Communication, to list a few courses that would assist their developing knowledge and skills for the public relations industry. While the understanding of economics is always useful, it is not until public relations professionals achieve management positions that they start to look at the business and economics of public relations. Additionally, this proposed change adds a little more flexibility to a track that is highly structured as compared to the 3 other tracks in communication.
- Add one upper level Communication elective

APPROVAL SIGNATURES - Please print name, sign, and date

1. Department Committee Chair
   [Signature] [Date]
2. Department Chair
   [Signature] [Date]
3. College/School PCC Chair
   [Signature] [Date]
4. Dean
   [Signature] [Date]
5. Dean of the Graduate School (if required)
   [Signature] [Date]
6. Chair, Senate PCC
   [Signature] [Date]
7. Chair of Senate
   [Signature] [Date]
8. Vice President for Academic Affairs & Provost
   [Signature] [Date]  VPAAP 8 05
## Current Track

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<th>Public Relations Track</th>
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<td>COMM 107, 200, or 230</td>
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PR track courses must be completed in a specific order. Consult the Undergraduate Handbook for further details.

3 semester hours in COMM at 300-400 level

**Statistical Analysis** (one of the following): CCJS 200, PSYC 200, SOCY 201, BMGT 230, EDMS 451, or an equivalent course

**Economics:** ECON 200 or 201 \( \Omega \)

9 semester hours related to Public Relations in another Department (not JOUR)

52 semester hours

## Proposed Track

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PR track courses must be completed in a sequential order. Consult the Undergraduate Handbook for further details.

**6 semester hours in COMM at 300-400 level (additional elective added)**

**Statistical Analysis** (one of the following): CCJS 200, PSYC 200, SOCY 201, BMGT 230, EDMS 451, or an equivalent course

*(ECON removed)*

9 semester hours related to Public Relations in another Department (not JOUR)

51 semester hours

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Changes apply to **NEW STUDENTS admitted to the major as of Fall 2008** (freshmen and transfer students)

(per Leah Waks 3/4/08)

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_CWR_