Document N: Course and Program Development:
IMPACT AND APPROVAL SIGNATURES
See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

SCHOOL: LAW MSB CAS CPA

CONTACT NAME: Julie Simon PHONE: 410-837-6060

DEPARTMENT/DIVISION: School of Communications Design DATE PREPARED: 11/11/11

PROPOSED SEMESTER OF IMPLEMENTATION: fall spring YEAR: 2013

TYPE OF ACTION: add (new) deactivate modify other

LEVEL OF ACTION: noncredit undergraduate graduate other

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

COURSE ACTIONS

Original Subject Code/Course Number:
WRIT 331

Original Course Title:
Writing for Public Relations

PROGRAM ACTIONS

Original Program Title:

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

COURSE ACTIONS
1. Experimental Course
2. Course Title
3. Course Credits
4. Course Number
5. Course Level
6. Pre- and Co-Requisite
7. Course Description
8. New Course
9. Deactivate Course
10. Other

PROGRAM ACTIONS
10. Program Requirements
11a. Undergraduate Specialization (24 credits or fewer)
11b. Master’s Specialization (32 credits or fewer)
11c. Doctoral Specialization (18 credits or fewer)
12. Minor (add or delete)
13. Closed Site Program
14. Program Suspension
15. Program Reactivation
16a. Certificate Program (UG/G) exclusively within existing degree program
16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
17. Off-Campus Delivery of Existing Programs
18a. Undergraduate Concentration (exceeds 24 credits)
18b. Master’s Concentration (exceeds 12 credits)
18c. Doctoral Concentration (exceeds 18 credits)
19. Program Title Change
20. Program Termination
21. New Degree Program
22. Other

ADDITIONAL DOCUMENTATION (check all appropriate boxes of documents included, review the list of necessary documents):

☑ summary proposal (O) ☐ course definition document (P) ☐ full five-page MHEC proposal (Q)
☐ financial tables (MHEC) (R) ☐ other documents as may be required by MHEC/USM (S) ☐ other (T)
**IMPACT REVIEW** (review the list of necessary signatures):

<table>
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<tr>
<th>Impacted Entity</th>
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<th>Date</th>
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**APPROVAL SEQUENCE** (review the list of necessary signatures):

<table>
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<tr>
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<tbody>
<tr>
<td>A. Department/Division (Chair)</td>
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<td>11/29/11</td>
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<tr>
<td>B. General Education (for No. 7, 8)</td>
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<td>C. Final Faculty Review Body Within Each School (Chair)</td>
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<td>D. Dean</td>
<td></td>
<td>1/28/12</td>
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<tr>
<td>E. University Faculty Senate (Chair)</td>
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</table>
| F. University Council (Chair)

| G. Provost and Senior Vice President for Academic Affairs | Beverly Schmitz | 9/9/2012 |
| H. President                                           |             |          |
| I. Board of Regents (notification only)                |             |          |
| J. Board of Regents (approval)                         |             |          |
| K. MHEC (notification only)                            |             |          |
| L. MHEC (approval)                                     |             |          |
| M. Middle States Association notification Required only if the University's mission is changed by the action | |          |

1 University Council review (for recommendation to the president or back to the provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.
Document O: Course and Program Development: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

SCHOOL: 
- LAW
- MSB
- CAS
- CPA

CONTACT NAME: Julie Simon
PHONE: 410-837-6060

DEPARTMENT/DIVISION: School of Communications Design

PROPOSED SEMESTER OF IMPLEMENTATION: 
- fall
- spring
YEAR: 2013

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

- COURSE ACTIONS
- PROGRAM ACTIONS

Original Subject Code/Course Number: WRIT 331
Original Course Title: Writing for Public Relations

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

COURSE ACTIONS
1. Experimental Course
2. Course Title
3. Course Credits
4. Course Number
5. Course Level
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18c. Doctoral Concentration (exceeds 18 credits)
19. Program Title Change
20. Program Termination
21. New Degree Program
22. Other

For changes to existing courses:

OLD TITLE

NEW TITLE

SUBJECT CODE/COURSE NO.
CREDITS

SUBJECT CODE/COURSE NO.
CREDITS

Summer 2010
The School of Communications Design proposes a change in the course description of WRIT 331/Public Relations Writing.

EXISTING CATALOG DESCRIPTION

WRIT 331 Public Relations Writing (3) Experience in preparing news releases, promotional spots for radio and television, and brochures and public relations reports for newspapers and magazines.

PROPOSED CATALOG DESCRIPTION

WRIT 331 Public Relations Writing (3) Experience in preparing news releases and other promotional materials for print, electronic, online, and other digital media. Students will integrate writing formats, techniques, and skills to engage and motivate target audiences.

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

Although the content of WRIT 331 has evolved over the years to stay current with changes in the dominant media that PR people use to communicate their messages, as well as the techniques and strategies that are unique to communicating effectively via those media, the course description has not been changed since online and social media became an integral part of public relations. The proposed catalog change will update the description to more accurately reflect the course content and emphasis.