

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 ___)
Proposal Approved by:		
Departmental Committee	Date 5/8/2009	Graduate Council* NA
<i>Is this a SACS Substantive Change?</i> Yes*** <input type="checkbox"/> No <input checked="" type="checkbox"/>		
College Curriculum Committee	5/15/2009	Approved <u>x</u> Disapproved _____ 8/20/09
General Education Committee*	NA	Faculty Senate** _____
Teacher Education Committee*	NA	Board of Regents** _____
		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.)

<p>A. 1. 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.).</p> <p>A. 2. Effective date: (Example: Fall 2001) Fall 2009</p> <p>A. 3. Effective date of suspended programs for currently enrolled students: (if applicable) NA</p>
<p>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.</p>
<p>C. The projected cost (or savings) of this proposal is as follows:</p> <p>Personnel Impact: None</p> <p>Operating Expenses Impact: None</p> <p>Equipment/Physical Facility Needs: None</p> <p>Library Resources: None</p>

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 ~~strickethrough~~ 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 ~~strickethrough~~ 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 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 or 200W, 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