MEMORANDUM

TO: Bonnie Thornton Dill  
Dean, College of Arts and Humanities

FROM: Elizabeth Beise  
Associate Provost for Academic Planning and Programs

SUBJECT: Proposal to Modify the Bachelor of Arts in Communication (PCC log no. 13069)

The proposal to modify the Bachelor of Arts in Communication has been administratively approved. A copy of the approved proposal is attached.

The change is effective Fall 2014. Please ensure that the change is fully described in the Undergraduate Catalog and in all relevant descriptive materials, including the program’s four-year plan (contact Lisa Kiely at lkiely@umd.edu for more information), and that all advisors are informed.

MDC/  
Enclosure

cc: Marilee Lindemann, Chair, Senate PCC Committee  
Barbara Gill, Office of Student Financial Aid  
Reka Montfort, University Senate  
Erin Howard, Division of Information Technology  
Pam Phillips, Institutional Research, Planning & Assessment  
Anne Turkos, University Archives  
Linda Yokoi, Office of the Registrar  
Doug Roberts, Office of Undergraduate Studies  
Alene Moyer, College of Arts and Humanities  
Elizabeth Toth, Department of Communication
THE UNIVERSITY OF MARYLAND, COLLEGE PARK  
PROGRAM/CURRICULUM/UNIT PROPOSAL  

- Please email the rest of the proposal as an MSWord attachment to pcc-submissions@umd.edu.  
- Please submit the signed form to the Office of the Associate Provost for Academic Planning and Programs, 1119 Main Administration Building, Campus.

College/School:  
Please also add College/School Unit Code-First 8 digits:  
Unit Codes can be found at:  https://hypprod.umd.edu/Html_Reports/units.htm

Department/Program:  
Please also add Department/Program Unit Code-Last 7 digits:

Type of Action (choose one):  
- X Curriculum change (including informal specializations)  
- □ Curriculum change for an LEP Program  
- □ Renaming of program or formal Area of Concentration  
- □ Addition/deletion of formal Area of Concentration  
- □ Suspend/delete program  

Italics indicate that the proposed program action must be presented to the full University Senate for consideration.

Summary of Proposed Action:  
Credit only granted for COMM 352 or COMM 353.  
This change does not affect any other aspect of the COMM major, such as timing of specific courses, pre-regs, etc.  
No additional resources are needed for this change.

Departmental/Unit Contact Person for Proposal:  Communication

APPROVAL SIGNATURES - Please print name, sign, and date. Use additional lines for multi-unit programs.

1. Department Committee Chair  LEAH WALKS  [Signature]  4-29-14
2. Department Chair  Elizabeth L. Toth  [Signature]  4-29-14
3. College/School PCC Chair  Thomas C. Mose  [Signature]  5/5/14
4. Dean  Alene Moyer  5/5/14  Alene Moyer
5. Dean of the Graduate School (if required)  
6. Chair, Senate PCC  
7. University Senate Chair (if required)  
8. Senior Vice President and Provost  Elizabeth J. Brax  5/13/2014
Department of Communication
Proposal to Replace COMM 352: Specialized Writing in Public Relations with COMM 353: New Media Writing for Public Relations

The Department of Communication proposes to replace COMM 352: Specialized Writing in Public Relations with COMM 353 New Media Writing in Public Relations on the public relations track (attached page). The reason for the change is because COMM 352 has become outdated in its specialized writing focus. The public relations field no longer calls for expertise in science, technology, health, medicine, or finance (etc.) writing. Also, the current COMM 352 has significantly evolved over the years to teach writing for social and new media, so that simply replacing the COMM 352 course title and description would not be sufficient to reflect the changed course content.

COMM 352 will be kept on the books because there are students in the pipeline still who will take it before COMM 353 is permitted to be placed in the curriculum.

The Department is replacing one course for another on the public relations track. There are no new or different requirements or pre-requisites involved in the replacement.

Prerequisite: Minimum grade of C- in COMM 351. Restriction: Must be in Communication program. Credit only granted for COMM 353, COMM 352 or JOUR332.
Track 3: Public Relations (51 hours)
A grade of C- or better required in all major requirements

Performance Requirement (3 hours). One of the following:
- COMM 107
- COMM 200
- COMM 230

Communication Research Requirements (12 hours). All of the following:
- COMM 250
- COMM 400 (pre-req: COMM 250 & approved STAT)
- COMM 401 (pre-req: COMM 250)
- COMM 350 (pre-req: COMM 250 or COMM 231)

Track Requirements (18 hours)
- COMM 231
- COMM 232 (pre-req: COMM 231)
- COMM 351 (pre-req: COMM 350 & COMM 232)
- COMM 386
- COMM 352 (pre-req: COMM 351)
- COMM 483 (pre-req: COMM 351 & COMM 400)

Track Electives (6 hours). Two upper level (300-400) COMM courses.
- COMM
- COMM

Intellectual Skills (3 hours).
Statistical Analysis (one of the following):
- BMGT 230
- STAT 100
- EDMS 451
- CCJS 200
- PSYC 200
- SOCY 201

Cognate (9 hours). Three courses in another academic department (not JOUR). Verify cognate courses with a COMM advisor.
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