# BA IN PUBLIC RELATIONS

## In Workflow

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3. ALS College Committee Chair (rfisher@csus.edu)
4. ALS Dean (mwilson@csus.edu)
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## Approval Path

1. Tue, 16 Jul 2019 21:47:03 GMT
   Andrew Stoner (andrew.stoner): Approved for COMS Committee Chair
2. Tue, 16 Jul 2019 22:30:41 GMT
   Gerri Smith (smithg): Approved for COMS Chair
3. Tue, 10 Sep 2019 22:40:11 GMT
   Robin Fisher (rfisher): Rollback to Initiator
4. Tue, 17 Sep 2019 20:06:48 GMT
   Andrew Stoner (andrew.stoner): Approved for COMS Committee Chair
5. Tue, 17 Sep 2019 20:15:48 GMT
   Gerri Smith (smithg): Approved for COMS Chair
6. Wed, 09 Oct 2019 20:30:58 GMT
   Robin Fisher (rfisher): Rollback to Initiator
7. Fri, 11 Oct 2019 20:06:18 GMT
   Andrew Stoner (andrew.stoner): Approved for COMS Committee Chair
8. Fri, 11 Oct 2019 20:18:42 GMT
   Gerri Smith (smithg): Approved for COMS Chair
9. Sat, 12 Oct 2019 01:25:02 GMT
   Robin Fisher (rfisher): Approved for ALS College Committee Chair
10. Mon, 14 Oct 2019 22:22:53 GMT
    Melinda Wilson Ramey (mwilson): Approved for ALS Dean

## New Program Proposal

Date Submitted:Fri, 11 Oct 2019 20:05:15 GMT

## Viewing:BA in Public Relations

## Last edit:Fri, 11 Oct 2019 20:05:14 GMT

Changes proposed by: Andrew Stoner (218651317)

**Academic Group: (College)**

Arts & Letters

**Academic Organization: (Department)**

Communication Studies

**Catalog Year Effective:**

2020-2021 Catalog

NOTE: This degree major program will be subject to program review evaluation within six years after implementation.

**Individual(s) primarily responsible for drafting the proposed degree major program:**

| Name (First Last) | Email | Phone 999-999-9999 |
| --- | --- | --- |
| Andrew E. Stoner | andrew.stoner@csus.edu | 916-278-3646 |

**Type of Program Proposal:**

Major

**Is this a pilot program?**

No

**Is this a Fast Track program?**

Yes

**Does this major plan to include any formal options, concentrations, or special emphases?**

No

**Title of the Program:**

BA in Public Relations

**Designation: (degree terminology)**

Bachelor of Arts

**Abstract of the proposal:**

A program that focuses on the theories and methods for managing the media image of a business, organization, or individual and the communication process with stakeholders, constituencies, audiences, and the general public; and that prepares individuals to function as public relations assistants, technicians, and managers. Includes instruction in public relations theory; related principles of advertising, marketing, and journalism; message/image design; image management and crisis communication; special event management; media relations; community relations; public affairs; and internal communications.

**Briefly describe the program proposal (new or change) and provide a justification:**

This elevation request is in response to Executive Order 1071. The existing concentration and the proposed BA Public Relations have identical course/requirements. Once the program is elevated to a BA degree, all students will have the option to move to the new degree without interrupting their progress toward graduation. Those who wish to remain in the BA in Communication Studies with a concertation in Public Relations will be able to enroll in the courses needed to complete their original course of study.

**Objectives of the degree program:**

To prepare students to enter the professional practice of public relations with the knowledge, skills and abilities to write and contribute strategically with efficacy in the global economy in numerous platforms considering the complexity of contemporary media systems. Upon completion of the major, students will have a solid understanding of communication and public relations theory, global and cultural communication, social issues, ethics. Further, students will be able to research and analyze social and communication issues including a diverse array of research methods and approaches to discover insights. Students will be able to problem solve in an efficient way for an organization or client, possess a basic understanding of business strategy, internal communication, ethics, public records law and regulations, crisis communication, management and public relations history. Diversity, inclusion and cultural perspectives are inextricably linked to public relations practice and students will understand how to link such issues with both internal and external stakeholder communication management needs.

## University Learning Goals

**Undergraduate Learning Goals:**

Competence in the disciplines
Integrative learning
Personal and social responsibility
Intellectual and practical skills

**Will this program be required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?**

No

**Please attach the Smart Planner roadmap:**

PR_roadmap.pdf

**Catalog Description:**

The Public Relations degree, developed from the Commission on Public Relations Education recommendations, is designed to prepare students to assume professional entry level roles in the practice of public relations; to help students understand the integration of public relations and marketing; prepare students to compose, develop, and analyze print and broadcast messages; to help students to develop demonstrable competencies in writing, analyzing, problem-solving, and critical thinking; to provide opportunities for testing public relations theory and practice, not only in the classroom, but in the field as well; and to develop relationships with local public relations professionals as well as with community organizations.

The PR degree at Sacramento State emphasizes research, writing and editing focused on the theories and methods for managing the media image of a business, organization, or individual. The program builds understanding of the communication process with stakeholders, constituencies, audiences, and the general public to prepare individuals to function as public relations assistants, technicians, and managers. Upon completion of the program, graduates are prepared to enter a variety of public relations careers in media relations; promotion and advertising; marketing; message/image design; image management and crisis communication; special event management; community relations; public affairs/government relations; and internal communications.

Students gain extra-curricular experiences via a robust internship program involving dozens of public and private companies and organizations across California and the nation, as well as via involvement in a large, active and award-winning Public Relations Student Society of American (PRSSA) chapter.

**Admission Requirements: Course prerequisites and other criteria for admission of students to the degree major program, and for their continuation in it.**

Prior to acceptance as a Communication Studies major, students must complete a pre-major consisting of all required lower division courses plus the upper division survey course (COMS 100A) and upper division research methodology course (COMS 100C). Students must successfully complete each pre-major course with a grade of "C-" or better. Students with a Sacramento State grade point average of 2.3 or better may request early admission to the major.

**Program Requirements: (If new courses are being created as part of a new program, it will be useful to propose courses first.)**

- Majors must complete each core course and each option core course with a grade of "C-" or better.
- Not more than 6 units of debate, internship and/or individual study (see the following) can be applied to the major requirements.
- Majors are urged to takeCOMS 2 (https://catalog.csus.edu/search/?P=COMS%202/), Argumentation (or transfer equivalent) to fulfill their critical thinking requirement.
- Communication Studies courses may only be repeated once for a grade change. Students who fail to achieve at least a "C-" in two attempts in a core course will be disqualified in majoring in Communication Studies.
- One project or paper from each capstone course will be reviewed by selected faculty for the purpose of departmental assessment.

**REQUIRED LOWER DIVISION CORE COURSES (13 units)**
COMS 2 - Argumentation (3)
COMS 8 - Interpersonal Communication Skills (3)
COMS-JOUR 55 - Media Commununication & Society (3)
JOUR 20/30 -- News Writing (1/3)
**REQUIRED UPPER DIVISION CORE COURSES (9 units)**
COMS 100A - Survey of Communication Studies (3)
COMS 100B - Rhetoric & Social Influence (3)
COMS 100C - Introduction to Scientific Methods in Communication Research (3)
**MAJOR REQUIREMENTS (21 units)**
COMS 106 - Digital Media Creation - An Introduction OR MKTG 125 Advertising (3)
COMS 118 - Survey of Public Relations (3)
COMS-JOUR 123 - Writing for Public Relations (3)
COMS-JOUR 158 - Public Relations Planning & Management  (3)
COMS 170 or COMS 171 - Data Analysis in Communication Research OR Survey Methods in Communication Research (3)
COMS 187 - Issue Management & Case Studies in Public Relations (senior seminar) (3)
MKTG 101 - Principles of Marketing (3)
**ELECTIVES (5 units)**
Any upper division (100 or above) Communication Studies courses totaling at least five units.
**TOTAL UNITS:  48**

**Explanation of special characteristics of the proposed degree major program; e.g., in terminology, units of credit required, types of course work, etc.:**

No special characteristics of the proposed degree major program exist.
Required lower division core courses: 13 units;
Required upper division core courses: 9 units
Major requirements: 21 units
Electives: 5 units
Students will still complete a minimum of 120 units to graduate; no international coursework required.

**For undergraduate programs, provisions for articulation of the proposed major with community college programs:**

PR graduates can fulfill a portion of their pre-requisite requirements with community colleges holding Articulation Agreements with Sacramento State University. Examples of these courses typically accepted as transfer credit toward their Sacramento State program of study are community college equivalents to COMS 2, 8, 55, and JOUR 30.

## Will this program require specialized accreditation?

**Will this program require accreditation?**
No

## Need for the Proposed Degree Major Program

**Is the proposed degree program offerred at any California State University campus or any neighboring institutions?**
Yes

**List of other California State University campuses currently offering or projecting the proposed degree major program; list of neighboring institutions, public and private, current offering the proposed degree major program:**
San Jose State University; California State University, Los Angeles; California State University, Long Beach.

**Differences between the proposed program and the programs listed above:**
San Jose State University has a 40 unit PR major - while we are operating with a 48 unit major. The Cal State Los Angeles program is of similar size to what we propose (45 units), but also requires 27 "free elective" units to be added. At CSU Long Beach, the PR major is 48 units (same as we propose at Sac State).

**List of other curricula currently offered by Sac State which are closely related to the proposed program:**
Communication Studies (general, journalism); Marketing.

**Attach the results of a formal survey in the geographical area to be served indicating demand for individuals who have earned the proposed degree and evidence of serious student interest in majoring in the proposed program:**
Formal_Survey_in_Geographic_Area.docx
PR_enrollment_trendlines.pdf

**For graduate programs, the number of declared undergraduate major and the degree production over the preceding years of the corresponding baccalaureate program:**
This is not a graduate program; undergraduate major only.

**Professional uses of the proposed degree major program:**
Public relations majors find professional employment upon graduation in a variety of settings, including for-profit and non-profit businesses and organizations of all sizes (in addition to positions at stand-alone professional public relations and/or advertising/ marketing agencies). PR professionals work in a variety of communication settings, including internal, external, inter-personal and small-group. Cross-cultural and international communication opportunities abound, particularly for bilingual graduates. Typical job titles include Public Relations Specialist, Public Relations Manager, Social Media Manager, Event Coordinator, Marketing Assistant, Marketing Coordinator, Marketing Director/Manager, Communications Director/Manager, Public Information Officer, Account Executive, Community Relations Director/Manager, or Development Director/Manager.

## The expected number of majors in:

**1st Year Enrollment:**
330
**3rd Year Enrollment:**
350
**5th Year Enrollment:**
360

**1st Year Graduates:**
45
**3rd Year Graduates:**
55
**5th Year Graduates:**
60

## Existing Support Resources for the Proposed Degree Major Program

**List faculty members, with rank, appointment status, highest degree earned, date and field of highest degree, and professional experience (including publications if the proposal is for a graduate degree), who would teach in the proposed program:**

| Name | Rank | Appointment Status | Highest Degree Earned | Year of Highest Degree Earned (YYYY) | Publications/Professional Experience |
|------|------|--------------------|-----------------------|--------------------------------------|--------------------------------------|
| Timothy L. Howard | Professor | Full Time | Doctorate | 2011 | Faculty - Sac State - 2006-Present; Instructor, University of the Pacific, 2011-Present; Valley MRI PR Business Development - 1994-Present; Compass PR - 2005-2011; contributions to PR: The Profession & The Practice (2012: McGraw Hill); Communication Research Methods (2009: University Readers); Business Research Yearbook (2008-2009). |
| Andrew E. Stoner | Associate Professor | Full Time | Doctorate | 2013 | Faculty - Sac State - 2015-Present; Faculty - University of Wisconsin-Stevens Point - 2012-2015; Communications Marketing Director, Honda Mfg. of Indiana, 2007-09; Marketing Comm Director, M-Plan, 2003-2007; Deputy Gubernatorial Press Secretary, 2000-2003; Communications Director, various Indiana state agencies, 1994-2000; Author of nine books; presenter/panelist at AEJMC national conventions (2013-2019). |

**Space and facilities that would be used in support of the proposed program: Show how this space is currently used and what alternate arrangements, if any, will be made for the current occupants.**

Current classroom space is adequate for all PR-related courses.

**Library resources to support the program, specified by subject areas, volume count, periodical holdings, etc.:**

Existing library resources are sufficient for all PR-related courses.

**Equipment and other specialized materials currently available:**

N/A

## Additional Support Resources Required

**Note: If additional support resources will be needed to implement and maintain the program, a statement by the responsible administrator(s) should be attached to the proposal assuring that such resources will be provided:**

E-Mail_to_Marketing_Department.pdf

**Any special characteristics of the additional faculty or staff support positions needed to implement the proposed program:**

The Department of Communication Studies has consulted with Department of Marketing & Supply Chain Management, College of Business Administration, since two of the courses we will continue to offer will be in their department, MKTG 101 and MKTG 125. Attached is an email to the chair of the Department of Marketing & Supply Chain Management. In addition, Dr. Gerri Smith and Dr. Andrew E. Stoner from Communication Studies will meet with the faculty of that department on Oct. 2, 2019 to address any concerns they may have. They not expressed any previously - and this reflects no change in our existing relationship between departments.

**Reviewer Comments:**

**Alyson Buckman (abuckman) (Fri, 06 Sep 2019 16:45:58 GMT):**Hello, From the A&L Curriculum Committee (Buckman): The reasoning is sound and substantiated; unit counts add up on Roadmap. 1. Need to have evidence of consultation with Business since the proposal includes a Marketing course. 2. Catalog description should be consistent with other COMS programs currently in the catalog

– make the description a couple of paragraphs instead of bullet points 3. The formal survey doesn't address the question about student demand for this program. 4. The Roadmap needs to be the Smartplanner roadmap. Thank you!

**Robin Fisher (rfisher) (Tue, 10 Sep 2019 22:40:11 GMT):**Rollback: Dear Andrew, please see Alyson's requested edits on behalf of the Committee. Please let me know if you have any questions. Thank you, Robin Fisher

**Robin Fisher (rfisher) (Wed, 09 Oct 2019 20:30:58 GMT):**Rollback: Dear Andrew, please see my email from today about matching your catalog description to the BA In Journalism, for example,-- it still needs to reflect that you propose to elevate it from a concentration to a degree. Thank you, Robin

Key: 459