

# Program Change Request

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Date Submitted: 08/26/16 8:53 am

Viewing: **JOURBA-ADPR : Journalism Advertising-Public Relations Concentration**

Last approved: 02/24/16 9:11 am

Last edit: 09/16/16 5:06 pm

**Changes proposed by: jwicks**

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## In Workflow

1. ARSC Dean Initial
2. Director of Program Assessment and Review
3. Registrar Initial
4. JOUR Chair
5. ARSC Curriculum Committee
6. ARSC Dean
7. Global Campus
8. Provost Review
9. University Course and Program Committee
10. Faculty Senate
11. Provost Final
12. Provost's Office-- Notification of Approval
13. Registrar Final
14. Catalog Editor Final

## Approval Path

1. 09/01/16 10:19 am  
jdurdik: Approved for ARSC Dean Initial
2. 09/16/16 8:53 am  
agriffin: Approved for Director of Program Assessment and Review
3. 09/16/16 5:06 pm  
lkulcza: Approved for Registrar Initial
4. 09/16/16 5:48 pm  
jwicks: Approved for JOUR Chair
5. 10/10/16 4:56 pm  
fspiegel: Approved for ARSC Curriculum Committee
6. 10/10/16 6:43 pm  
jdurdik: Approved for

- ARSC Dean
- 7. 10/11/16 4:43 pm  
pritchey: Approved for Global Campus
- 8. 10/13/16 5:03 pm  
tmartin: Approved for Provost Review

### History

- 1. Aug 15, 2014 by crsleaf1
- 2. Mar 24, 2015 by calison
- 3. Feb 24, 2016 by jwicks

Catalog Pages Using this Program [Journalism B.A. with Advertising-PR Concentration Journalism \(JOUR\)](#)

Submitter: User ID: crsleaf1  
Phone: 575-6731

Academic Level Undergraduate

Select a reason for the proposed change: Making Minor Changes to an Existing Degree (e.g. changing 15 or fewer hours, changing admission/graduation requirements, adding Focused Study)

Program Status Active

Academic Unit Major/Field of Study

Are you adding, changing or deleting a concentration? No

Action	Proposed Code	Proposed Name

Are you adding, changing or deleting a track? No

Action	Proposed Code	Proposed Name

Are you adding, changing or deleting a focused study? No

Action	Proposed Code	Proposed Name

Effective Catalog Year Fall **2017** ~~2016~~

College, School, Division Fulbright College of Arts and Sciences (ARSC)

Department Department of Journalism (JOUR)

## Code

Program Code	JOURBA-ADPR
Degree	Bachelor of Arts
CIP Code	09.0401 - Journalism.
Program Title	Journalism Advertising-Public Relations Concentration
Method of Delivery	On Campus
Is this program interdisciplinary or use courses from another College?	No
Does this change the total hours needed to complete the program?	No

## Program Requirements, Description and 8-Semester Plan

### Advertising/Public Relations Concentration:

<a href="#">JOUR 3723</a>	Advertising Principles (Sp, Fa)	3
<a href="#">JOUR 3743</a>	Public Relations Principles (Sp, Fa)	3
<a href="#">JOUR 4143</a>	Public Relations Writing (Sp, Fa)	3
<a href="#">JOUR 4423</a>	Creative Strategy and Execution (Sp, Fa)	3
<a href="#">JOUR 4453</a>	Media Planning & Strategy (Sp, Fa)	3
or <a href="#">JOUR 4473</a>	Course JOUR 4473 Not Found	
Plus any two additional journalism courses. It is recommended that one course choice be an internship.		6
<a href="#">MKTG 3433</a>	Introduction to Marketing (Sp, Su, Fa)	3
<a href="#">MKTG 3553</a>	Consumer Behavior (Sp, Fa)	3

Students seeking admission to the Advertising/Public Relations Concentration must have an overall GPA of 2.5 or higher: 1) to be admitted to the Ad/PR Sequence, and 2) to enroll in [JOUR 3723](#) and [JOUR 3743](#).

Students in the Advertising/Public Relations Concentration are required to earn a grade of “B” or higher in both [JOUR 3723](#) and [JOUR 3743](#) to qualify to take all upper level Advertising/Public Relations Concentration courses. Students may retake [JOUR 3723](#) and [JOUR 3743](#) only once to earn a grade of “B” or higher.

## Journalism B.A. with Advertising-PR Sequence

### Eight-Semester Degree Program

Students wishing to follow the eight-semester degree plan should see the [Eight-Semester Degree Policy](#) for university requirements of the program. The journalism major includes three sequences: News/Editorial, Broadcast, and Advertising/Public Relations. Each is shown below. Core requirement hours may vary by individual, based on placement and previous credit granted. Once all university/state core requirements are met, students may substitute a three-hour (or more) general elective in place of a core area.

**First Year**

	<b>Units</b>	
	<b>Fall</b>	<b>Spring</b>
<a href="#">ENGL 1013</a> Composition I (ACTS Equivalency = ENGL 1013) (Sp, Su, Fa)	3	
<a href="#">MATH 1203</a> College Algebra (Sp, Su, Fa) (ACTS Equivalency = MATH 1103) (if required) or <a href="#">STAT 2303</a> Principles of Statistics (ACTS Equivalency = MATH 2103) (Sp, Su, Fa)	3	
<a href="#">JOUR 1023</a> Media and Society (Sp, Fa) (or social science state/university core requirement) or <a href="#">JOUR 1033</a> Fundamentals of Journalism (Sp, Su, Fa)	3	
<a href="#">PLSC 2003</a> American National Government (ACTS Equivalency = PLSC 2003) (Sp, Su, Fa)	3	
1013 Elementary II world language course	3	
<a href="#">ENGL 1023</a> Composition II (ACTS Equivalency = ENGL 1023) (Sp, Su, Fa)		3
<a href="#">STAT 2303</a> Principles of Statistics (ACTS Equivalency = MATH 2103) (Sp, Su, Fa) (if still needed, otherwise, General Elective)		3
<a href="#">JOUR 1033</a> Fundamentals of Journalism (Sp, Su, Fa) (or social science state/university core requirement, as needed) or <a href="#">JOUR 1023</a> Media and Society (Sp, Fa)		3
2003 Intermediate I world language course		3
<a href="#">ECON 2143</a> Basic Economics: Theory and Practice (Sp, Su, Fa) (or fine arts university/state core requirement)		3
Year Total:	15	15

**Second Year**

	<b>Units</b>	
	<b>Fall</b>	<b>Spring</b>
Select one of the following: Fine arts university/state core requirement.		3
<a href="#">ECON 2143</a> Basic Economics: Theory and Practice (Sp, Su, Fa) (As needed)		3
Social science state/university core requirement or <a href="#">JOUR 1023</a> Media and Society or <a href="#">JOUR 1033</a> Fundamentals of Journalism (as needed)		3
Science university/state core lecture with corequisite lab requirement		4
<a href="#">PHIL 2003</a> Introduction to Philosophy (ACTS Equivalency = PHIL 1103) (Sp, Su, Fa) or <a href="#">PHIL 2103</a> Introduction to Ethics (ACTS Equivalency = PHIL 1003) (Sp, Su, Fa) or <a href="#">PHIL 3103</a> Ethics and the Professions (Sp, Su, Fa)		3
Advanced Level Elective <sup>†</sup>		3
Advanced Level, Elective <sup>†</sup>		3
<a href="#">MKTG 3433</a> Introduction to Marketing (Sp, Su, Fa) <sup>†</sup>		3
Social science state/university core requirement		3
<a href="#">WLIT 1113</a> World Literature I (ACTS Equivalency = ENGL 2113) (Sp, Su, Fa) or <a href="#">WLIT 1123</a> World Literature II (ACTS Equivalency = ENGL 2123) (Sp, Su, Fa)		3
<a href="#">COMM 1313</a> Public Speaking (ACTS Equivalency = SPCH 1003) (Sp, Su, Fa)		3
Year Total:	16	15

**Third Year**

**Units**  
**Fall Spring**

NOTE: Students must have 60 hours completed and an overall GPA of 2.5 or higher to enroll in JOUR 3723 or JOUR 3743. There are no exceptions.

<u>JOUR 3723</u> Advertising Principles (Sp, Fa) <sup>†‡</sup>	3
or <u>JOUR 3743</u> Public Relations Principles (Sp, Fa)	
<u>MKTG 3553</u> Consumer Behavior (Sp, Fa) <sup>†</sup>	3
Social Science university/state core requirement	3
Science university/state core lecture and corequisite lab	4
3000-4000 HIST course or 3000-4000 non-JOUR Fulbright College Elective <sup>†‡</sup>	3
NOTE: Students must have 60 hours completed and an overall GPA of 2.5 or higher to enroll in JOUR 3723 or JOUR 3743. There are no exceptions.	
<u>JOUR 3743</u> Public Relations Principles (Sp, Fa) (if not taken earlier) <sup>†‡</sup>	3
or <u>JOUR 3723</u> Advertising Principles (Sp, Fa)	
<u>JOUR 3633</u> Media Law (Sp, Fa) <sup>†‡</sup>	3
Cultural/diversity studies course or PLSC course	3
3000-4000 non-JOUR Fulbright College elective or 3000-4000 HIST course <sup>†‡</sup>	3
<u>JOUR 4333</u> Ethics in Journalism (Sp, Fa)	3
Year Total:	16 15

#### Fourth Year

**Units**  
**Fall Spring**

NOTE: Students must have 90 hours completed, an overall GPA of 2.5 or higher, and must have completed JOUR 3723 and 3743 with a grade of "B" or better to enroll in JOUR 4143, JOUR 4423, JOUR 4453 and JOUR 4473. There are no exceptions.

<u>JOUR 4143</u> Public Relations Writing (Sp, Fa) (or in Spring Semester 4) <sup>†‡</sup>	3
<u>JOUR 4423</u> Creative Strategy and Execution (Sp, Fa) (or in Spring Semester 4) <sup>†‡</sup>	3
<u>JOUR 4453</u> Media Planning & Strategy (Sp, Fa) (or in Spring Semester 4) <sup>†‡</sup>	3
or <u>JOUR 4473</u> Course JOUR 4473 Not Found	
JOUR Elective	3
Non-JOUR Advanced Level Elective <sup>†</sup>	3
<u>JOUR 4981</u> Journalism Writing Requirement (Sp, Su, Fa) (or in Spring Semester 4)	1
<u>JOUR 4981</u> Journalism Writing Requirement (Sp, Su, Fa) (if still needed)	0-1
JOUR Elective	3
PLSC course or Cultural/diversity studies course as needed	3
Non-JOUR General Electives	6
Year Total:	16 12

Total Units in Sequence: 120

† Meets 40-hour advanced credit hour requirement. See Fulbright College Academic Regulations.

‡ Meets 24-hour rule (24 hours of 3000-4000 level courses in Fulbright College) in addition to meeting the 40-hour rule. See Fulbright College Academic Regulations.

Are Similar Programs available in the area? No

Estimated Student Demand for Program:	NA
Scheduled Program Review Date:	NA
Program Goals and Objectives:	NA
Learning Outcomes:	NA

In our most recent accreditation visit, the site team advised us to incorporate more analysis of diverse target markets and lifestyles into the curriculum. Account Planning specifically teaches that material and provides practice in the skills, writing and analysis of diverse target markets and lifestyles. Introducing JOUR 4473 Account Planning as a required option or elective in the Ad/PR Sequence is a direct response to that recommendation from our national accrediting organization.

Journalism majors in the Advertising/Public Relations sequence will be able to select either JOUR 4453 Media Planning or JOUR 4473 Account Planning to complete the advanced research and analysis requirement in the sequence. This will provide more options to students, and enable students to take one for the advanced research and analysis requirement, and if desired, the other as a Journalism elective.

#### Justification for Course

The role of an account planner is critical to producing effective marketing communication: An account planner is a researcher and communication strategist who is responsible in the advertising agency for integrating the consumers' perspective in the development of all marketing communication efforts. This includes consumer communication research, message design and the media selection. The planner is not only the advocate for the voice of the consumer, but also a steward of the brand who ensures that the message is in sync with the brand's image and core values. A good planner keeps current with pop-culture trends, writes creative briefs and helps inspire creatives to produce messages that are insightful, truthful, strategically sound and appropriate, while achieving the company's pre-set marketing communication goals. Importantly, the planner ensures that the creative work is on strategy and its impact is tracked and adjusted as required.

#### Description and justification of the request:

Account Planning is an established function in agencies and some marketing departments. Account planning is a function in most medium and large US advertising agencies. On the client side, some companies such as AT&T have also introduced planning in their marketing communication in-house teams. Account planning departments typically serve as the intellectual hub of the agency and there is a growing demand for planners who are knowledgeable about diverse consumer groups, not only in ad agencies but also in media agencies.

Account Planning will serve as an alternative course for JOUR 4453 Media Planning and Strategy. While there are differences in content, most of the skills taught in this class are transferable to the media planning discipline as both courses cover developing communication and media strategy based on consumer research, utilizing a range of secondary sources including syndicated data, such as MRI or Simmons. Both courses have substantial writing and data analysis components. Students also obtain hands-on experience to apply skills to real world research projects, similar to requirements of an entry-level planning position. Ad/PR students can therefore substitute this class for JOUR 4453 Media Planning.

Account Planning is an established course in most top advertising curricula. Many top advertising programs around the country such as University of Texas at Austin, Michigan State,

Oklahoma State and Boston University are offering account planning courses, sometimes in addition to a general or advertising research methods course. This course will give advanced undergraduate and graduate students even more specialization within the department as well as training necessary for quality jobs in the field.

According to the Bureau of Labor Statistics, employment for advertising, promotions and marketing managers (including account planners) is expected to continue to grow faster than the average for all occupations. These management occupations require prospective employees to understand how to develop, conduct and use research in making strategic decisions. Account Planning will thus train students in the key concepts and skills needed to obtain first and subsequent jobs in the field.

**ddraper (08/26/16 9:22 am):** Fixed formatting.

**ddraper (08/26/16 9:26 am):** Edited formatting in 8-semester plan.

**lkulcza (09/16/16 5:04 pm):** JOUR 4473 in approval process for fall 2017.

**lkulcza (09/16/16 5:06 pm):** Changing the course requirements for the concentration, but not changing the existing concentration (to something else).

Program reviewer  
comments

Uploaded  
attachments:

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**[JOUR 4473 Account Planning Syllabus 8-26-2016.docx](#)**

Key: 448