



Abbreviated Form: Program Change for Existing Program
Form for DSU Internal Approval Sequence only*

Date:	09/25/2018
Current Program Title:	Emphasis in Strategic Communication for BS in Media Studies
Proposed Title Change if applicable:	Emphasis in Public Relations
Sponsoring College or Division:	Business and Communication
Sponsoring Academic Department(s) or Unit(s):	Media Studies
Proposed Beginning Term ¹	Fall 2019
Institutional Board of Trustees' Approval Date:	

***DSU Approval Sequence: CCC, UCC/GC, AC, UC (informational only), and Board of Trustees**

What percent of the program learning outcomes are being changed?

- ☒ Less than 30% (*Respond briefly to the sections below.*) Reported to DSU, and USHE.
- ☐ 30% or more (*Respond in detail to the sections below.*) Reported to DSU, USHE, and NWCCU.

Section I: Request

Briefly describe the request. Indicate the primary activities impacted, especially focusing on any instructional activities.

We would like to change the name of our Strategic Communication emphasis to Public Relations. Subsequently, we would also like to change the names of classes that use "Strategic Communication" in the titles, replacing those instances with "Public Relations. There will be no activities impacted.

¹ "Proposed Beginning Term" refers to first term after Trustee's approval that students may declare this program.

Section II: Need

Indicate why such a program change is justified. Reference need or demand studies if appropriate. Indicate the similarity of the proposed unit/program with similar units/programs which exist elsewhere in the state or Intermountain region.

First, Strategic Communication combines Public Relations/Advertising/Marketing. Although we include advertising and marketing in our classes, public relations is given far more emphasis. In short, we do not offer enough content in advertising and marketing to warrant the Strategic Communication moniker. Further, we have a chapter of the Public Relations Student Society of America (PRSSA) and not a student chapter of American Advertising Federation (AAF). Although we would like to create an AAF chapter, we do not have the capacity to do that nor do we have enough students at this point to participate in it.

Second, Strategic Communication is not an area of study readily and quickly recognizable by students; students know what public relations is – not strategic communication. Confusion about the term “strategic communication” has led to missed opportunities to recruit students to our program.

Section III: Programs Affected in Different Departments

Please identify all programs outside of your department that are affected by your course changes. This information can be found on the Courseleaf CIM form for each course at the top identified by the section titled “catalog pages referencing this course.” Please list the affected programs, the department chair, and the date that the program chair was contacted. Please also identify how the affected program will respond to the proposed changes by clicking one of the following three boxes. If the affected department acknowledges the changes as submitted and will make no changes as a result select the 1st box. If the affected department acknowledges but wishes to make their own changes to their own program, select the 2nd box. If the affected department has not responded by the UCC deadline for submission to the agenda, please select the 3rd box. The affected program will be required to submit changes at a later time.

Note: If more than 3 programs are affected and you would like our help in contacting department chairs, contact the Administrative Assistant for Curriculum, April Ficklin via email at April.Ficklin@dixie.edu.

Program Affected	Department Chair	Date of Contact	Acknowledged changes as submitted. (No form required)	Acknowledged, will submit own form.	Acknowledged, undecided. (Form will be required)
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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No programs outside of our department will be affected.

Section IV: Institutional Impact

Will the proposed program changes affect enrollments in instructional programs of affiliated departments or programs? How will the proposed change affect existing administrative structures? What changes in faculty and staff will be required? What new physical facilities or modification to existing facilities will be required? Describe the extent of the equipment commitment necessary to initiate the program change.

Aside from the name change, there will be no changes to institutional entities or structures.

Section V: Finances

What costs or savings are anticipated from this change? If new funds are required, describe in detail expected sources of funds. Describe any budgetary impact on other programs or units within the institution.

There will be no cost changes.

Section VI: Program Curriculum

All Program Courses (with New Courses in Bold)

List all current courses, and new courses to be offered in the proposed program by prefix, number, title, and credit hours (or credit equivalences). Highlight courses to be removed or changed using yellow highlight and indicate with a strikethrough if a course is to be removed from the program. The total number of courses shown and credit hours should match the required number of credits to be awarded the degree. Use the following format.

Course Prefix and Number	Title	Credit Hours
Required Courses		
MDIA 2300	Principles of Public Relations	3
MDIA 3580	Case Studies in Public Relations	3
MDIA 4580	Public Relations Campaigns	3
MDIA 4640	Feature Writing	3
MDIA 4440R	Public Relations Practicum	1-3
Sub-Total		13-15
Elective Courses		
Sub-Total		
Track/Options (if applicable)		
Sub-Total		
Total Number of Credits		

We are asking to replace all instances of “Strategic Communication” with “Public Relations”

Section VII: Assessment Impact

Describe how these program changes will affect your program assessment plan. Were changes made to course learning outcomes in CIM? If program learning outcomes are to be changed or deleted from your Program Curriculum Map or new ones developed, note that below. If you are changing 30% or more of your program learning outcomes (PLOs), list the original PLOs and the new set of PLOs.

There will be no changes to our program assessment plan.