# http://www.ric.edu/webcommunications/images/SealWithText_Small_Black.pngUNDERGRADUATE CURRICULUM COMMITTEE (UCC)PROPOSAL FORM

## Cover page scroll over blue text to see further important [instructions](#instructions): [if not working select “COMMents on rollover” in your Word preferences under view] **please read these.**

**N.B. ALL numbered categories in section (A) must be completed. Please do not use highlight to select choices within a category but simply delete the options that do not apply to your proposal (e.g. in A.2 if this is a course revision proposal, just delete the creation and deletion options and the various program ones, so it reads “course revision”) Do not delete any of the numbered categories—if they do not apply leave them blank. If there are no resources impacted please put “none” in each A. 7 category.**

|  |  |  |
| --- | --- | --- |
| A.1. [Course or program](#Proposal) | **comm 328 Case studies in public relations** |  |
|  |  |
| A. 1b. Academic unit | **Faculty of Arts and Sciences** |  |
| A.2. [Proposal type](#type) | **New course** |  |
| A.3. [Originator](#Originator) | **Giselle Auger** | [Home department](#home_dept) | **Communication** |
| A.4. [Context and Rationale](#Rationale) Note: Must include additional information in smart tip for all [new programs](#type) | **We are proposing a new course in case studies in public relations, which will be required in the B.P.S. program and as a choice course in the B.A. program. Case studies are an important part of applied learning where students take knowledge gained in prior courses and apply to real life situations. A case study class adds to the repertoire of public relations courses offered at RIC (currently only 2 public relations courses COMM 232 [previously 301] and COMM 311W are offered).** |
| A.5. [Student impact](#student_impact)Must include to explain why this change is being made? | **Case studies are an important part of learning about industry issues for students as they analyze real-world scenarios. This course will add to students’ industry-specific knowledge.** |
| A.6. [Impact on other programs](#impact)  | **None** |
| A.7. [Resource impact](#Resource) | [*Faculty PT & FT*](#faculty):  | **None** |
| [*Library*:](#library) | **None** |
| [*Technology*](#technology) | **None** |
| [*Facilities*](#facilities): | **None** |
| A.8. [Semester effective](#Semester_effective) | **Fall 2023** | A.9. [Rationale if sooner than next Fall](#Semester_effective) |  |
| A.10. INSTRUCTIONS FOR CATALOG COPY: Use the Word copy versions of the catalog sections found on the UCC Forms and Information page. Cut and paste into a single file **ALL the relevant pages from the college catalog that need to be changed.** Use tracked changes feature to show how the catalog will be revised as you type in the revisions. If totally new copy, indicate where it should go in the catalog. If making related proposals a single catalog copy that includes all changes is preferred. Send catalog copy as a separate single Word file along with this form.  |
| A.11. List here (with the relevant urls), any RIC website pages that will need to be updated (to which your department does not have access) if this proposal is approved, with an explanation as to what needs to be revised: N/A |
| A. 12 **Check to see if your proposal will impact any of our** [**transfer** **agreements,**](file:///C%3A%5CUsers%5Cgauger_6325%5CDownloads%5Ctransfer%20agreements) **and if it does explain in what way. Please indicate clearly what will need to be updated.** N/A |
| A. 13 Check the section that lists “Possible NECHE considerations” on the UCC Forms and Information page and if any apply, indicate what that might be here and contact Institutional Research for further guidance. N/A |

B. [NEW OR REVISED COURSES](#delete_if)  **Delete section B if the proposal does not include a new or revised course. As in section A. do not highlight but simply delete suggested options not being used. Always fill in b. 1 and B. 3 for context. NOTE: course learning outcomes and topical outlines only needed for new or substantially revised courses.**

|  | Old ([for revisions only](#Revisions))ONLY include information that is being revised, otherwise leave blank.  | NewExamples are provided within some of the boxes for guidance, delete just the examples that do not apply. |
| --- | --- | --- |
| B.1. [Course prefix and number](#cours_title)  |  | **COMM 328** |
| B.2. Cross listing number if any |  |  |
| B.3. [Course title](#title)  |  | **Case Studies in Public Relations** |
| B.4. [Course description](#description)  |  | **Students will explore real-world cases in public relations in a variety of areas including employee, community, and government relations as well activism and advocacy.** |
| B.5. [Prerequisite(s)](#prereqs) |  | **COMM 208 or COMM 201W or COMM 256** |
| B.6. [Offered](#Offered) |  | **Fall** |
| B.7. [Contact hours](#contacthours)  |  | **4** |
| B.8. [Credit hours](#credits) |  | **4** |
| B.9. [Justify differences if any](#differences) |  |
| B.10. [Grading system](#grading)  |  |  |
| B.11. [Instructional methods](#instr_methods) |  | **Lecture, case study, textbook** |
| B.11.a [Delivery Method](#instr_methods) |  | **Online, hybrid, in-person** |
| B.12. CATEGORIES 12. a. [How](#required) to be used |  |  |
|  12 b. Is this an Honors  course? |  | **No** |
|  12. c. [General Education](#ge) N.B. Connections must include at  least 50% Standard Classroom instruction. |  | **No** |
|  12. d. Writing in the  Discipline (WID) |  | **No** |
| B.13. [How will student performance be evaluated?](#performance) |  | **Case study, exam, discussion, project** |
| B.14 [Recommended class-size](#class_size" \o "Check appendix XVIII in the UCC Manual for Best Practices) |  | **20** |
| B.15. [Redundancy statement](#competing) |  |  |
| B. 16. Other changes, if any |  |

| B.17**.** [**Course learning outcomes**](#outcomes)**: List each one in a separate row** | [**Professional Org.Standard(s)**](#standards)**, if relevant** | [**How will each outcome be measured**](#measured)**?** |
| --- | --- | --- |
| * Objective 1: Students will be able to articulate the public relations implications of management decisions and identify constituencies affected by these decisions;
* Objective 2: Students will be able to apply understanding of PR strategy in a written case study;
* Objective 5: Students will be able to analyze and articulate the effectiveness of public relations activities.
 | None | Objective 1: Case study analysis and presentation; exam.Objective 2: Development of a case study paper.Objective 3: Short case analysis papers, exam, and discussion will be used to measure this objective. |

| B.18. [**Topical outline**](#outline)**: DO NOT INSERT WHOLE SYLLABUS, JUST A TWO-TIER TOPIC OUTLINE suitable for the contact hours requested. Proposals that ignore this request will be returned for revision.** |
| --- |
| 1. Proactive Public Relations
	1. Effective Communication Considerations
	2. Effective Organizational Response
2. Ethics and the Law
	1. Cases in PR ethics
	2. Cases in Law as it applies to PR
3. Corporate Social Responsibility (CSR)
	1. Defining the construct of CSR
	2. Organizational Philanthropy (case in CSR)
	3. The environment (case in CSR)
4. Employee Relations
	1. Another part of CSR
	2. Communicating effectively with employees
5. Advocacy & Activism
	1. Advocacy versus Activism
	2. Cases in Advocacy
	3. Cases in Activism
6. Community Relations
	1. Another part of CSR
	2. Communicating effectively with community stakeholders
7. Cross Cultural Communication
	1. Defining culture and special populations
	2. Issues in visual communication by culture
	3. Communicating ethically across cultures
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## D. Signatures

* **Changes that affect General Education in any way MUST be approved by ALL Deans and COGE Chair**.
* Changes that directly impact more than one department/program MUST have the signatures of all relevant department chairs, program directors, and their relevant dean (e.g. when creating/revising a program using courses from other departments/programs). Check UCC manual 4.2 for further guidelines on whether the signatures need to be approval or acknowledgement.
* Proposals that do not have appropriate approval signatures will not be considered.
* Type in name of person signing and their position/affiliation.
* Send electronic files of this proposal and accompanying catalog copy to curriculum@ric.edu to the current Chair of UCC. Check UCC website for due dates. Do NOT convert to a .pdf.

##### D.1. Approvals: required from programs/departments/deans who originate the proposal. THESE may include multiple departments, e.g., for joint/interdisciplinary proposals.

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| Holly Shadoian | Vice Provost of Undergraduate Affairs/Program Director of BPS |  | 3/6/2023 |
| Giselle Auger | Chair of Communication | Giselle A. Auger | 2/21/2023 |
| Earl Simson | Dean of Faculty of Arts & Sciences | Earl Simson | 3/6/2023 |
| Jen Giroux | **Associate Vice President of Professional Studies and Continuing Education** | \*approved by email | 3/6/2023 |

##### D.2. [Acknowledgements](#acknowledge): REQUIRED from OTHER PROGRAMS/DEPARTMENTS (and their relevant deans if not already included above) that are IMPACTED BY THE PROPOSAL. SIGNATURE DOES NOT INDICATE APPROVAL, ONLY AWARENESS THAT THE PROPOSAL IS BEING SUBMITTED. CONCERNS SHOULD BE BROUGHT TO THE UCC COMMITTEE MEETING FOR DISCUSSION; all faculty are welcome to attend.

| Name | Position/affiliation | [Signature](#Signature_2) | Date |
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|  |  |  | Tab to add rows |