# http://www.ric.edu/webcommunications/images/SealWithText_Small_Black.pngUNDERGRADUATE CURRICULUM COMMITTEE (UCC) PROPOSAL FORM

## Cover page scroll over blue text to see further important [instructions](#instructions): [if not working select “COMMents on rollover” in your Word preferences under view] **please read these.**

**N.B. ALL numbered categories in section (A) must be completed. Please do not use highlight to select choices within a category but simply delete the options that do not apply to your proposal (e.g. in A.2 if this is a course revision proposal, just delete the creation and deletion options and the various program ones, so it reads “course revision”) Do not delete any of the numbered categories—if they do not apply leave them blank. If there are no resources impacted please put “none” in each A. 7 category.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| A.1. [Course or program](#Proposal) | **public relations and advertising concentration** | | | |  |
|  |  | | | |
| A. 1b. Academic unit | **Faculty of Arts and Science** | | | |  |
| A.2. [Proposal type](#type) | **Program: Deletion** | | | |  |
| A.3. [Originator](#Originator) | **Giselle Auger** | [Home department](#home_dept) | **Communication** | | |
| A.4. [Context and Rationale](#Rationale)  Note: Must include additional information in smart tip for all [new programs](#type) | **We have moved the public relations part of the concentration into the Strategic Communications program, and the advertising part of the concentration into the Media Communication and Advertising concentration. The changes were made to eliminate unnecessary tracks in the department while maintaining the integrity of subject matter.**  **Most courses in the PR and AD concentration have been retained, though the name and/or number of these courses may have been changed. COMM 485 PRAD Campaigns and COMM 335 Research for PR and Advertising are the only two courses that have been eliminated. Students will have similar content in COMM 461 and COMM 339, which have been revised to incorporate PR and advertising concepts.**  **All courses in the PRAD concentration (except COMM 335) plan to run in the 2023-2024 academic year.**  **In the 2024-2025 academic year, the rotation and frequency of course offering may begin the change. Students will be advised of these changes and offered appropriate substitutions in the relevant revised programs, so all currently enrolled students will have pathways to complete their chosen programs.** | | | | |
| A.5. [Student impact](#student_impact)  Must include to explain why this change is being made? | **This change may affect students in the 2024-2025 academic year; however, we will communicate changes and advise students as needed for substitution, though we do not anticipate many such substitutions.** | | | | |
| A.6. [Impact on other programs](#impact) | **None** | | | | |
| A.7. [Resource impact](#Resource) | [*Faculty PT & FT*](#faculty): | **None** | | | |
| [*Library*:](#library) | **None** | | | |
| [*Technology*](#technology) | **None** | | | |
| [*Facilities*](#facilities): | **None** | | | |
| A.8. [Semester effective](#Semester_effective) | **Fall 2023** | A.9. [Rationale if sooner than next Fall](#Semester_effective) | |  | |
| A.10. INSTRUCTIONS FOR CATALOG COPY: Use the Word copy versions of the catalog sections found on the UCC Forms and Information page. Cut and paste into a single file **ALL the relevant pages from the college catalog that need to be changed.** Use tracked changes feature to show how the catalog will be revised as you type in the revisions. If totally new copy, indicate where it should go in the catalog. If making related proposals a single catalog copy that includes all changes is preferred. Send catalog copy as a separate single Word file along with this form. | | | | | |
| A.11. List here (with the relevant urls), any RIC website pages that will need to be updated (to which your department does not have access) if this proposal is approved, with an explanation as to what needs to be revised: N/A | | | | | |
| A. 12 **Check to see if your proposal will impact any of our** [**transfer** **agreements,**](file:///C:\Users\gauger_6325\Downloads\transfer%20agreements) **and if it does explain in what way. Please indicate clearly what will need to be updated.** N/A | | | | | |
| A. 13 Check the section that lists “Possible NECHE considerations” on the UCC Forms and Information page and if any apply, indicate what that might be here and contact Institutional Research for further guidance. N/A | | | | | |

### C. [Program Proposals](#program_proposals) **Complete only what is relevant to your proposal. Delete section C if not needed. PLease add in the 2020 CIP number for MAJOR revisions or new programs in C. 2; these can be found at** [**https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=56**](https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=56) **consult with Institutional research to be sure you select the correct one.**

|  | [Old (for revisions only)](#old_program) | New/revised |
| --- | --- | --- |
| C.1. [Enrollments](#enrollments)  Must be completed. | PR = 3  PRAD = 36 |  |
| C. 2. [2020 CIP number](#CIPnumber" \o "THESE CAN BE FOUND AT HTTPS://NCES.ED.GOV/IPEDS/CIPCODE/BROWSE.ASPX?Y=56 CONSULT WITH INSTITUTIONAL RESEARCH TO BE SURE YOU SELECT THE CORRECT ONE.) | 09.0900 |  |
| C.3. [Admission requirements](#admissions) |  |  |
| C.4. [Retention requirements](#retention) |  |  |
| C.5. [Course requirements](#course_reqs) for each program option. Show the course requirements for the whole program here. |  |  |
| C.6. [Credit count](#credit_count) for each program option |  |  |
| C.7. Program Accreditation (if relevant) |  |  |
| C.8 Is it possible that the program will be more than 50% online (includes hybrid)?\* |  |  |
| C.9 Will any classes be offered at sites other than RIC campus or the RI Nursing Ed. Center?\* |  |  |
| C. 10. Do these revisions reflect more than 25% change to the [program?\*](file:///Users/sabbotson/Documents/Curriculum/Program%20goals) |  | **The program is being deleted.** |
| C.11. [Program goals](file:///Users/sabbotson/Documents/Curriculum/Program%20goals)  Needed for all new programs |  |  |
| C.12. Other changes if any |  |  |

\* If answered YES to either of these questions will need to inform Institutional Research and get their acknowledgement on the signature page.

## D. Signatures

* **Changes that affect General Education in any way MUST be approved by ALL Deans and COGE Chair**.
* Changes that directly impact more than one department/program MUST have the signatures of all relevant department chairs, program directors, and their relevant dean (e.g. when creating/revising a program using courses from other departments/programs). Check UCC manual 4.2 for further guidelines on whether the signatures need to be approval or acknowledgement.
* Proposals that do not have appropriate approval signatures will not be considered.
* Type in name of person signing and their position/affiliation.
* Send electronic files of this proposal and accompanying catalog copy to [curriculum@ric.edu](mailto:curriculum@ric.edu) to the current Chair of UCC. Check UCC website for due dates. Do NOT convert to a .pdf.

##### D.1. Approvals: required from programs/departments/deans who originate the proposal. THESE may include multiple departments, e.g., for joint/interdisciplinary proposals.

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| Giselle Auger | Chair of Communication | Giselle A. Auger | 3-1-2023 |
| Earl Simson | Dean of Faculty of Arts & Sciences | Earl Simson | 3-6/2023 |

##### D.2. [Acknowledgements](#acknowledge): REQUIRED from OTHER PROGRAMS/DEPARTMENTS (and their relevant deans if not already included above) that are IMPACTED BY THE PROPOSAL. SIGNATURE DOES NOT INDICATE APPROVAL, ONLY AWARENESS THAT THE PROPOSAL IS BEING SUBMITTED. CONCERNS SHOULD BE BROUGHT TO THE UCC COMMITTEE MEETING FOR DISCUSSION; all faculty are welcome to attend.