|  |  |
| --- | --- |
| For Academic Affairs and Research Use Only | |
| CIP Code: |  |
| Degree Code: |  |

**Course Deletion Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Po-Lin Pan | 10/4/2018 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Marceline Hayes | 10/4/2018 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 10/17/2018 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Gina Hogue | 10/17/2018 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

**1. Course Title, Prefix and Number**

PR 4033, Public Relations Case Studies and Campaigns

**2. Contact Person** (Name, Email Address, Phone Number)

Holly Hall, Dept. of Communication

[hollyhall@astate.edu](mailto:hollyhall@astate.edu)

870-972-3135

**3. Last semester course will be offered**

Has not been offered in over a year.

Please clarify by selecting one of the following:

1. [X] Remove PR 4033 from bulletin for Fall of 2019
2. [ ] Other - Please clarify - Click here to enter text.

**4. Student Population**

a. The course was initially created for what student population?

The course was created for PR emphasis students in Strategic Communication

b. How will deletion of this course affect those students?

It will not affect students. We have already created two other courses that meet the needs of this population (PRAD 4753 Strategic Communication Cases and PRAD 4763 Strategic Communication Campaigns)

**College, Departmental, or Program Changes**

**5.** a. How will this affect the college, department, and/or program?

It will not affect the college, department or program.

b. **No** Does this program and/or course affect another department?

If yes, provide confirmation of acceptance/approval of changes from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

c. Please provide a short justification for why this course being deleted from program.

We have developed two new courses to work more seamlessly with our new degree program, which has eliminated the emphasis areas of PR/Advertising/Social Media Management.

**6. Yes Is there currently a course listed in the bulletin which is equivalent to this one?**

If yes, which course(s)?

PRAD 4753 Strategic Communication Cases and PRAD 4763 Strategic Communication Campaigns

**7. No Will this course be equivalent to a new course?**

If yes, what course?

no

**Bulletin Changes**

|  |
| --- |
| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

p. 493

**PR 4023. Public Opinion, Propaganda and the Mass Media** Survey of public opinion formation and change, with special attention to the role of the mass media in the creation and use of public opinion and propaganda. Fall.

**~~PR 4033. Public Relations Case Studies and Campaigns~~** ~~Study of recent public relations cases and campaigns involving business, industry, institutions, and government. Students create a comprehensive public relations campaign for a given client. Prerequisites, MDIA 3363, PR 3013, and PRAD 3143. Spring~~.

**PR 4113. Integrated Marketing Communications** Focuses on the strategic integration of various channels and methods of communications for the purpose of delivering key messages to diverse target audiences in order to elicit specific responses, create a dialogue and engender relationship building. Prerequisite, AD 3023, or PR 3003, or MKTG 3013. Fall, Spring.