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

**Part I**

<table>
<thead>
<tr>
<th>(Check one)</th>
<th>Department Name</th>
<th>Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Course (Parts II, IV)</td>
<td>Department Name</td>
<td>Communication</td>
</tr>
<tr>
<td>Course Revision (Parts II, IV)</td>
<td>College</td>
<td>Business &amp; Technology</td>
</tr>
<tr>
<td>Hybrid Course (‘S,’ ‘W’)</td>
<td>*Course Prefix &amp; Number</td>
<td></td>
</tr>
<tr>
<td>Course Dropped (Part II)</td>
<td>*Course Title (30 characters)</td>
<td></td>
</tr>
<tr>
<td>New Program (Part III)</td>
<td>*Program Title</td>
<td>B.A. Public Relations</td>
</tr>
<tr>
<td>Program Revision (Part III)</td>
<td>(Major X, Option __; Minor __; or Certificate ___)</td>
<td></td>
</tr>
</tbody>
</table>

X Program Suspended (Part III) *Provide only the information relevant to the proposal.

Proposal Approved by:  
Departmental Committee  5/8/2009  
Graduate Council*  5/8/2009  
Council on Academic Affairs  NA  
College Curriculum Committee  5/15/2009  
Approved x Disapproved ___  8/20/09  
General Education Committee*  NA  
Faculty Senate**  8/20/09  
Teacher Education Committee*  NA  
Board of Regents**  8/20/09  
Council on Postsecondary Edu.***  NA  

*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.)

A. **Specific action requested:**  (Example: To increase the number of credit hours for ABC 100 from 1 to 2.)  
To modify the Major Requirements Courses by adding “or COM 200W” in the Public Relations (B.A.).

A. **Effective date:**  (Example: Fall 2001)  
Fall 2009

A. **Effective date of suspended programs for currently enrolled students:**  (if applicable)  
NA

B. **The justification for this action:**  
COM 200W meets the criteria as a writing intensive course and has been approved by the Thinking and Communicating Across the Curriculum (TCAC) Committee.

C. **The projected cost (or savings) of this proposal is as follows:**  
**Personnel Impact:**  
None

**Operating Expenses Impact:**  
None

**Equipment/Physical Facility Needs:**  
None

**Library Resources:**  
None
### 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 strikethrough 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 strikethrough for deletions and underlines for additions.)

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

<table>
<thead>
<tr>
<th>Requirement Type</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Requirement</td>
<td>1</td>
</tr>
<tr>
<td>General Education Requirements</td>
<td>42</td>
</tr>
<tr>
<td>College Requirement: Professional Skills Seminar</td>
<td>1</td>
</tr>
<tr>
<td>Supporting Course Requirements</td>
<td>21</td>
</tr>
<tr>
<td>Free Electives</td>
<td>26</td>
</tr>
<tr>
<td>Major Requirements</td>
<td>38</td>
</tr>
<tr>
<td>Total Curriculum Requirements</td>
<td>128</td>
</tr>
</tbody>
</table>

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**University Requirement**  
BTO 100.

**General Education Requirements**  
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**  
COM 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**

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

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