

**FACULTY AGENDA ITEM**

Date: 3/22/21

Submitted by: Maria Stover

SUBJECT: Bachelor of Arts in Mass Media (Advertising and Public Relations Concentration)

Description: This is a proposal for a new concentration within the B.A. in Mass Media

Rationale: Mass Media is merging two of its existing concentrations into one due to student demand. Most students want to complete the Advertising and Public Relations concentrations. In addition, the industry has moved toward a closer integration of PR and Advertising now called integrated brand promotion.

Financial Implications: None

Proposed Effective Date: *Fall 2021*

Request for Action: Approval through WUBOR

Approved by: *AAC on date*

*FAC on date*

*Faculty Senate on date*

Attachments Yes x  No

# COLLEGE OF ARTS AND SCIENCES NEW PROGRAM REVIEW FORM

	Chair's Signature	Recommendation		Review Date
Department	<u>Maria Stover</u>	<u>Approve</u>		<u>2021-01-13</u>
Division	<u>Danielle Head</u>	<u>Approve</u>		<u>2021-01-21</u>
Dept. of Educ.	<u>N/A</u>			
<small>(If relates to teacher certification program.)</small>				
Dean	<u>Laura Stephenson</u>	<u>Approve</u>		<u>2021-01-22</u>
Curriculum Committee	<u>Rebecca Meador</u>	<u>Approve</u>		<u>2021-02-01</u>
Accepted by CFC	<u>Michaela Saunders</u>	<u>Approve</u>		<u>2021-02-09</u>
CAS Faculty	<u>Michaela Saunders</u>	<u>Approve</u>		<u>2021-03-04</u>
Approved By:	Faculty Senate _____	University Faculty _____	WU Board of Regents _____	

1. Title of Program.

Bachelor of Arts in Mass Media, Advertising and Public Relations Concentration - new concentration (CIP: 09.0999)

2. Rationale for offering this program.

Mass Media is merging two of its existing concentrations into one due to student demand. Most students want to complete the Advertising and Public Relations concentrations. In addition, the industry has moved toward a closer integration of PR and Advertising now called integrated brand promotion.

3. Exact proposed catalog description.

The advertising and public relations concentration prepares students to work in a broad range of public and private sector positions requiring the skills of integrated brand promotion. The curriculum offers opportunities for students to pursue the business side of advertising and public relations or explore a customizable creative track. The course sequence includes instruction on professional media writing, principles and techniques of persuasive messaging, digital content strategies, message design as well as hands-on practice with real-world clients in the classroom.

Recommended minors: Business, Art, Museum Studies, Computer Science, Game Design

- MM 100 (3) Introduction to Mass Media
- MM 199 (3) Professional Media Applications
- MM 321 (3) Advanced Professional Media Applications
- MM 300 (3) Media Law, Ethics & Diversity
- MM 494 (2) Mass Media Internship

MM 499 (2) Career Development & Digital Portfolio  
MM 202 (3) Professional Media Writing  
MM 351 (3) Data Literacy & Audience Research (corequisite to MM352)  
MM 352 (3) Advertising & Public Relations Strategies  
MM 403 (3) Advanced Professional Media Writing  
MM 415 (3) Digital and Social Content Strategies  
MM 432 (3) Advanced Advertising & Public Relations Strategies  
Plus 6 hours of Upper Division electives in Mass Media (any concentration)

Total hours: 40

4. List any financial implications.

This change does not have financial implications since it's a revision of concentrations, not a new program.

5. Are any other departments affected by this new program? No