

Date Submitted: 10/15/19 11:21 am

Viewing: **ADPRBA** ~~JOURBA-ADPR~~ :**Advertising/Public Relations, Bachelor of Arts**~~**Journalism:Advertising-Public Relations**~~**Concentration**

Last approved: 04/02/18 10:12 am

Last edit: 11/04/19 2:02 pm

Changes proposed by: jwicks

Catalog Pages Using
this Program[Journalism B.A. with Advertising-PR Concentration](#)[Journalism and Strategic Media \(JOUR\)](#)Submitter: User ID: **jwicks** ~~ersleaf1~~ Phone:
575-6304 ~~575-6731~~

Program Status Active

Academic Level Undergraduate

Type of proposal Major/Field of Study

Select a reason for this modification
Reconfiguring an Existing Degree—(LON)Are you adding a concentration?
NoAre you adding or modifying a track?
NoAre you adding or modifying a focused study?
No

Effective Catalog Year Fall 2020

College/School Code

In Workflow

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

Approval Path

1. 02/06/19 9:59 am
Jeannine Durdik

Fulbright College of Arts and Sciences (ARSC)

Department Code

School of Journalism and Strategic Media (JOUR)

Program Code **ADPRBA** ~~JOURBA-~~
~~ADPR~~

Degree Bachelor of Arts

CIP Code

(jdurdik): Approved
for ARSC Dean
Initial

2. 02/07/19 1:27 pm
Alice Griffin
(agriffin): Approved
for Director of
Program
Assessment and
Review
3. 02/11/19 11:46 am
Lisa Kulczak
(lkulcza): Approved
for Registrar Initial
4. 02/11/19 11:51 am
Gary Gunderman
(ggunderm):
Approved for
Institutional
Research
5. 02/11/19 11:57 am
Jan Wicks (jwicks):
Approved for JOUR
Chair
6. 04/09/19 10:15 am
Pearl Dowe
(pkford): Approved
for ARSC Curriculum
Committee
7. 09/03/19 6:52 am
Karen Boston
(kboston): Rollback
to ARSC Curriculum
Committee for
WCOB Dean
8. 09/04/19 2:32 pm
Ryan Cochran
(rcc003): Rollback to
Initiator

9. 09/06/19 1:33 pm
Jeannie Hulen
(jhulen): Approved
for ARSC Dean
Initial
10. 09/13/19 2:23 pm
Alice Griffin
(agriffin): Rollback
to Initiator
11. 10/15/19 6:36 pm
Jeannie Hulen
(jhulen): Approved
for ARSC Dean
Initial
12. 10/16/19 4:01 am
Terry Martin
(tmartin): Approved
for Provost Initial
13. 10/22/19 5:03 pm
Alice Griffin
(agriffin): Approved
for Director of
Program
Assessment and
Review
14. 10/24/19 11:57 am
Lisa Kulczak
(lkulcza): Approved
for Registrar Initial
15. 10/24/19 12:04 pm
Gary Gunderman
(ggunderm):
Approved for
Institutional
Research
16. 10/24/19 12:15 pm
Jan Wicks (jwicks):
Approved for JOUR
Chair

17. 11/06/19 11:48 am
Ryan Cochran
(rcc003): Approved
for ARSC Curriculum
Committee
18. 11/13/19 3:53 pm
Karen Boston
(kboston):
Approved for WCOB
Dean
19. 11/13/19 3:59 pm
Jeannie Hulen
(jhulen): Approved
for ARSC Dean
20. 11/13/19 4:50 pm
Suzanne Kenner
(skenner): Approved
for Global Campus
21. 11/14/19 4:47 pm
Terry Martin
(tmartin): Approved
for Provost Review
22. 11/22/19 4:30 pm
Alice Griffin
(agriffin): Approved
for University
Course and Program
Committee

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)

09.0900 ~~09.0401~~ - Public Relations, Advertising, and Applied Communication. ~~Journalism-~~

Program Title

Advertising/Public Relations, Bachelor of Arts ~~Journalism:Advertising-Public Relations Concentration~~

Program Delivery

Method

On Campus

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

Yes ~~No~~

College(s)/School(s)

College/School Name

Walton College of Business (WCOB)

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

Program Requirements and Description

Requirements

University and College Requirements for a Bachelor of Arts in Advertising/Public Relations: In addition to the Fulbright College of Arts and Sciences Graduation Requirements (see under [Degree Completion Program Policy](#)), the following course requirements must be met. Bolded courses from the course list below may be applied to portions of the [University/state minimum core requirements](#).

University/State Minimum Core

35

Select one of the following:

3

MATH 2033 Mathematical Thought

MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)

<u>MATH 2053</u>	Finite Mathematics	
<u>MATH 2183</u>	Mathematical Reasoning in a Quantitative World	
<u>STAT 2303</u>	Principles of Statistics (ACTS Equivalency = MATH 2103)	
	or a higher level math.	
World language up to the Intermediate I level (2000-level)		9
Select one of the following:		3
<u>WLIT 1113</u>	World Literature I (ACTS Equivalency = ENGL 2113)	
<u>WLIT 1123</u>	World Literature II (ACTS Equivalency = ENGL 2123)	
	An advanced literature course	
	A language literature course	
Select one of the following:		3
<u>PHIL 2003</u>	Introduction to Philosophy (ACTS Equivalency = PHIL 1103)	
<u>PHIL 2103</u>	Introduction to Ethics (ACTS Equivalency = PHIL 1003)	
	Any philosophy (PHIL) course at the 3000-level or higher (recommended: <u>PHIL 3103</u> Ethics and the Professions)	
<u>PLSC 2003</u>	American National Government (ACTS Equivalency = PLSC 2003)	3
A second PLSC course (the following are recommended options):		3
<u>PLSC 2813</u>	Introduction to International Relations	
<u>PLSC 3233</u>	The American Congress	
<u>PLSC 4233</u>	The American Chief Executive	
<u>ECON 2143</u>	Basic Economics: Theory and Practice	3
<u>COMM 1313</u>	Public Speaking (ACTS Equivalency = SPCH 1003)	3
Any HIST course 3000-level or higher		3
Cultural/Diversity Requirement: 3 credit hours of cultural/diversity studies to be selected from the following or as approved by the School of Journalism and Strategic Media:		3
<u>ANTH 4533</u>	Middle East Cultures	
<u>COMM 4343</u>	Intercultural Communication	
<u>HIST 3233</u>	African American History to 1877	
<u>HIST 3243</u>	African American History Since 1877	
<u>HIST 3263</u>	History of the American Indian	
<u>JOUR 3263</u>	African Americans in Film	
<u>JOUR 4923</u>	History of the Black Press	
<u>SCWK 3193</u>	Human Diversity and Social Work	
<u>SOCI 3193</u>	Race, Class, and Gender in America	
	Other cultural/diversity courses as approved by the School of Journalism and Strategic Media.	
Journalism and Strategic Media Core		16
All majors must complete the GSP or Grammar, Spelling and Punctuation requirement as a prerequisite or co-requisite to <u>JOUR 1033</u> Media Writing by completing one of these two options: 1) Pass <u>JOUR 1003</u> Journalistic Writing Skills with a grade of C or better; or 2) Pass the GSP test with a grade of 75% or better. 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 1033 with a C or better cannot enroll in any courses for which JOUR 1033 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 1023</u>	Media and Society
<u>JOUR 1033</u>	Fundamentals of Journalism
<u>JOUR 3633</u>	Media Law
<u>JOUR 4333</u>	Ethics in Journalism
<u>JOUR 4981</u>	Journalism Writing Requirement

Journalism Digital Requirement: JOUR 2053 Multimedia Journalism, JOUR 2063 Media Graphics and Technology, or JOUR 405V Specialized Journalism Seminar with the subtopic "Videography/Editing" or "Digital Content Strategy."

Advertising/Public Relations Courses

30

Students must have a cumulative GPA of 2.5 or higher to enroll in ADPR 3723 and ADPR 3743.

Students are required to earn a grade of "B" or higher in both ADPR 3723 and ADPR 3743 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 3723 and ADPR 3743 only once to earn a grade of "B" or higher.

<u>JOUR 3723</u>	Advertising Principles
<u>JOUR 3743</u>	Public Relations Principles
<u>JOUR 4143</u>	Public Relations Writing
<u>JOUR 4423</u>	Creative Strategy and Execution
<u>JOUR 4453</u>	Media Planning & Strategy
or <u>JOUR 4473</u>	Account Planning

~~Plus any two additional journalism courses. It is recommended that one course choice be an internship.~~

6

Six credit hours in JOUR or ADPR courses. It is recommended that one course choice be an internship.

<u>MKTG 3433</u>	Introduction to Marketing
<u>MKTG 3553</u>	Consumer Behavior
<u>MKTG 3633</u>	Marketing Research

Non-JOUR/ADPR General Electives

3

Total Hours

120

~~Advertising/Public Relations Concentration: Students seeking admission to the Advertising/Public Relations Concentration must have an overall GPA of 2.5 or higher: 1) to be admitted to the Ad/PR Sequence, and 2) to enroll in JOUR 3723 and JOUR 3743. Students in the Advertising/Public Relations Concentration are required to earn a grade of "B" or higher in both JOUR 3723 and JOUR 3743 to qualify to take all upper level~~

Advertising/Public Relations Concentration courses: Students may retake JOUR 3723 and JOUR 3743 only once to earn a grade of "B" or higher.

8-Semester Plan

~~with Advertising-PR Sequence Eight Semester Degree Program~~

~~Journalism B.A.~~ Students wishing to follow the eight-semester degree plan should see **the Eight-Semester Degree the Eight-Semester Degree Policy in the Academic Regulations chapter** for university requirements of the **program as well as Fulbright College requirements.** ~~program.~~

~~The journalism major includes three sequences: News/Editorial, Broadcast, and Advertising/Public Relations. Each is shown below.~~ **University/state minimum core requirements** ~~Core requirement hours~~ may vary by individual, based on placement and previous credit granted. Once all ~~university/state~~ core requirements are met, students may substitute **with a three-hour (or more) general electives.** ~~elective in place of a core area.~~ **Students should consult with their academic advisor.**

First Year	Units
	Fall Spring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013)	3
MATH 1203 College Algebra (ACTS Equivalency = MATH 1103) (if required)	3 -
or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103)	
MATH 1313 Quantitative Reasoning (ACTS Equivalency = MATH 1113)	3
or MATH 1203 College Algebra (ACTS Equivalency = MATH 1103)	
or any MATH course numbered higher than MATH 1203	
JOUR 1023 Media and Society	3
PLSC 2003 American National Government (ACTS Equivalency = PLSC 2003)	3
World language at the Elementary I (1003) level or higher (depending on placement in sequence)	3
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023)	3
STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103) (if still needed, otherwise, General Elective)	- 3
MATH 2033 Mathematical Thought	3
or MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)	
or MATH 2053 Finite Mathematics	
or MATH 2183 Mathematical Reasoning in a Quantitative World	
or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103)	
or any higher numbered MATH or STAT course	
NOTE: STAT 2303 is highly recommended as it acts as a prerequisite to MKTG 3433.	
JOUR 1033 Fundamentals of Journalism	3
World language at the Elementary II (1013) level or higher (depending on placement in sequence)	3
ECON 2143 Basic Economics: Theory and Practice	3
or ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)	
or ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203)	
NOTE: ECON 2143 or (ECON 2013 and ECON 2023) are prerequisites to MKTG 3433.	

Year Total:

15 15

Year Total:

15 15

Second Year

Units

FallSpring

NOTE: Students have the option of enrolling in ADPR 3723 and ADPR 3743 during the sophomore or junior year. If enrolling during the sophomore year, students must have a minimum of 30 credit hours completed, 2.5 cumulative GPA, and must have completed JOUR 1033 with a C or better. No in-progress credit hours accepted. No exceptions will be made.

JOUR 3723 Advertising Principles (must earn a B or better) 3

or if ECON 2013 or ECON 2023 was completed, then take the other ECON not completed in the sequence. If ECON 2143 was completed, then take a Social Sciences university/state minimum core.

PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103) 3

or PHIL 2103 Introduction to Ethics (ACTS Equivalency = PHIL 1003)

~~Advanced Level Elective†~~ 3 -

or any PHIL course numbered 3000 or higher (PHIL 3103 Ethics and the Professions is recommended)

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

~~Fine arts university/state core requirement:~~

~~ECON 2143 Basic Economics: Theory and Practice (As needed)~~

Journalism Digital Requirement: JOUR 2053 Multimedia Journalism, JOUR 2063 Media Graphics and Technology, or JOUR 405V Specialized Journalism Seminar with the subtopic "Videography/Editing" or "Digital Content Strategy."

Science university/state minimum core with corequisite lab 4

~~Advanced Level, Elective†~~ - 3

JOUR 3743 Public Relations Principles (must earn a B or better) 3

or Social Sciences university/state minimum core

MKTG 3433 Introduction to Marketing 3

~~Social science state/university core requirement~~ - 3

WLIT 1113 World Literature I (ACTS Equivalency = ENGL 2113) 3

or WLIT 1123 World Literature II (ACTS Equivalency = ENGL 2123)

COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) 3

Science university/state minimum core with corequisite lab 4

Year Total: 16 16

Third Year

Units

FallSpring

NOTE: Students have the option of enrolling in the ADPR 4143, ADPR 4423, and (ADPR 4453 or ADPR 4473) course sequence during the junior or senior year. If ADPR 3723 and ADPR 3743 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 3723 and ADPR 3743, 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

~~Science-university/state-core-lecture-and-corequisite-lab 4 -~~

~~3000-4000-HIST-course-or-3000-4000-non-JOUR-Fulbright-College-Elective++ 3 -~~

JOUR 3723 Advertising Principles (must earn a B or better)

If ADPR 3723 is already completed, then choose one ADPR course from below or complete another remaining degree requirement.

JOUR 4143 Public Relations Writing

or JOUR 4423 Creative Strategy and Execution

or JOUR 4453 Media Planning & Strategy

or JOUR 4473 Account Planning

NOTE: Students need only to complete either ADPR 4453 or ADPR 4473 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 3553 Consumer Behavior 3

JOUR 3633 Media Law 3

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

Any PLSC course (PLSC 2813 Introduction to International Relations, PLSC 3233 The American 3

Congress, and PLSC 4233 The American Chief Executive are recommended)

~~NOTE: Students must have 60 hours completed and an overall GPA of 2.5 or higher to enroll in JOUR 3723 or JOUR 3743. There are no exceptions.~~

If not completed during sophomore year, then take: 3

~~3000-4000-non-JOUR-Fulbright-College-elective-or-3000-4000-HIST-course++ - 3~~

~~JOUR-4333-Ethics-in-Journalism - 3~~

JOUR 3743 Public Relations Principles (must earn a B or better)

~~JOUR-3633-Media-Law++ - 3~~

If ADPR 3743 is already completed, then choose one ADPR course from below or complete 3

another remaining degree requirement.

JOUR 4143 Public Relations Writing

or JOUR 4423 Creative Strategy and Execution

or JOUR 4453 Media Planning & Strategy

or JOUR 4473 Account Planning

NOTE: Students need only to complete either ADPR 4453 or ADPR 4473 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 3633 Marketing Research	3
Any JOUR or ADPR course	3
Year Total:	15 15
Fourth Year	Units
	FallSpring
NOTE: Students must have 90 hours completed, an overall GPA of 2.5 or higher, and must have completed JOUR 3723 and 3743 with a grade of "B" or better to enroll in JOUR 4143, JOUR 4423, JOUR 4453 and JOUR 4473. There are no exceptions.	
If not previously completed, and if available, then choose 1-2 courses from the following:	0-6
<u>JOUR 4143</u> Public Relations Writing	
or <u>JOUR 4423</u> Creative Strategy and Execution	
or <u>JOUR 4453</u> Media Planning & Strategy	
or <u>JOUR 4473</u> Account Planning	
JOUR 4423 Creative Strategy and Execution (or in Spring Semester 4)††	3 -
JOUR 4453 Media Planning & Strategy (or in Spring Semester 4)††	3 -
or JOUR 4473 Account Planning	
NOTE: Students need only to complete either ADPR 4453 or ADPR 4473 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.	
<u>JOUR 4333</u> Ethics in Journalism	3
Any JOUR or ADPR course	3
Non-JOUR Advanced Level Elective†	3 -
<u>JOUR 4981</u> Journalism Writing Requirement	1
Fine Arts university/state minimum core	3
Non-JOUR/ADPR General Electives	2
JOUR 4981 Journalism Writing Requirement (if still needed)	- 0-1
JOUR Elective	- 3
PLSC course or Cultural/diversity studies course as needed	- 3
Non-JOUR General Electives	- 6
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
<u>JOUR 4143</u> Public Relations Writing	
or <u>JOUR 4423</u> Creative Strategy and Execution	
or <u>JOUR 4453</u> Media Planning & Strategy	
or <u>JOUR 4473</u> Account Planning	
NOTE: Students need only to complete either ADPR 4453 or ADPR 4473 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.	
Non-JOUR/ADPR General Electives	10
Year Total:	15 13

Total Units in Sequence:

120

~~† Meets 40-hour advanced credit hour requirement. See Fulbright College Academic Regulations.~~

~~† Meets 24-hour rule (24 hours of 3000-4000 level courses in Fulbright College) in addition to meeting the 40-hour rule. See Fulbright College Academic Regulations.~~

Are Similar Programs available in the area?

No

Estimated Student Demand for Program NA

Scheduled Program **2021-2022** ~~NA~~

Review Date

Program Goals and

Objectives

Program Goals and Objectives

NA

Learning Outcomes

Learning Outcomes

NA

Description and justification of the request

Description of specific change	Justification for this change
---------------------------------------	--------------------------------------

Description of specific change	Justification for this change
<p>We are changing the hours completed requirement from 60 hours to 30 hours for JOUR 3723 Advertising Principles and JOUR 3743 Public Relations Principles. This change will allow students to take these courses in the sophomore or junior year (but the overall 2.5 GPA requirement and earning a B in JOUR 3723 and JOUR 3743 in order to qualify to enter the sequence and take the advanced Ad/PR courses will not change). This will add flexibility and options for students who are seeking to complete requirements in this high-demand major.</p> <p>We are changing the hours completed requirement from 90 hours to 60 hours to qualify to take the advanced required Ad/PR Sequence courses: JOUR 4143 Public Relations Writing, JOUR 4423 Creative Strategy and Execution, JOUR 4453 Media Planning & Strategy and JOUR 4473 Account Planning. This will allow students in the sequence to take these courses in the junior and senior year. (However, the overall 2.5 GPA requirement and earning a B in JOUR 3723 and JOUR 3743 in order to qualify to enter the sequence and take the advanced Ad/PR courses will not change). This also provides flexibility and options for students seeking to complete this high-demand major.</p> <p>We are adding the requirement for Ad/PR Sequence students to complete MKTG 3633 Marketing Research because research knowledge and skills are important to careers in the advertising and public relations field. The US Bureau of Labor Statistics predicts that market research analyst jobs will increase by 26% or much faster than average from 2016 to 2026. Developing knowledge and skills in market research is also central to earning promotions in the field. The Bureau also predicts that related occupations where market research is widely used such as advertising and promotions managers, public relations and fundraising managers, and database administrators are growing faster than average.</p>	<p>All changes are based on what we learned from assessment, accreditation, our discussions with professionals, and our survey of graduates. For example, the survey of graduates suggested students felt they needed more training in math and related concepts. Professionals are telling us that students need to be prepared to use data and analytics upon graduation. Requiring Marketing Research specifically addresses the math or numerical competency that our national accreditation organization and professionals in the field indicated requires additional training or improvement among our undergraduates in the Ad/PR Sequence of the Journalism major.</p>

Description of specific change	Justification for this change
Reorganized the program requirements listing and the eight-semester degree plan.	Following the current template used for ARSC degrees.

Description of specific change	Justification for this change
<p>Reconfiguring the JOURBA-ADPR concentration into a standalone major. The JOURBA-ADPR concentration can be removed.</p>	<p>The JOUR BA with Advertising/Public Relations (ADPR) Concentration should be reconfigured as an ADPR major to remain competitive with other ADPR programs in the region and meet national accreditation requirements. The ADPR concentration must become a stand-alone major so students can be required to take the courses needed to maintain national accreditation and be competitive with ADPR graduates from other programs in the region. Competing programs in the region (at Missouri, Oklahoma, Texas and LSU) require at least one research course, which is why UA ADPR students are required to take MKTG 3633 Marketing Research. Also, students at ADPR regional programs are required to take 6 to 12 hours of marketing or business courses. In addition to the Marketing Research course, UA ADPR requires students to take Principles of Marketing and Consumer Behavior. Finally, regional ADPR programs require students to take the Campaigns course (typically as a capstone for assessment) as well as other ADPR specific courses. Reconfiguring the concentration to an ADPR major allows us to potentially introduce other courses competing programs already require, should resources become available in the future.</p> <p>ADPR students consistently represent more than half the majors in the School of Journalism and Strategic Media. The JOUR and ADPR majors will represent the two emphasis areas in the School: Journalism students in the Broadcast and News/Editorial Concentrations (or the Journalism part of the School's name), and ADPR (or the Strategic Media part of the School's name).</p>

Upload attachments

[JOURBA-ADPRBA - Reconfiguration - Curriculum.docx](#)

[JOURBA-ADPRBA - Reconfiguration - Ltr of Notification.pdf](#)

Reviewer Comments

Alice Griffin (agriffin) (02/07/19 8:45 am): All course changes noted in the description have been verified and are currently in the approval process.

Alice Griffin (agriffin) (02/07/19 11:27 am): The math requirements have not changed. They are the same as what is published in the current catalog. Not sure why they are presented in green.

Alice Griffin (agriffin) (02/07/19 11:31 am): Inserted scheduled program review date.

Karen Boston (kboston) (09/03/19 6:52 am): Rollback: Per ARSC request

Ryan Cochran (rcc003) (09/04/19 2:32 pm): Rollback: Rolling back to add the Digital Requirement.

Alice Griffin (agriffin) (09/13/19 2:23 pm): Rollback: Please address the number of credit hours in the concentration. It is beyond the maximum allowed. See correspondence from director dated 9/13/2019.

Alice Griffin (agriffin) (10/22/19 4:28 pm): Changed CIP code from Journalism 09.0401 to Public Relations CIP Code as noted in the Letter of Notification.

Alice Griffin (agriffin) (10/22/19 5:03 pm): Minor edits to the LON and renamed to match BOT naming convention. Revised curriculum document to include both ADPRBA and JOURBA curriculum for 2020-2021.

Gary Gunderman (ggunderm) (10/24/19 12:04 pm): The 09.0900 CIP Code for the new program is appropriate. Documentation will need to be clear that the JOURBA program is not being deleted or replaced with this one. It is a new program developed from the previous concentration in JOUR.

Key: 448