

 FLORIDA ATLANTIC UNIVERSITY	NEW/CHANGE PROGRAM REQUEST Undergraduate Programs		UUPCApproval <u>1-31-22</u>
	Department School of Comm & Multimedia Studies College Arts and Letters		UFS Approval _____ Banner Posted _____ Catalog _____
Program Name Minor in Public Relations		<input type="checkbox"/> New Program <input type="checkbox"/> Change Program	Effective Date (TERM & YEAR) Fall 2022
Please explain the requested change(s) and offer rationale below or on an attachment <p>According to the Bureau of Labor statistics, "employment of public relations specialists is projected to grow 11 percent from 2020 to 2030, faster than the average for all occupations." Moreover, the median salary for PR professionals is \$62,000. https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm</p> <p>Public relations practitioners work between their organization, and the media and consumers. They do not handle the advertisement of particular products, but instead focus on the management of the identity and reputation of the group, non-profit, or company. In government, pr specialists are often called press secretaries, and their responsibilities include keeping the public informed about the government officials' and agencies' actions and policies.</p> <p>We had the majority of courses necessary for a PR minor in place, but had not pulled them all together. However, we have an increasing number of requests for this minor. We have added one course, Public Relations and the Press, to clarify the relationship between journalism and public relations to provide a clear, theoretical foundation for the minor. Students will have a balance of theory and practices in their course, and we encourage an internship.</p> <p>Students are expected to satisfy the prerequisite courses for the courses in the minor curriculum. Requirements for the minor include completion of five courses (15 credits) with a grade C or better and a 2.5 GPA.</p> <p>Please see the attached course catalog description.</p>			
Faculty Contact/Email/Phone Carol Mills, millsc@fau.edu, 561-297-0044		Consult and list departments that may be affected by the change(s) and attach documentation NA	
Approved by Department Chair <u>CB Mills</u> College Curriculum Chair <u>Philip Lewin</u> College Dean <u>[Signature]</u> UUPC Chair <u>Ethlyn Williams</u> Undergraduate Studies Dean <u>Daniel Meeroff</u> UFS President _____ Provost _____		Date <u>1/17/22</u> _____ 1/25/22 _____ 1-26-2022 _____ 1-31-22 _____ 1-31-22 _____ _____	

Email this form and attachments to mjenning@fau.edu one week before the UUPC meeting so that materials may be viewed on the UUPC website prior to the meeting.

MINOR IN PUBLIC RELATIONS

Catalog Description: Minor in Public Relations

The undergraduate minor in Public Relations provides students with a solid foundation of the principles and practices in the field of public relations. The minor will help prepare students for careers in publicity, promotion, public affairs, government relations, and media relations.

This minor is open to all degree-seeking students. The minor will be awarded upon completion of a bachelor's degree. A student who already holds a baccalaureate degree may pursue the minor in conjunction with a second bachelor's degree. All courses taken in the program may be counted toward other general and specific graduation requirements, and courses taken to fulfill other requirements may be applied to this minor.

Requirements for the minor include completion of five courses (15 credits) with a grade C or better and a 2.5 GPA. Students will be required to take 12 credits from the required list, and will have one elective option. At least 12 credits for the minor must be earned from FAU. In addition to the regular curriculum, other courses with significant attention to public relations may be approved by the SCMS director.

15 CREDIT MINOR in Public Relations

Required Courses:

Public Relations and the Press	PUR 3105
Public and Community Relations	PUR 4411
Corporate Communication	COM 4201
Internship (or other approved elected)	COM 3945

One course from the following list*:

Organizational Communication	COM 3120
Writing for the Media	MMC 2121
Strategic Communication	COM 4150
Photojournalism	JOU 4601
Intercultural Communication	SPC 3710
Fundamentals of Multimedia	DIG 3110

*or approved special topics course