

UNDERGRADUATE CURRICULUM PROPOSAL COVER SHEET

Course title & description change.
gmm

Title of Proposal: - Must begin with Department Abbreviation: Comm 3330

RECEIVED

Check One: Full Proposal Information Item

SEP 30 2014

Effective Date for Curricular Offering: 1/1/15

FROM: Michael Friedman Comm Fr. St, 310 M. Chael-Friedman@ut.c.edu
spokesperson's name Dept. Bldg, office # Phone ext. e-mail

UTC Records

Does this require new resources from the originating department or other department? NO
Please attach explanation if yes.

Faculty of the originating department approved this proposal on 9/8/14 (date),
by a vote of 8 aye votes; 0 nay votes; 0 Abstentions; 0 eligible voting members absent

The following have examined this proposal:

Dept Head/Director: Betsy Alderman
Printed Name Signature, date Approve Neutral Disapprove*

College Curriculum Committee Date: 25/09/14 Vote: 8-0-0 Signature of Chair: Wendy J. Saf

Spokespersons for Affected Departments

Printed Name, Department Signature, Date Approve Neutral Disapprove*

Dean/Director: Joe Wilferth
University Registrar: Linda Orth
Provost/Representative: Joseph M. Wilferth 9/28/14
Linda Orth 10/2/14 Comments: X

Approve Neutral Disapprove*

Lab/studio fee requested: Yes No

Provost: A. Jerald Ainsworth

Signature, date Approve Disapprove*

*Those who disapprove may attach an explanation.

ACTIONS on this proposal:

Curriculum Committee

Faculty Senate

Date the proposal was considered		
Vote of the body:		
Accepted as information item (indicate date)		
Approved as submitted (indicate date)		
Approved with amendments (amendments indicated and transmitted to all signatories above, date):		
Signature of Chair:		

15-020ug

COMM 3330 – Persuasive Writing

DESCRIPTION OF CHANGE

The COMM department proposes changing the title of the course from Persuasive Writing to Public Relations Writing.

RATIONALE FOR CHANGE

The intention of the name change is to give students a more accurate description of what they will learn in the class. The name change also allows the COMM department to create a specific distinction between this class and other similar classes. Finally, the name change will give a stronger identity and keep pace with other major universities who also offer a public relations writing class under the suggested name.

CATALOG DESCRIPTION

Old Catalog Description

COMM 3330 – Persuasive Writing
(3) Credit Hours

Preparation of persuasive copy to include advertising and promotional materials. Creative and conceptual aspects emphasized. Every semester. Laboratory 4 hours. Prerequisite: COMM 2310 or department head approval. Communication fee applies.

Proposed New Catalog Description

COMM 3330 – **Public Relations Writing**
(3) Credit Hours

Introduction to public relations writing style, preparation of persuasive copy to include **documents typically used on a day-to-day basis within the profession**. Creative and conceptual aspects emphasized. Every semester. Laboratory 4 hours. Prerequisite: COMM 2310 or department head approval. Communication fee applies.
(Changes in bold)

ECONOMIC & PEDAGOGICAL CONSEQUENCES

The department on a regular basis already teaches COMM 3330. The faculty that teach the current COMM 3330 will continue to teach the renamed COMM 3330.

IMPACT ON OTHER DEPARTMENTS

COMM 3300 is an elective course taken by COMM majors and minors. Since COMM 2310 is a pre-requisite and the course is rarely taken by students from other majors the change should have no impact on other departments.