

CIM Report Sep 20, 2024 6:09pm

Program Changes Pending Approval from Undergraduate Council

Code	Field	Old Value	New Value
ADPRBA	User ID:	lkulcza	nrgreen
	Phone:	7456	3429
	Select a reason for this modification	Making Changes that Qualify for a Shortened Approval Process (including 15 or fewer hours within the college, total hours and admission/graduation requirements remain the same)	Requesting Approval to Offer an Existing Certificate or Degree Online--(LON)
	Effective Catalog Year	08/15/2024	Fall 2025
	Program Delivery Method	On Campus	On Campus Online/Web-based
	Estimated Student Demand for Program	NA	550-600
	Program Goals and Objectives	NA	The foundation of the ADPR BA includes the major theories of persuasion, consumer behavior, effectiveness and design as applied to the relevant skills taught in each course. The theoretical background helps students understand why plans and messages are created in certain ways, when to use those messages to communicate effectively and ethically to certain stakeholders, and why skills and techniques used in the writing, creation, design and placement of messaging are effective.
	Learning Outcomes	NA	<ul style="list-style-type: none"> • Think critically, creatively, and independently in the process of writing text and creating content for target audiences, drawing upon theoretical foundations in persuasion, consumer behavior, effectiveness, and design. • Develop proficiency in utilizing digital skills to craft and convey key messages effectively across various platforms and mediums. • Apply current tools and technologies in digital media production to generate compelling text and visuals tailored for journalism, public relations, and advertising purposes. • Understand concepts and theories related to the use and presentation of images and information, and apply them strategically in multimedia content creation. • Evaluate an array of communication strategies and methods and adapt approaches to achieve goals. • Analyze and interpret the role of visual and textual elements in shaping audience perceptions and responses, and integrate these insights into content creation processes. • Collaborate effectively with team members to incorporate diverse perspectives and skills in the development of strategic media, fostering innovation and creativity. • Continuously adapt to evolving tools, technologies, and industry trends in media production, demonstrating agility and adaptability in content creation strategies. • Demonstrate mastery in applying theoretical concepts and practical skills to create engaging and impactful content across platforms that resonates with target audiences.

<p>Description and justification of the request</p>	<p>Replacing JOUR 40303 with JOUR 43303 in Journalism Core requirements. JOUR 40303 was a typo when entering the common course numbering updates. Admin correction of typo.</p>	<p>adding online delivery. No other changes to the program requirements. Faculty in the School of Journalism and Strategic Media the School of Journalism and Strategic Media (SJSM) believe the time is right to offer the school's Advertising and Public Relations (ADPR) major as an online bachelor's degree program. This program could launch in Fall 2025. Off-campus (online-only) students would see value in an ADPR degree to enhance their professional credentials and open additional career options. The SJSM chair and vice chair consulted Global Campus leaders, who generated a benchmark report to examine the viability of an online ADPR major. Here are a few key items from that report: No institution in Arkansas offers an online bachelor's degree in Advertising and Public Relations. The occupational outlook for individuals holding this degree in the local area and in Arkansas is promising over the next 10 years. Jobs are expected to grow 17.3% in the local area and 16.8% in Arkansas between 2022 and 2032. In Arkansas alone, eight Fortune 500 companies are among the top 20 companies posting for this field. Among them are Walmart, Humana, General Dynamics, Tyson Foods, Meta, Intel, and General Motors. Other top firms like Guidehouse, PricewaterhouseCoopers, and Deloitte are among top companies posting. In the local region, 13 Fortune 500 companies are listed among the top 20 companies posting. Among them are Boeing, Elevance Health, Dell, Amazon, IBM, Visa, and USAA. Nationally, statistics compiled by the U.S. Bureau of Labor Statistics for the Occupational Outlook Handbook project solid growth for Media and Communication Occupations (https://www.bls.gov/ooh/media-and-communication/home.htm). As an example, for a Public Relations Specialists with a bachelor's degree, 2022 median pay was \$67,440, and the 10-year job outlook is for "faster than average" growth of 6%. Unlike the three concentrations in the Journalism (JOUR) major, ADPR is a standalone major that does not require extensive use of hands-on experience with expensive equipment, including high-resolution video cameras. Thus, it would be SJSM's most online-friendly program. Full-time ADPR faculty unanimously support this initiative, and the ADPR curriculum includes three marketing courses that are already offered online. Also, all courses in the Journalism and Strategic Media Core along with some supporting elective courses are already delivered online. This would limit the volume of online course development needed to support an ADPR major offered through Global Campus. Overall, the University of Arkansas is in a unique position to be the only university in the state of Arkansas to offer a fully online Bachelor's degree in Advertising and Public Relations.</p>
<p>Reason for offering Web-based Program</p>		<p>see justification below</p>

	Maximum Class Size for Web-based Courses		40
	Course delivery mode		online
	Class interaction mode		bulletin
	Percent Online		100% with No Required Campus Component
	Provide a List of Services Supplied by Consortia Partners or Outsourced Organization		N/A
	Estimate Costs of the Program over the First 3 Years		\$20,000
	List Courses Taught by Adjunct Faculty		Public Relations Writing Creative Strategy and Execution
	Upload attachments		letter-of-notification-ADPRBA.pdf 2_ADPRBA - Online Delivery - Ltr of Notification_Rev_BOT.pdf
	Reviewer Comments		Ikulcza - Mon, 09 Sep 2024 14:16:54 GMT - Uploaded revised LON with approval dates. nrgreen - Mon, 09 Sep 2024 20:33:29 GMT - Updated header for program to match standard ARSC formatting. Ikulcza - Tue, 17 Sep 2024 19:30:28 GMT - Uploaded revised LON.
PRSAUM		Added	