

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

ACADEMIC SENATE

ACADEMIC PROGRAMS COMMITTEE

REPORT TO

THE ACADEMIC SENATE

AP-051-156

MINOR IN PUBLIC RELATIONS FOR SEMESTERS

Academic Programs Committee

Date: 06/22/2016

**Executive Committee
Received and Forwarded**

Date: 08/24/2016

Academic Senate

Date: 08/31/2016
First Reading
09/28/2016
Second Reading

BACKGROUND: The Department of Communication has put forward a referral for a Minor in Public Relations for semesters. This is a revised program.

RESOURCES CONSULTED:

Deans
Associate Deans
Department Chairs
All Faculty

DISCUSSION:

Before reaching the Academic Programs Committee, this program was reviewed by the College Curriculum Committee in the College of CLASS as well as the Dean of CLASS and the Office of Academic Programs. All concerns raised at those levels were addressed. The Academic Programs Committee then conducted campus-wide consultation, as well as its own review of the program. No concerns were raised.

RECOMMENDATION:

The Academic Programs Committee recommends approval of the semester program Minor in Public Relations.

Public Relations Minor			
Status	active		
Hierarchy Entities	Communication		
Approval Process Name	I. Program - Q2S Existing Program/Option/Minor		
Current Step	Office of Academic Programs		
Originator	Jane Ballinger		
Created	12/18/2015 12:01PM		
Launched	12/18/2015 12:03PM		
Form			
General Catalog Information			
Department	Communication		
Conversion Category:	Revised		
Proposal Type:	Minor		
Describe or list changes	Converted to semester units. Courses added/deleted according to changes made in the major option.		
Semester Program Name (e.g. Biology, B.S., Art History, B.A.)	Public Relations Minor		
Program Description	The Public Relations minor prepares students planning careers in public relations, advertising and personnel positions that require skills and knowledge in the use of written and oral communication. The Public Relations minor should be chosen by students planning careers in public relations, advertising, and human resource management which require skills and knowledge in the use of written, oral, visual, and multimedia communication.		
Curriculum Sheet			
Roadmap			
Two-Year Course Offering	Students will take courses as recommended by their academic advisor.		
Assessment Plan			
Select Program			
Prospective Curriculum			
Steps			
Files	Author	Date	File
	Jane Ballinger	12/18/2015 12:03PM	public relations minor.docx

Public Relations Minor

COM 1106 Writing for Communication Practitioners	3
COM 2217 Introduction to Reporting	3
COM 3313 Public Relations Principles	3
COM 3319 Public Relations Writing	3
COM 4414 Public Relations Case Studies	3
Select 2 Courses from the following:	6
COM 4446 Event Planning	
COM 4465 Blogging and Social Media	
COM 4422 Crisis Communication	
COM 4415 Public Relations Campaigns	

21 units