Public Relations and Strategic Communication, B.A.

UG Request to Modify an Approved Undergraduate Program

General Catalog Information

Select *Program* below as the Type of Program before importing curriculum data.

Core Type* (•) Program
( ) Shared Core

Name of Current Program* Public Relations and Strategic Communication, B.A.

Department* Department of Communication and Journalism

College/School* College of Arts and Sciences

Program Type* Major

Degree Type* Bachelor of Arts

Academic Units, modifying the curriculum of an existing undergraduate program or renaming, merging, or splitting a program must submit this for UCUI approval.

All requests for program modifications must be submitted by December 1st for the current catalog.

Effective Semester* Fall **Effective Year*** 2018

Select One:
( ) Merge program
( ) Split program
( ) Rename program
(•) Modify

Rubric Adding Rubric Deleting Rubric

Name/Acronym of Rubric PR

Please describe the reason for the proposed change. Create a "PR" rubric that defines the courses with specific public relations content within this program that was new as of Fall 2017. The program's requirements are interdisciplinary, employing JRN and COM courses, but some of the core courses are not a true fit under their existing JRN (journalism) designation. The program was approved too late in Winter 2017 to create the new rubric (may have been possible except for the 3- to 4-digit renumbering process that made things difficult), so the courses were created under JRN knowing that they would be reclassifed to PR for the following year.

Courses specified within both the public relations major and minor will be affected by the rubric change. See the attachment for courses changing from JRN to PR.

Is there a change to credit hours? Yes No

If yes, change credit hours from:

If yes, change credit hours to:

Will courses be added? Yes No

If yes, attach the courses to be added (note: all courses must be in Banner prior to completing this request and no modifications are allowed to this section after submission).

Will courses be removed? Yes No

If yes, attach the courses to be removed (note: all courses must be in Banner prior to completing this request and no modifications are allowed to this section after submission).

Do any of the courses being deleted affect other degree programs? Yes No

If any courses are deleted from this program that will affect other programs, please explain which programs and who has been consulted?

Is the program professionally accredited? Yes No

If yes, identify the accrediting body and discuss how the proposed change may affect accreditation.

Do any of the proposed changes impact current students? Yes No

If yes, describe how it affects the current students.

Does the proposed change affect facility workload? Yes No

If yes, please describe the impact of the

proposed changes on faculty workload.

Provide an explanation for how students enrolled in the program prior to effective date of any curriculum change may complete their program under old requirements - if they so desire. (The courses required must remain available, or suitable substitutions be specifically designated).

Provide other information that you believe would be useful to the committee.

Are there any additional resources needed? Yes No

If yes, please provide the budget in an attached word document.

Before submitting this form, please ensure the following information is included:

a. **Copy of the current program(s)**
b. **List proposed program changes and a copy of the proposed program**

c. **Please provide a budget, if you answered that additional resources are needed**
d. **Any other information that you believe would be useful to the committee**

Status* Active-Visible

Oakland University

2017-2018 Undergraduate Catalog

Request for "PR" rubric

Public Relations and Strategic Communication, B.A.

(see below courses to be reclassified from "JRN" to "PR.")

Admission to the major

Admission to the major in public relations and strategic communication is granted only by the department. Admission to the university does not constitute or guarantee admission to the major.

1. To be considered for admission to the major all students, as pre-majors, must attain a minimum 3.0 in each of the following three courses:

- WRT 1060 Composition II *
- JRN 2000 Introduction to Journalism and News Writing *
- JRN 2500 Introduction to Public Relations *

Students cannot apply for major standing until they have completed these courses. This requirement applies to incoming first-year students, transfer students, currently enrolled Oakland University students and students working on a second bachelor's degree.

**No more than one of these admission courses may be repeated for the purpose of determining eligibility.*

2. Transfer students may complete the equivalent courses at their previous college or university, but they must attain the minimum grade of 3.0 in the equivalent courses.

3. Students who have completed the required courses with minimum grades of 3.0 must complete and submit a **Declaration of Eligibility Form** in the department office to become part of the student major pool. Successful completion of the required admission courses does not guarantee admission to the major. Admission to the major is competitive and is determined by the satisfactory completion of the admission courses and cumulative GPA. This policy will apply to native and transfer students.

4. Admission to the major is based on:

- The number of majors that the department can reasonably accept without compromising the quality of its educational experience. No more than 30 students will be admitted to the major within an academic calendar year.
- The satisfactory completion of the admission courses and the student's cumulative GPA. The candidates with the highest-ranking GPA in the admission courses and cumulative GPA from the pool of applicants will be selected.
- Students should request public relations and strategic communication as their major by completing the **Declaration of Eligibility Form.** The form should be completed during finals week before the semester deadlines. The department will wait until all grades are in before processing applications. Students will be notified by email to their Oakland University email address of their acceptance or denial.
- Students who are denied may reapply. Address appeals to the chair. Appeals should be in the form of a letter accompanied by a transcript.

Requirements for the liberal arts major in public relations and strategic communication, B.A.

The public relations and strategic communication major requires a minimum of 44 credits distributed as follows:

Foundation courses (minimum grade of 3.0 required):

- JRN 2000 - Introduction to Journalism and News Writing (4)
- JRN 2500 - Introduction to Public Relations (4)

Core courses (minimum grade of 2.0 required):

PR • JRN 2510 - Public Relations Writing (4)
PR • JRN 2700 - Introduction to Research Methods in Public Relations (4)
PR • JRN 3510 - External Public Relations (4) or JRN 3520 - Internal Public Relations (4)
- JRN 4020 - Ethical Issues in the Media (4)

One theory course selected from (minimum grade of 2.0 required):

- COM 3000 - Relational Communication Theory (4)
- COM 3002 - Cultural Theory in Communication (4)
- COM 3003 - Media and Mass Communication Theory (4)
- COM 3201 - Rhetorical Theory (4)

One capstone course selected from (minimum grade of 2.0 required):

- COM 4950 - Internship (4)
- JRN 4950 - Journalism Internship (4)

One COM elective selected from:

- COM 2001 - Professional Communication (4)
- COM 2403 - Group Dynamics and Communication (4)
- COM 3200 - Persuasion (4)
- COM 3300 - Multicultural Communication (4)
- COM 3400 - Relational Communication (4)
- COM 3401 - Communication in Organizations (4)
- COM 3601 - Communication, Mobile Media, and the Internet (4)
- COM 3602 - Popular Media in the Age of Convergence (4)
- COM 3900 - Special Topics in Communication (4) (*if topic relates to PR*)
- COM 4950 - Internship (4) (*if taken as capstone, may not double count*)

One JRN elective selected from:

- JRN 3120 - Feature Writing (4)
- JRN 3290 - Digital Storytelling for the Media: Diversity, Identity, and Community (4)
- PR • JRN 3510 - External Public Relations (4) (*if taken as core requirement, cannot double count*)
- PR • JRN 3520 - Internal Public Relations (4) (*if taken as core requirement, cannot double count*)
- PR • JRN 3530 - Public Relations and the News (4)
- PR • JRN 3540 - Case Studies in Public Relations (4)
- JRN 4020 - Ethical Issues in the Media (4) (*if taken as core requirement, cannot double count*)
- JRN 4200 - Media Design (4)
- JRN 4900 - Special Topics in Journalism (4) (*if topic relates to PR*)
- JRN 4950 - Journalism Internship (4) (*if taken as capstone, cannot double count*)

One additional COM or JRN elective course

Note

- Courses count as either a core or an elective course and may not be double counted.

Additional degree information

In addition to these major requirements, students must complete the Oakland University General Education Requirements, the College of Arts and Sciences College Exploratory Requirement, and an appropriate number of free elective classes to meet the overall credit requirement for the degree (in most cases 124; some degrees may require a greater number).

As a general rule, no more than eight credits of course work used to satisfy one major, minor or concentration may be applied toward another, but exceptions to this rule may be allowed with the written approval of the program coordinators.

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ALL areas within a red border are required fields.

Academic Units, modifying the curriculum of an existing undergraduate program or renaming, merging, or splitting a program must submit this for UCUI approval.

All requests for program modifications must be submitted by December 1st for the current catalog.

Effective Term: Fall Year: 2018 Modify

Name of Current Program(s): International Management Minor

Name of Proposed Program(s):

Department: Management and Marketing

College/School: School of Business

Please describe the reason for the proposed change

Leverage existing courses to support a broad international management business curriculum for both SBA majors and non-majors interested in the minor.

1. Is there a change to credit hours?	Yes No	If so, change credit hours from	16 to 14
2. Are you eliminating the Pre-Major?	Yes No	If so, elimination of Pre-Major	
3. Are you adding a minor?	Yes No	If so, name of minor	
4. Are you deleting a minor?	Yes No	If so, name of minor	
5. Are you changing the rubric for all courses?	Yes No	If so, change rubric	to
6. Will courses be added?	Yes No		

If yes, provide the courses to be added (note: all courses must be in Banner prior to completing this request and no modifications are allowed to this section after submission).

Subject	Number	Title	Effect	Credits	Status	Pre Major/Major Core/Elective
		null				Pre Major Major Core Elective
MGT	4250	Global Business Strategy	201840	4	A	Pre Major Major Core Elective
						Pre Major Major Core Elective
						Pre Major Major Core Elective
						Pre Major Major Core Elective
						Pre Major Major Core Elective
						Pre Major Major Core Elective
						Pre Major Major Core Elective
						Pre Major Major Core Elective
						Pre Major Major Core Elective

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7. Will courses be removed? O Yes ⊙ No

If yes, provide the courses to be removed (note: all courses must be in Banner prior to completing this request and no modifications are allowed to this section after submission).

Subject	Number	Title	Effect	Credits	Status	Pre Major/Major Core/Elective
						O Pre Major O Major Core O Elective
						O Pre Major O Major Core O Elective
						O Pre Major O Major Core O Elective
						O Pre Major O Major Core O Elective
						O Pre Major O Major Core O Elective
						O Pre Major O Major Core O Elective
						O Pre Major O Major Core O Elective
						O Pre Major O Major Core O Elective
						O Pre Major O Major Core O Elective
						O Pre Major O Major Core O Elective

8) Do any of the courses being deleted affect other degree programs? O Yes ⊙ No

If yes, please explain which programs are impacted and who has been consulted.

9) Is the program professionally accredited? O Yes ⊙ No

If yes, identify the accrediting body and discuss how the proposed change may affect accreditation.

10) Do any of the proposed changes impact current students? O Yes ⊙ No

If so, describe how it affects the current students. (Include details about time-to-degree, enrollment.)

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11) Does the proposed change affect faculty workload? ○ Yes ◉ No

If so, please describe the impact of the proposed changes on faculty workload.

12) Provide an explanation for how students enrolled in the program prior to effective date of any curriculum change may complete their program under old requirements - if they so desire. (The courses required must remain available, or suitable substitutions be specifically designated).

13) Provide other information that you believe would be useful to the committee.

14) Are there any additional resources needed? (Resources include faculty, administrative clerical, researchers, classroom space, library holding, etc.)

○ Yes ◉ No

If yes, please provide the budget in an attached word document.

Before submitting this form, please attach the following:

1. A word document with a detailed description of:
   a. A copy of the current program(s)
   b. List proposed program changes and a copy of the proposed program
   c. Please provide a budget if you answered yes to question 14
   d. Any other information that you believe would be useful to the committee

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Routing Instructions

The following Electronic Signature Approvals are required to complete this request:

1. **Program Director**
2. **Department Chair (if applicable)**
3. **Chair of College/School Curriculum Committee**
4. **Undergraduate Education** - After all approvals are received, route to: **shabazz@oakland.edu**

Comments (if needed) - 400 characters limit

Person routing form: Irene Debra Shabazz

Oakland Email for routing: Check Email

Approve | Forward | Disapprove | LOCK | FAQ | Attach

Number of documents attached 1

Signatures

Name	Action	Email	Dept	Date	Sent To	Comments
Karen S. Marke	Submitted	markel@oakland.	Management & Market	30 Nov 2017 11:.	mukherji@oa	
Nivedita Mukhe	Approved	mukherji@oaklan	Business Administratio	1 Dec 2017 07:01	shabazz@oak	

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Please click on the Upload button to attach all required documents.

NOTE: There is a 8Mb limit per attachment.

Upload | Done

Attachment

Detach

Proposal

To: SBA Undergraduate Curriculum Committee

From: Janell Townsend, Coordinator
International Management Minor

Date: March 31, 2016

Re: Proposal to revise the International Management Minor

The following proposal is to revise the International Management Minor

The memo outlines a restructuring of the International Management Minor to provide students a more representative foundation in business principles to complement the international management courses. Under the current structure of the International Management Minor, non-business majors typically take 4 ECN classes, and 1 MGT class (see Appendix 1). Non-business students tend to choose the ECN elective within the minor, because of the number of pre-requisites required for the other electives. The result is these students are not acquiring the broad base of business knowledge necessary to reflect the complexities of the firm level functions that are part of international management. Leveraging the strengths of the various functional areas, the proposed restructured model provides students with a broad base of business concepts by requiring ECN 202 as the global macroeconomics course, and adds the two ENT courses to cover firm level functional knowledge. These courses were not available in earlier iterations of this minor.

Business majors who choose an International Management Minor often only have to take 2 additional courses with the current program design. Since ECN 200 or 202, and ECN 201 are already required for SBA majors, the only additional courses they currently need to take to earn an International Management minor are ECN 373 and MGT 423. The elective course from their major area is counted towards both the major and the minor. This proposal adds an additional experiential learning course MGT ### (a new 4-credit course) to increase the knowledge base acquired by students choosing this minor. This course would be open to students pursuing an international management minor (SBA majors and non-majors), as well as other business students as an elective credit.

The current catalog states:

"The minor in international management consists of a minimum of 16 credits, described as follows, and any prerequisites for these courses: (ECN 200 or ECN 202 and ECN 201) or ECN 210; ECN 373; MGT 423 and one course chosen from ECN 326, ECN 374, FIN 419, MKT 450 and ORG 470. Proficiency in a foreign language is not required but is highly recommended. A minimum grade of 2.0 must be earned in each course in the international management minor and in the prerequisites for each course. This minor is open to all majors."

The proposed language:

The minor requires a minimum of 14 credit hours for business students, and 20 credit hours for students from all other majors, along with any prerequisites for these courses.

All business majors: ECN 373 (3), MGT 423 (4), and MGT 425 (4), plus one area elective required; choose from ECN 326 (3), ECN 374 (3), MKT 450 (4), ORG 470 (4), or FIN 419 (3).

All non-business majors: ECN 202 (4), ENT 201 (4), ENT 202 (4), MGT 423 (4), MGT 425 (4)

This would be the minimal text to include in the catalog. A complete description is attached.

The Faculty of the Management and Marketing Department discussed the proposed revision and unanimously recommends approval.

International Management Minor
Proposed Extended Text

Minor in International Management

Students who graduate with an international management minor will have an understanding of the complexities of doing business in a globally integrated marketplace, the influence of the variety of political and economic systems, and the cultural imperatives that underlie global decision making. Additionally, students will be able to identify international opportunities, and the factors that impact success of global business endeavors. The minor requires a minimum of 14 credit hours for business students, and 20 credit hours for students from all other majors. Students will discover strategies organizations employ when they operate worldwide and learn about the organizational behavior of companies from different parts of the world.

This minor is particularly relevant for students who are interested in working in globally integrated industries like automotive, defense, and technology, and is complimentary for a diverse range of majors, including engineering and computer science, international relations, and most liberal arts majors.

International Management Minor: *All business majors*

The International Management minor has several different "tracks" that allow business students to pursue their major, while complementing their knowledge base with a global focus that will broaden their opportunities in any industry:

Courses (credits):

ECN 373 (3)
MGT 423 (4)
MGT 425 (4)
Area elective (required; choose from ECN 326 (3), ECN 374 (3), MKT 450 (4), ORG 470 (4), or FIN 419 (3))

International Management Minor: *All non-business majors*

The International Management minor offers the opportunity for students from all majors to learn the basic concepts of business, in addition to the foundations of doing business in the global marketplace.

Courses (credits):

ECN 202 (4)
ENT 201 (4)
ENT 202 (4)
MGT 423 (4)

MGT ### (4)

Course Descriptions

ECN 202
(4) Examines a broad range of macroeconomic concepts such as determination of national income, short-term fluctuations in the economy and long-term economic growth, fiscal and monetary policies, money and banking, inflation and unemployment, with special emphasis on their global significance, and on international comparisons of macroeconomic attributes. The course introduces key concepts that will strengthen understanding of the interlinked global economy, such as comparative advantage, balance of trade and payments, exchange rates, barriers to free trade, international growth convergence, and the impact of cultures and norms on economic performance. Students are highly recommended to take ECN 201 prior to taking ECN 202.

ENT 201 - Prep for Business and Entrepreneurship 1 (4)
This course introduces students to accounting, finance and economic issues most relevant to entrepreneurs. It is only required of non-business students. MIS 100 or CSE/CIT 130 recommended.

Prerequisite(s): sophomore standing.

ENT 202 - Prep for Business and Entrepreneurship 2 (4)
This course introduces students to Marketing, MIS, POM and organizational issues most relevant to entrepreneurs. It is only required of non-business students. MIS 100 or CSE/CIT 130 are recommended.

Prerequisite(s): sophomore standing.

MGT 423 - International Business (4)
Analysis of the scope, structure and environment of international business, including the . Emphasizes the roles played by the various business functions, in presenting an integrated view of how managers cope with the complex global business environment.

Prerequisite(s): major standing in the SBA; or ECN 202

MGT ### – Global Business Strategy (4)
Experiential learning course designed to apply international business concepts to the evaluation of global markets and the development of a strategic international business plan.

Prerequisite(s): MGT 423

Appendix I
Minor in International Management (Current)

The current minor in International Management for non-business majors has several different "tracks".

Basic Classes (credits):

ECN 200 (4)
ECN 201 (4) or ECN 210 (6)
ECN 373 (3)
MGT 423 (4)

Elective Classes (1 required)

Track	*Course*	*Pre-requisites*	*Pre-pre-requisites*	*Credits by Area*	*Total Classes*
Economics	*ECN 326 (3)*	*ECN 200/01/or 210*		*Economics: 12-14* *Management: 4* *Total: 16-18*	*4-5*
Economics	*ECN 374 (3)*	*ECN 200/01/or 210*		*Economics: 12-14* *Management: 4*	*4-5*
Marketing	*MKT 450 (4)*	*MKT 302 (4)*		*Economics: 9-11* *Management: 4* *Marketing: 8* *Total: 21-23*	*5-6*
Human Resources	*ORG 470 (4)*	*ORG 331 (3)*	*ORG 330 (3)*	*Economics: 9-11* *Management: 4* *Org. Behavior (HR): 10* *Total: 23-25*	*6-7*
Finance	*FIN 419 (3)*	*FIN 322 (4)*	*ECN 200/01/or 210* *ACC 210 (4) +* *ACC 200 (4) +* *MIS 100 (4)* *QMM 241 (3) +* *QMM 240 (3) +* *MTH 121 (4)*	*Economics: 9-11* *Management: 4* *Finance: 7* *Accounting: 8* *MIS: 4* *QMM: 6* *MTH: 4* *Total: 42-44*	*11-12*

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International Management Minor

Coordinator: *Janell Townsend*

The minor in international management consists of a minimum of 16 credits, described as follows, and any prerequisites for these courses: (ECN 2000 or ECN 2020 and ECN 2010) or ECN 2100; ECN 3730; MGT 4230 and one course chosen from ECN 3260, ECN 3740, FIN 4190, MKT 4500 or ORG 4700. Proficiency in a foreign language is not required but is highly recommended. A minimum grade of 2.0 must be earned in each course in the international management minor and in the prerequisites for each course. This minor is open to all majors.