

**Curriculum Change Form**  
**(Present only one proposed curriculum change per form)**  
**(Complete only the section(s) applicable.)**

**Part I**

(Check one) <input type="checkbox"/> New Course (Parts II, IV) <input type="checkbox"/> Course Revision (Parts II, IV) <input type="checkbox"/> Hybrid Course ("S," "W") <input type="checkbox"/> Course Dropped (Part II) <input type="checkbox"/> New Program (Part III) <input checked="" type="checkbox"/> Program Revision (Part III) <input type="checkbox"/> Program Suspended (Part III)	Department Name College *Course Prefix & Number *Course Title (30 characters) *Program Title *Provide only the information relevant to the proposal.	Communication Business & Technology  B.A. Public Relations (Major <u>X</u> , Option ____; Minor ____; or Certificate ____)  Graduate Council* Council on Academic Affairs Approved <u>x</u> Disapproved ____ Faculty Senate** Board of Regents** Council on Postsecondary Edu.***
Proposal Approved by: _____ Date _____ Date _____ Departmental Committee 11/21/08 Graduate Council* N/A <i>Is this a SACS Substantive Change?</i> Yes*** <input type="checkbox"/> No <input checked="" type="checkbox"/> Council on Academic Affairs 03/19/09 College Curriculum Committee 12/19/2008 General Education Committee* N/A Teacher Education Committee* N/A		
*If Applicable (Type NA if not applicable.) **Approval needed for new, revised, or suspended programs ***Approval/Posting needed for new degree program or certificate program ****If "yes", SACS must be notified before implementation. Please contact EKU's Office of Institutional Effectiveness.		

**Completion of A, B, and C is required: (Please be specific, but concise.)**

<b>A. 1. Specific action requested:</b> (Example: To increase the number of credit hours for ABC 100 from 1 to 2.) To change Supporting Course Requirements in PUB BA to include PUB 320 or JOU 320 and PUB 412 or JOU 412 and drop COM 320 A-I.  <b>A. 2. Effective date:</b> (Example: Fall 2001) Fall 2009  <b>A. 3. Effective date of suspended programs for currently enrolled students:</b> (if applicable) N/A	<b>B. The justification for this action:</b> The addition of these classes provides more integrated and relevant coverage of graphic design theory and fundamentals. Replacing the current offerings (COM 309 and COM 320 A-H) with these new courses framed within the Public Relations discipline will help ensure that participants have an appropriate level of understanding.  <b>C. The projected cost (or savings) of this proposal is as follows:</b> <b>Personnel Impact:</b> None <b>Operating Expenses Impact:</b> None <b>Equipment/Physical Facility Needs:</b> None <b>Library Resources:</b> None
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**Part III. Recording Data for New, Revised, or Suspended Program**

1. For a new program, provide the catalog description as being proposed.
2. For a revised program, provide the current program requirements using ~~striethrough~~ for deletions and *underlines* for additions.
3. For a suspended program, provide the current program requirements as shown in catalog. List any options and/or minors affected by the program's suspension.

New or Revised\* Program Text  
 (\*Use ~~striethrough~~ for deletions and underlines for additions.)

**Public Relations (B.A.)**  
**CIP Code: 09.0902**

**University Requirement.....1 hour**  
 BTO 100.

**General Education Requirements.....42 hours**  
 Standard General Education program excluding block VB and block VC. Refer to Section Four of this *Catalog* for details on General Education and University requirements.

**College Requirement: Professional Skills Seminar**  
 BTS 300 (CR) and BTS 400 (CR).

**Supporting Course Requirements.....21 hours**  
 COM ~~320 (3) A+~~ 420, ECO 230 or 231, PUB 320 or JOU 320, MGT 301 or BEM 425, POL 101,  
 and six hours from the following courses: COM 301, 309, 325, 390, 425, GCM 211, MKT 301, PUB 412  
 or JOU 412, PUB 385, 480, or 520.

**Free Electives.....26 hours**

**Major Requirements.....38 hours**  
 BEM 295 (4); 375, COM 200, 201, 405, JOU 305, 325 or TEC 313, PUB 375, 380, 470 (1) or 349 (1),  
 475, 490 (4), and 491 (2).

**Total Curriculum Requirements.....128 hours**