Course Change Proposal
Form A

<table>
<thead>
<tr>
<th>Academic Group (College):</th>
<th>Arts &amp; Letters</th>
<th>Academic Organization (Department):</th>
<th>Communication Studies</th>
<th>Date:</th>
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</thead>
<tbody>
<tr>
<td>Type of Course Proposal:</td>
<td></td>
<td>Department Chair: Kimo Ah Yun</td>
<td></td>
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<td>Submitted by: Mark Ludwig</td>
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<tr>
<td>New ___ Change x___ Deletion ___</td>
<td>For Catalog Copy: Yes x___ No ___</td>
<td>Semester Effective: Fall ___ Spring <em>x</em>_, 2011</td>
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<td>Does this course fulfill a requirement for single-subject or multiple subject credential students? Yes ____ No <em>x</em>_</td>
<td>CCE (Extension): Yes ___ No ___</td>
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This course replaces experimental course Subject Area (prefix) and Catalog Nbr (course number): No

If changing an existing course, should new version be considered a repeat of the original version? If so, the same Course ID will be maintained. If not, a new Course ID will be assigned. Note: In PeopleSoft terminology, the Course ID is the unique system identifier, not the Catalog Nbr.

<table>
<thead>
<tr>
<th>Change from:</th>
<th>Subject Area (prefix) &amp; Catalog Nbr (course no.):</th>
<th>Title: Writing for Public Information</th>
<th>Units: 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change to:</td>
<td>Subject Area (prefix) &amp; Catalog Nbr (course no.):</td>
<td>Title: Writing for Public Information</td>
<td>Units: 3</td>
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JUSTIFICATION:

This form is being submitted to add a prerequisite block at registration. No other changes are being made.

NEW COURSE DESCRIPTION: (Not to exceed 80 words, and language should conform to catalog copy. See http://www.csus.edu/umanual/acad.htm - Guidelines for Catalog Course Description)

Organization and operation of communication media; practice in publicity and public relations techniques. Emphasis on clear writing and correct public relations formats such as releases, PSAs, articles and speeches.

Note: N/A

Prerequisite: JOUR 30 with a grade of "C-" or better, and (GWAR Certification before Fall 09, or WPJ score of 70+, or at least a C- in ENGL 109M/W)
Enforced at Registration: Yes X  No

Corequisite: Enforced at Registration: Yes  No

Graded: Letter X__ Credit/No Credit__ Instructor Approval Required? Yes ___ No _X__

Course Classification (e.g. lecture, lab, seminar, discussion): Title for CMS (not more than 30 characters)

Discussion Writing for Public Information

Cross Listed? Yes _X_ No____ If yes, do they meet together and fulfill the same requirement, and what is the other course. Yes, Journalism 123.

How Many Times Can This Course be Taken for Credit? _1_

Can the course be taken for Credit more than once during the same term? Yes ___ No _X_
FOR NEW COURSE PROPOSALS OR SUBSTANTIVE CHANGES ONLY:

**Description of the Expected Learning Outcomes:** Describe outcomes using the following format: "Students will be able to: 1), 2), etc." See the example at http://www.csus.edu/acaf/example.htm

**Attach a list of the required/recommended course readings and activities [Note: it is understood that these are updated and modified as needed by the instructor(s).]** This attachment should be forwarded only to your Dean's office, not Academic Affairs.

**Assessment Strategies:** A description of the assessment strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers) which will be used by the instructor to determine the extent to which students have achieved the learning outcomes noted above:

**For whom is this course being developed?**
- Majors in the Dept
- Majors of other Depts
- Minors in the Dept
- General Education
- Other

Is this course required in a degree program (major, minor, graduate degree, certificate)? Yes __ No __

If yes, identify program(s):

Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer facilities, faculty, etc.)? Yes __ No __

If yes, attach a description of resources needed and verify that resources are available.

Indicate which department or programs will be affected by the proposed course (if any):

The Department Chair's signature below indicates that affected programs have been sent a copy of this proposal form.

**Accessibility:** Following course approval, and prior to the start of the semester in which the new or revised course will be taught for the first time, an accessibility checklist [available at http://www.csus.edu/accessibility/checklist.html] shall be completed and submitted to the appropriate Dean's office. An accessible syllabus shall also be made available online, preferably prior to the start of that semester's open registration period.

**Approvals:** If proposed change, new course or deletion is approved, sign and date below. If not approved, forward without signing to the next reviewing authority, and attach an explanatory memorandum to the original copy.

**Signatures:**

<table>
<thead>
<tr>
<th>Position</th>
<th>Signature</th>
<th>Date</th>
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<tbody>
<tr>
<td>Department Chair</td>
<td></td>
<td>9/1/11</td>
</tr>
<tr>
<td>College Dean or Associate Dean</td>
<td>N. Pardell</td>
<td>9/6/11</td>
</tr>
<tr>
<td>CPSP (for school personnel courses ONLY)</td>
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<td>Associate Vice President</td>
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<td>and Dean for Academic Programs</td>
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Distribution: Academic Affairs (original), Department Chair and College Dean. Dean's office to send original after approval to Academic Affairs, at mail zip 6016. An electronic copy must also be sent.

5/20/2010