

Date Submitted: 06/24/24 4:30 pm

Viewing: **ADPRBA : Advertising/Public Relations, Bachelor of Arts**

Last approved: 06/06/24 5:29 pm

Last edit: 09/17/24 2:30 pm

Changes proposed by: nrgreen

Catalog Pages Using this Program

- [Advertising and Public Relations B.A.](#)
- [Advertising and Public Relations \(ADPR\)](#)

Submitter: 3429 7456 User ID: [nrgreen](#) ~~tkulcza~~ Phone:

Program Status: Active

Academic Level: Undergraduate

Type of proposal: Major/Field of Study

Select a reason for this modification
 Requesting Approval to Offer an Existing Certificate or Degree Online--(LON)

Are you adding a concentration?
No

Are you adding or modifying a track?
No

Are you adding or modifying a focused study?
No

Effective Catalog Year: Fall 2025

College/School Code: Fulbright College of Arts and Sciences (ARSC)

Department Code: School of Journalism and Strategic Media (JOUR)

Program Code: ADPRBA

In Workflow

1. ARSC Dean Initial
2. Provost Initial
3. Director of Curriculum Review and Program Assessment
4. Registrar Initial
5. Institutional Research
6. JOUR Chair
7. ARSC Curriculum Committee
8. ARSC Dean
9. Global Campus
10. Provost Review
11. Undergraduate Council
12. Faculty Senate
13. Provost Final
14. Provost's Office-- Documentation sent to System Office
15. Higher Learning Commission
16. Board of Trustees
17. ADHE Final
18. Provost's Office-- Notification of Approval
19. Registrar Final
20. Catalog Editor Final

Approval Path

1. 06/24/24 4:44 pm
David McNabb (dmcnabb):

Degree

Bachelor of Arts

CIP Code

Approved for ARSC

Dean Initial

2. 06/27/24 8:46 am

Jim Gigantino

(jgiganti): Approved

for Provost Initial

3. 09/09/24 10:56 am

Lisa Kulczak

(lkulcza): Approved

for Director of

Curriculum Review

and Program

Assessment

4. 09/09/24 1:02 pm

Gina Daugherty

(gdaugher):

Approved for

Registrar Initial

5. 09/09/24 1:41 pm

Doug Miles

(dmiles): Approved

for Institutional

Research

6. 09/09/24 2:52 pm

Dave Bostwick

(bostwick):

Approved for JOUR

Chair

7. 09/11/24 3:11 pm

Nik Rowan

(nrgreen): Approved

for ARSC Curriculum

Committee

8. 09/11/24 3:31 pm

Christopher Schulte

(cschulte):

Approved for ARSC

Dean

9. 09/12/24 4:50 pm

Suzanne Kenner

- (skenner): Approved
for Global Campus
10. 09/12/24 7:54 pm
Jim Gigantino
(jgiganti): Approved
for Provost Review
11. 10/02/24 1:41 pm
Lisa Kulczak
(lkulcza): Approved
for Undergraduate
Council

History

1. Aug 15, 2014 by
Leepfrog
Administrator
(clhelp)
2. Mar 24, 2015 by
Charlie Alison
(calison)
3. Feb 24, 2016 by Jan
Wicks (jwicks)
4. Mar 1, 2017 by Jan
Wicks (jwicks)
5. Aug 10, 2017 by Lisa
Kulczak (lkulcza)
6. Apr 2, 2018 by Gina
Daugherty
(gdaugher)
7. Apr 29, 2020 by Jan
Wicks (jwicks)
8. Apr 29, 2020 by
Charlie Alison
(calison)
9. Apr 29, 2020 by
Charlie Alison
(calison)
10. May 26, 2020 by
Lisa Kulczak (lkulcza)
11. Aug 18, 2020 by Lisa
Kulczak (lkulcza)

12. May 18, 2021 by
Ryan Cochran
(rcc003)
13. Apr 7, 2023 by Ryan
Cochran (rcc003)
14. Apr 15, 2024 by Nik
Rowan (nrgreen)
15. Jun 3, 2024 by Gina
Daugherty
(gdaugher)
16. Jun 6, 2024 by Gina
Daugherty
(gdaugher)

09.0900 - Public Relations, Advertising, and Applied Communication.

Program Title

Advertising/Public Relations, Bachelor of Arts

Program Delivery

Method

On Campus

[Online/Web-based](#)

Is this program interdisciplinary between two or more colleges or schools?

No

Do the proposed changes impact any specific course(s) from another college or school?

No

What are the total 120
hours needed to
complete the
program?

On-line/Web-based Information

Reason for offering

Web-based Program

[see justification below](#)

Maximum Class Size 40

for Web-based

Courses

Course delivery
mode

Method(s)

Online

Class interaction
mode

Method(s):

Electronic Bulletin Boards

Percent Online

100% with No Required Campus Component

Provide a List of
Services Supplied by
Consortia Partners or
Outsourced
Organization

N/A

Estimate Costs of the
Program over the
First 3 Years

\$20,000

List Courses Taught
by Adjunct Faculty

ADPR 41403 - Public Relations Writing

ADPR 44203 - Creative Strategy and Execution

Upload
Memorandum of
Understanding Forms
(if required)

Program Requirements and Description

Requirements

~~Requirements for a Bachelor of Arts in~~

~~Advertising/Public Relations:~~ University of Arkansas and Fulbright

College of Arts and Sciences Requirements ~~The following credit hour~~

~~requirements must be met (see Degree Completion Program Policy for~~ requirements must be met (see Degree Completion Program Policy for a Bachelor of Arts in Advertising and Public Relations

The following credit hour requirements must be met (see Degree Completion Program Policy for additional information).

~~In addition, the Fulbright College Writing Requirement may be satisfied by successful completion of JOUR 49801~~

~~Journalism Writing Requirement with a grade of "C" or better.~~ State minimum core requirements

~~Minimum Core requirements~~ may vary by individual, based on placement and previous course credit earned. Once all core requirements are met, students may substitute with general electives in consultation with their academic advisor.

~~adviser. Bolded courses from the course list below may be applied to portions of the State Minimum~~

~~Core requirements.~~ Bolded courses from the course list below may be applied to portions of the State Minimum Core requirements.

State Minimum Core		35
Select one of the following:		3
MATH 2203	Survey of Calculus (ACTS Equivalency = MATH 2203)	
MATH 20503	Finite Mathematics	
MATH 21803	Mathematical Reasoning in a Quantitative World	
MATH 21003	Principles of Statistics (ACTS Equivalency = MATH 2103)	
or a higher level math.		
World language up to the Intermediate I (2003) level or higher ¹		3
Select one of the following:		3
ENGL 11103	World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113)	
ENGL 11203	World Literature: 1650CE to Present (ACTS Equivalency = ENGL 2123)	
An advanced literature course		
A language literature course		
Select one of the following:		3
PHIL 20003	Introduction to Philosophy (ACTS Equivalency = PHIL 1103)	
PHIL 21003	Introduction to Ethics (ACTS Equivalency = PHIL 1003)	
Any philosophy (PHIL) course at the 3000-level or higher (recommended: PHIL 31003 Ethics and the Professions)		
PLSC 20003	American National Government (ACTS Equivalency = PLSC 2003)	3
A second PLSC course (the following are recommended options):		3

<u>PLSC 28103</u>	Introduction to International Relations and Global Studies	
<u>PLSC 32303</u>	The American Congress	
<u>PLSC 42303</u>	The American Chief Executive	
<u>ECON 21403</u>	Basic Economics: Theory and Practice	3
<u>SPCH 10003</u>	Public Speaking (ACTS Equivalency = SPCH 1003)	3
Any HIST course 30000-level or higher		3
Cultural/Diversity Requirement ^{2,3}		3
Choose a course in cultural/diversity studies from the following options:		
<u>ADPR 44803</u>	Multiculturalism in Advertising and Public Relations	
<u>ANTH 32103</u>	Indigenous Peoples of North America: Anthropological Perspectives	
<u>ANTH 45303</u>	Middle East Cultures	
<u>ANTH 49103</u>	Topics of the Middle East	
<u>COMM 43403</u>	Intercultural Communication	
<u>ENGL/AAST 38503</u>	Topics in African-American Literature and Culture	
<u>HIST 30403</u>	History of the Modern Middle East	
<u>HIST 30903</u>	Women in U.S. History	
<u>HIST/LALS 32003</u>	Colonial Latin America	
<u>HIST/LALS 32103</u>	Modern Latin America	
<u>HIST/AAST 32303</u>	African American History to 1877	
<u>HIST/AAST 32403</u>	African American History Since 1877	
<u>HIST/AAST 32503</u>	The History of Sub-Saharan Africa	
<u>HIST 32603</u>	History of the American Indian	
<u>HIST/COMM/LALS 32803</u>	U.S. Latinos and Latinas through Film	
<u>HIST/LALS 33003</u>	U.S. Immigration History	
<u>HIST/LALS 33103</u>	Latinos and Latinas in the U.S.	
<u>HIST 33303</u>	LGBTQ+ Histories	
<u>HIST 35203</u>	Modern China	
<u>HIST 392H3</u>	Honors Colloquium (Topic: Mao Zedong and the Chinese Cultural Revolution)	

<u>HIST 3980V</u>	Special Topics (Topic: Black American Post-1968)
<u>HIST/AAST 41203</u>	Africa and the Trans-Atlantic Slave Trade
<u>HIST 43303</u>	Modern Islam
<u>HIST 43603</u>	The Middle East since 1914
<u>HIST/AAST 43803</u>	The American Civil Rights Movement
<u>HIST 43903</u>	Early Modern Islamic Empires, 1300-1750
<u>HIST/AIST 44003</u>	Islam in Asia
<u>HIST 44103</u>	New Women in the Middle East
<u>HIST 44303</u>	Social and Cultural History of the Modern Middle East
<u>HIST 47803</u>	History of Modern Mexico
<u>HIST/AAST/LALS 48103</u>	Africans and Slavery in Colonial Latin America
<u>HIST/AAST 48203</u>	Black Freedom in the Age of Emancipation
<u>HIST 48603</u>	From Hiroshima to Fukushima: Nuclear Security in Asia
<u>JOUR/AAST 32603</u>	African Americans in Film
<u>JOUR/AAST/COMM 32703</u>	African Americans in Documentary Film
<u>JOUR/AAST 49203</u>	History of the Black Press
<u>SCWK 31903</u>	Human Diversity and Social Work
<u>SOCI 31903</u>	Race, Class, Gender, and Sexuality ⁴

Other cultural/diversity courses as approved by the School of Journalism and Strategic Media.

Journalism and Strategic Media Core

All majors and minors must complete the Grammar, Spelling and Punctuation (GSP) requirement as a prerequisite or co-requisite to [JOUR 10303](#) Media Writing by completing one of these two options: 1) Pass [JOUR 10003](#) Journalistic Writing Skills with a grade of C or better; or 2) Pass [JOUR 11000](#) Grammar Spelling Punctuation Requirement with a Satisfactory (S) grade by scoring a 75% or better on the GSP test that is administered through the class. Once you officially declare a Journalism major or minor, you will obtain access to the GSP Blackboard course for Option 2. Students who do not complete both the GSP requirement and [JOUR 10303](#) with a C or better cannot enroll in any courses for which [JOUR 10303](#) is a prerequisite. The GSP test is only administered a certain number of times each semester. Students must request a GSP test time a minimum of two weeks before they plan to take the test. There is no guarantee that GSP testing slots will be open when desired, so students must schedule well in advance.

A minimum grade of “C” is required in all journalism courses that serve as prerequisites for advanced journalism and advertising/public relations courses. In certain courses a minimum grade of “B” is required.

<u>JOUR 10203</u>	Media and Society	3
<u>JOUR 10303</u>	Media Writing	3
<u>JOUR 36603</u>	Media Law	3
<u>JOUR 43303</u>	Ethics in Journalism	3
<u>JOUR 49801</u>	Journalism Writing Requirement	1
Journalism Digital Requirement. Choose one from below:		3
<u>JOUR 20003</u>	Storytelling for Today's Media	
<u>JOUR 20333</u>	Video Production	
<u>JOUR 20503</u>	Multimedia Journalism	
<u>JOUR 20603</u>	Media Graphics and Technology	
<u>JOUR 23303</u>	Photojournalism I	
<u>JOUR 30403</u>	Performer in Mass Media	
<u>JOUR 40303</u>	Advanced Radio News Reporting and Podcasting	
<u>JOUR 40603</u>	Computer-Assisted Publishing	
<u>JOUR 40703</u>	Social Media and Journalism	
<u>JOUR 40803</u>	Data Journalism	

Advertising/Public Relations Courses

Students must have a cumulative GPA of 2.5 or higher to enroll in [ADPR 37203](#) and [ADPR 37403](#).

Students are required to earn a grade of “B” or higher in both [ADPR 37203](#) and [ADPR 37403](#) and maintain a cumulative GPA of 2.5 or higher to qualify to take all other 3000-level or higher Advertising/Public Relations courses. Students may retake [ADPR 37203](#) and [ADPR 37403](#) only once to earn a grade of “B” or higher.

<u>ADPR 37203</u>	Advertising Principles	3
<u>ADPR 37403</u>	Public Relations Principles	3
<u>ADPR 41403</u>	Public Relations Writing	3
<u>ADPR 44203</u>	Creative Strategy and Execution	3
<u>ADPR 44503</u>	Media Planning & Strategy	3

or ADPR 44703	Account Planning	
Six credit hours in JOUR or ADPR courses. It is recommended that one course choice be an internship.		6
MKTG 34303	Introduction to Marketing	3
MKTG 35503	Consumer Behavior	3
MKTG 36303	Marketing Research	3
Electives		
Non-JOUR/ADPR General Electives		9
Total Hours		120

1

The number of credit hours taken to complete this level of proficiency depends on placement level in the language course sequence.

2

A cultural/diversity-approved HIST course is allowed to also satisfy the major's HIST course 3000-level or higher requirement.

3

A cultural/diversity-approved JOUR course is also allowed to satisfy a JOUR elective.

4

[SOC 10103](#) is a prerequisite to [SOC 31903](#).

8-Semester Plan

Advertising/Public Relations B.A.**Eight-Semester Plan**

Students enrolling in the eight-semester degree plan should review the [Eight-Semester Degree Completion Policy](#). [State Minimum Core](#) requirements may vary by individual, based on placement and previous credit granted. Once all core requirements are met, students may substitute with general electives in consultation with their academic advisor.

First Year	Units
	FallSpring
ENGL 10103 Composition I (ACTS Equivalency = ENGL 1013) ¹	3
MATH 11103 Quantitative Reasoning (ACTS Equivalency = MATH 1113) (Satisfies General Education Outcome 2.1) ¹	3
or MATH 11003 College Algebra (ACTS Equivalency = MATH 1103) (Satisfies General Education Outcome 2.1) ¹	
or any MATH or STAT course numbered higher than MATH 11003 (Satisfies General Education Outcome 2.1) ¹	
JOUR 10203 Media and Society	3
PLSC 20003 American National Government (ACTS Equivalency = PLSC 2003) (Satisfies General Education Outcome 4.2) ¹	3
World language at the Elementary I (1003) level or higher (depending on placement in sequence)	3
ENGL 10203 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1) ¹	3
MATH 22003 Survey of Calculus (ACTS Equivalency = MATH 2203)	3
or MATH 20503 Finite Mathematics	
or MATH 21803 Mathematical Reasoning in a Quantitative World	
or MATH 21003 Principles of Statistics (ACTS Equivalency = MATH 2103)	
or any higher numbered MATH or STAT course	
MATH 21003 is highly recommended as it acts as a prerequisite to MKTG 34303.	
JOUR 10303 Media Writing	3
World language at the Elementary II (1013) level or higher (depending on placement in sequence)	3
Satisfies General Education Outcome 3.3:	
ECON 21403 Basic Economics: Theory and Practice ¹	3
or ECON 21003 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)	
or ECON 22003 Principles of Microeconomics (ACTS Equivalency = ECON 2203)	
ECON 21403 or (ECON 21003 and ECON 22003) are prerequisites to MKTG 34303. ¹	
Year Total:	15 15

Second Year	Units
	FallSpring

Students have the option of enrolling in ADPR 37203 and ADPR 37403 during the sophomore or junior year. If enrolling during the sophomore year, students must have a minimum of 30 credit hours completed, a 2.5 cumulative GPA, and must have completed JOUR 10203 with a C or better. No in-

completed, 2.5 cumulative GPA, and must have completed JOUR 10303 with a C or better. No in-progress credit hours accepted. No exceptions will be made.

[ADPR 37203](#) Advertising Principles (must earn a B or better) 3

or if ECON 21003 or ECON 22003 was completed, then take the other ECON not completed in the sequence. If ECON 21403 was completed, then take a Social Sciences State Minimum Core course (Satisfies General Education Outcome 3.3).¹

[PHIL 20003](#) Introduction to Philosophy (ACTS Equivalency = PHIL 1103) 3

or [PHIL 21003](#) Introduction to Ethics (ACTS Equivalency = PHIL 1003)

or any PHIL course numbered 3000 or higher (PHIL 31003 Ethics and the Professions is recommended)

World language at the Intermediate I (2003) level or higher (depending on placement in sequence) 3

Journalism Digital Requirement 3

[JOUR 20333](#) Video Production

[JOUR 20503](#) Multimedia Journalism

[JOUR 20603](#) Media Graphics and Technology

[JOUR 4050V](#) Specialized Journalism Seminar

Science State Minimum Core with corequisite lab (Satisfies General Education Outcome 3.4)¹ 4

[ADPR 37403](#) Public Relations Principles (must earn a B or better) 3

or Social Sciences State Minimum Core

[MKTG 34303](#) Introduction to Marketing 3

Satisfies General Education Outcomes 3.2 and 4.1:

[ENGL 11103](#) World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113)¹ 3

or [ENGL 11203](#) World Literature: 1650CE to Present (ACTS Equivalency = ENGL 2123)

[SPCH 10003](#) Public Speaking (ACTS Equivalency = SPCH 1003) 3

Science State Minimum Core with corequisite lab (Satisfies General Education Outcome 3.4)¹ 4

Year Total: 16 16

Third Year Units
Fall/Spring

Students have the option of enrolling in the ADPR 41403, ADPR 44203, and (ADPR 44503 or ADPR 44703) course sequence during the junior or senior year. If ADPR 37203 and ADPR 37403 are already completed with a grade of B or better, then choose one course from the ADPR courses below or complete another remaining degree requirement.

If enrolling during the junior year, students must have a minimum of 60 credit hours completed, 2.5 cumulative GPA, be an Advertising/Public Relations major, and must have completed ADPR 37203 and ADPR 37403, each with a grade of B or better. No in-progress credit hours accepted. No exceptions will be made.

If not completed during sophomore year, then take: 3

[ADPR 37203](#) Advertising Principles (must earn a B or better)

If ADPR 37203 is already completed, then choose one ADPR course from below or complete another remaining degree requirement.

[ADPR 41403](#) Public Relations Writing

[ADPR 44203](#) Creative Strategy and Execution

or [ADPR 44203](#) Creative Strategy and Execution

or [ADPR 44503](#) Media Planning & Strategy

or [ADPR 44703](#) Account Planning

Students need only to complete either ADPR 44503 or ADPR 44703 towards the nine credit hours of the 4000-level ADPR course sequence--not both. If both are completed, then one will count as a JOUR/ADPR elective.

[MKTG 35503](#) Consumer Behavior 3

[JOUR 36603](#) Media Law 3

Cultural/diversity requirement or HIST elective 3000-level or higher 3

Any PLSC course (PLSC 28103 Introduction to International Relations, PLSC 32303 The American Congress, and PLSC 42303 The American Chief Executive are recommended) 3

If not completed during sophomore year, then take:

3

[ADPR 37403](#) Public Relations Principles (must earn a B or better)

If ADPR 37403 is already completed, then choose one ADPR course from below or complete another remaining degree requirement. 3

[ADPR 41403](#) Public Relations Writing

or [ADPR 44203](#) Creative Strategy and Execution

or [ADPR 44503](#) Media Planning & Strategy

or [ADPR 44703](#) Account Planning

Students need only to complete either ADPR 44503 or ADPR 44703 towards the nine credit hours of the 4000-level ADPR course sequence--not both. If both are completed, then one will count as a JOUR/ADPR elective.

Cultural/diversity requirement or HIST elective 3000-level or higher 3

If a HIST course was already completed that satisfies both requirements, then select non-JOUR/ADPR general electives.

[MKTG 36303](#) Marketing Research 3

Any JOUR or ADPR course 3

Year Total: 15 15

Fourth Year Units
Fall/Spring

If not previously completed, and if available, then choose 1-2 courses from the following: 0-6

[ADPR 41403](#) Public Relations Writing

or [ADPR 44203](#) Creative Strategy and Execution

or [ADPR 44503](#) Media Planning & Strategy

or [ADPR 44703](#) Account Planning

Students need only to complete either ADPR 44503 or ADPR 44703 towards the nine credit hours of the 4000-level ADPR course sequence--not both. If both are completed, then one will count as a JOUR/ADPR elective.

[JOUR 43303](#) Ethics in Journalism 3

Any JOUR or ADPR course 3

[JOUR 49801](#) Journalism Writing Requirement (Satisfies General Education Outcome 6.1)¹ 1

Fine Arts State Minimum Core (Satisfies General Education Outcome 3.1)*	3
Non-JOUR/ADPR General Electives	2
If not previously completed, then choose 1-3 courses from the following. If all nine hours in the sequence have been completed, then take non-JOUR/ADPR general electives.	3-9
<p>ADPR 41403 Public Relations Writing or ADPR 44203 Creative Strategy and Execution or ADPR 44503 Media Planning & Strategy or ADPR 44703 Account Planning</p> <p>Students need only to complete either ADPR 44503 or ADPR 44703 towards the nine credit hours of the 4000-level ADPR course sequence--not both. If both are completed, then one will count as a JOUR/ADPR elective.</p>	
Social Sciences State Minimum Core (Satisfies General Education Outcome 3.3). If already satisfied, then take non-JOUR/ADPR general electives. ¹	3
Non-JOUR/ADPR General Electives	7
Year Total:	15 13

Total Units in Sequence: 120

¹ Students must complete the [State Minimum Core](#) and the requirements of their major(s) as outlined in the Catalog of Studies. These courses also fulfill many, if not all, of the [General Education Requirements](#). Please visit these pages in the links provided and consult with your academic advisor when making course selections to fulfill these requirements.

Are Similar Programs available in the area?

No

Estimated Student Demand for Program [550-600](#) ~~NA~~

Scheduled Program 2029-2030

Review Date

Program Goals and Objectives

Program Goals and Objectives

The foundation of the ADPR BA includes the major theories of persuasion, consumer behavior, effectiveness and design as applied to the relevant skills taught in each course. The theoretical background helps students understand why plans and messages are created in certain ways, when to use those messages to communicate effectively and ethically to certain stakeholders, and why skills and techniques used in the writing, creation, design and placement of messaging are effective. ~~NA~~

Learning Outcomes

Learning Outcomes

- Think critically, creatively, and independently in the process of writing text and creating content for target audiences, drawing upon theoretical foundations in persuasion, consumer behavior, effectiveness, and design.
- Develop proficiency in utilizing digital skills to craft and convey key messages effectively across various platforms and mediums.
- Apply current tools and technologies in digital media production to generate compelling text and visuals tailored for journalism, public relations, and advertising purposes.
- Understand concepts and theories related to the use and presentation of images and information, and apply them strategically in multimedia content creation.
- Evaluate an array of communication strategies and methods and adapt approaches to achieve goals.
- Analyze and interpret the role of visual and textual elements in shaping audience perceptions and responses, and integrate these insights into content creation processes.
- Collaborate effectively with team members to incorporate diverse perspectives and skills in the development of strategic media, fostering innovation and creativity.
- Continuously adapt to evolving tools, technologies, and industry trends in media production, demonstrating agility and adaptability in content creation strategies.
- Demonstrate mastery in applying theoretical concepts and practical skills to create engaging and impactful content across platforms that resonates with target audiences.

NA

Description and justification of the request

Description of specific change	Justification for this change
adding online delivery. No other changes to the program requirements.	<p>Faculty in the School of Journalism and Strategic Media the School of Journalism and Strategic Media (SJSM) believe the time is right to offer the school's Advertising and Public Relations (ADPR) major as an online bachelor's degree program. This program could launch in Fall 2025.</p> <p>Off-campus (online-only) students would see</p>

Description of specific change	Justification for this change
	<p>value in an ADPR degree to enhance their professional credentials and open additional career options.</p> <p>The SJSM chair and vice chair consulted Global Campus leaders, who generated a benchmark report to examine the viability of an online ADPR major. Here are a few key items from that report:</p> <ul style="list-style-type: none"> • No institution in Arkansas offers an online bachelor’s degree in Advertising and Public Relations. • The occupational outlook for individuals holding this degree in the local area and in Arkansas is promising over the next 10 years. Jobs are expected to grow 17.3% in the local area and 16.8% in Arkansas between 2022 and 2032. • In Arkansas alone, eight Fortune 500 companies are among the top 20 companies posting for this field. Among them are Walmart, Humana, General Dynamics, Tyson Foods, Meta, Intel, and General Motors. Other top firms like Guidehouse, PricewaterhouseCoopers, and Deloitte are among top companies posting. • In the local region, 13 Fortune 500 companies are listed among the top 20 companies posting. Among them are Boeing, Elevance Health, Dell, Amazon, IBM, Visa, and USAA. <p>Nationally, statistics compiled by the U.S. Bureau of Labor Statistics for the Occupational Outlook Handbook project solid growth for Media and Communication Occupations (https://www.bls.gov/ooh/media-and-communication/home.htm). As an example, for a Public Relations Specialists with a bachelor's degree, 2022 median pay was \$67,440, and the 10-year job outlook is for “faster than average” growth of 6%.</p>

Description of specific change	Justification for this change
	<p>Unlike the three concentrations in the Journalism (JOUR) major, ADPR is a standalone major that does not require extensive use of hands-on experience with expensive equipment, including high-resolution video cameras. Thus, it would be SJSM's most online-friendly program.</p> <p>Full-time ADPR faculty unanimously support this initiative, and the ADPR curriculum includes three marketing courses that are already offered online. Also, all courses in the Journalism and Strategic Media Core along with some supporting elective courses are already delivered online. This would limit the volume of online course development needed to support an ADPR major offered through Global Campus.</p> <p>Overall, the University of Arkansas is in a unique position to be the only university in the state of Arkansas to offer a fully online Bachelor's degree in Advertising and Public Relations.</p>

Upload attachments

[letter-of-notification-ADPRBA.pdf](#)

[2_ADPRBA - Online Delivery - Ltr of Notification_Rev_BOT.pdf](#)

Reviewer Comments

Lisa Kulczak (lkulcza) (09/09/24 9:16 am): Uploaded revised LON with approval dates.

Nik Rowan (nrgreen) (09/09/24 3:33 pm): Updated header for program to match standard ARSC formatting.

Lisa Kulczak (lkulcza) (09/17/24 2:30 pm): Uploaded revised LON.

Key: 448