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## Agenda for the October 15, 2015 CAA Meeting

- Items Approved:** 15-135, PHI 3080, Medical Ethics (New Course)  
15-136, CMN 2920, Introduction to Public Relations (Revised Course)  
15-137, CMN 3020, Public Relations Research, Evaluation, and Measurement (New Course)  
15-138, CMN 3960, Public Relations Writing and Production (Revised Course)  
15-139, CMN 3965, Advanced Public Relations Writing and Production (New Course)  
15-140, CMN 4919, Principles and Practices of Public Relations Campaigns (Revised Course)  
15-141, CMN 4920, Public Relations Case Studies (Revised Course)  
15-142, CMN 4921A, B, D, E, Seminar in Public Relations (New Course)  
15-143, B.A. in Public Relations (New Major)
- Item Pending:** 15-104, Review of the Faculty Laureate Award Nomination Process and Procedures
- Ongoing:** Multi-year plan regarding the University Learning Goals (For details concerning the plan, see agenda Item 13-83, CAA Learning Goals Committee's Recommendations & Resolution, which was approved by CAA at its 4/25/13 meeting)
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### Council on Academic Affairs Minutes October 15, 2015

The October 15, 2015 meeting of the Council on Academic Affairs was held at 2:20 p.m. in the Room 4440 at Booth Library.

**Members Present:** Dr. Anthony, Mr. Aydt, Ms. Duffin, Dr. Gronnvoll, Dr. Martinez, Dr. Reid, Dr. Ruholl, Mr. Simpson, Ms. Smith, and Dr. Throneburg.

**Members Absent:** Dr. Bruehler and Dr. White.

**Staff Present:** Provost Lord and Ms. Fopay.

**Guests Present:** Mr. Mike Bradd, Communication Studies; Ms. Cassandra Buchman, *Daily Eastern News*; Dr. Jonelle DePetro, Philosophy; Dr. Matt Gill, Communication Studies; Dr. Shellie Gregorich, Music; Dean Glenn Hild, College of Arts & Humanities; Interim Associate Dean Chris Mitchell, College of Arts & Humanities; and Dr. Ali Moshtagh, Economics.

NOTE: A quorum wasn't reached until 2:05 p.m. Prior to that time, Dr. Gregorich began her presentation regarding the program review for the B.Mus. in Music.

#### I. IBHE Program Review Presentation:

##### 1. B.Mus. in Music

Dr. Gregorich gave a PowerPoint presentation on the B.Mus. in Music Program and answered questions of the council.

After the presentation, Dr. Gronnvoll called the meeting to order at 2:20 p.m.

#### II. Approval of the October 8, 2015 CAA Meeting Minutes.

Dr. Anthony moved and Dr. Martinez seconded the motion to approve the minutes. The minutes of October 8, 2015, were approved as written.

#### III. IBHE Program Review Presentation:

##### 1. B.A. in Economics

Dr. Mostagh gave a presentation on the B.A. in Economics and answered questions of the council.

#### IV. Communications:

##### a. College Curriculum Committee Minutes:

1. Minutes of the October 7, 2015 College of Arts & Humanities Curriculum Committee meeting.

**b. Committee Appointment:**

1. October 7, 2015 email from Provost Lord seeking a designee from CAA to serve on the Enrollment Management Advisory Committee.  
*Dr. Angela Anthony agreed to continue serving as the CAA representative on the Enrollment Management Advisory Committee for another term.*

**V. Committee Reports:**

None.

**VI. Items Added to the Agenda:**

None.

**VII. Item Acted Upon:**

**1. 15-135, PHI 3080, Medical Ethics (New Course).**

Dr. DePetro presented the proposal and answered questions of the council.

Mr. Simpson moved and Dr. Reid seconded the motion to approve the proposal. The motion passed unanimously.

The proposal was approved, effective Summer 2016.

**PHI 3080. Medical Ethics. (3-0-3) On Demand.** This course examines the application of ethics in the context of medical practice, policy and research. Basic ethical theories are applied to medical issues in a way that involves understanding the social context in which these problems arise. Issues may include personhood, our obligations to the sick and dying, the allocation of scarce resources, informed consent, autonomy, paternalism, and others. WI

**2. 15-136, CMN 2920, Introduction to Public Relations (Revised Course).**

Dr. Gill presented the proposal. There were no questions.

Dr. Anthony moved and Mr. Simpson seconded the motion to approve the proposal. The motion passed unanimously.

The proposal was approved, effective Fall 2016.

**CMN 2920. Introduction to Public Relations. (3-0-3) On Demand. Intro to Public Relations.** This course surveys the history, growth and practice of public relations while also addressing major contemporary issues facing practitioners today. It introduces students to the basic concepts and principles of the practice, focusing on approaches, uses, tools, and methods. The course provides students with the foundation necessary to be successful in the field and understand current trends in the profession and academic discipline.

**3. 15-137, CMN 3020, Public Relations Research, Evaluation, and Measurement (New Course).**

Dr. Gill presented the proposal. There were no questions.

Ms. Duffin moved and Mr. Simpson seconded the motion to approve the proposal. The motion passed unanimously.

The proposal was approved, effective Fall 2016.

**CMN 3020. Public Relations Research, Evaluation, and Measurement. (3-0-3) On Demand. PR Research.** This course surveys the major approaches to data collection and analysis found in the contemporary practice of public relations. It includes an examination of the primary qualitative and quantitative methods used in public relations and how practitioners use data to inform their strategic choices. The course provides students with the foundation necessary to understand public relations research and explains its importance in strategic message creation, monitoring public relations programs, and the evaluation of message effectiveness.

**4. 15-138, CMN 3960, Public Relations Writing and Production (Revised Course).**

Dr. Gill presented the proposal. There were no questions.

Mr. Simpson moved and Dr. Anthony seconded the motion to approve the proposal. The motion passed unanimously.

The proposal was approved, effective Fall 2016.

**CMN 3960. Public Relations Writing and Production. (3-0-3) On Demand. Public Relations Writing.** This course introduces students to basic principles and practices of public relations writing. It is a writing intensive class that will develop essential writing skills for a) advocacy on behalf of organizations and causes and b) building and maintaining positive relationships with organizational stakeholders. Prerequisite: CMN 2920 or permission of the department chair and instructor. WI

**5. 15-139, CMN 3965, Advanced Public Relations Writing and Production (New Course).**

Dr. Gill presented the proposal and answered questions of the council. He indicated the School of Business had been consulted about the proposals on the agenda before they were submitted to the CAA (See the list of support materials listed under number nine on the next page, as well as attachment C.)

The council requested a minor revision to the proposal.

Mr. Simpson moved and Dr. Ruholl seconded the motion to approve the proposal. The motion passed unanimously.

The proposal, with revision, was approved, effective Fall 2016.

**CMN 3965. Advanced Public Relations Writing and Production. (3-0-3) On Demand. Advanced PR Writing.** This class focuses on the strategic management of multiple organizational communication channels and the production of written content across different platforms. Students learn how to manage, produce, and coordinate written content and how to engage internal and external stakeholders using a variety of communication channels (off- and online) available to non- and for-profit organizations. Prerequisite: CMN 3960 or the permission of the department chair and instructor. WI

**6. 15-140, CMN 4919, Principles and Practices of Public Relations Campaigns (Revised Course).**

Dr. Gill presented the proposal. There were no questions.

Dr. Anthony moved and Mr. Simpson seconded the motion to approve the proposal. The motion passed unanimously.

The proposal was approved, effective Fall 2016, *pending CGS approval.*

**CMN 4919. Principles and Practices of Public Relations Campaigns. (3-0-3) On Demand. Public Relations Campaigns.** This course examines the methods and approaches to planning, pitching, and implementing public relations campaigns. It introduces students to a stakeholder approach to developing campaign strategy including preparing a project proposal, managing a campaign, and evaluating a campaign's success. The techniques addressed in this course are applicable to diverse clients and build on prior knowledge of public relations writing. Prerequisite: CMN 3960 or the permission of the department chair and instructor.

**7. 15-141, CMN 4920, Public Relations Case Studies (Revised Course).**

Dr. Gill presented the proposal. There were no questions.

Dr. Ruholl moved and Dr. Martinez seconded the motion to approve the proposal. The motion passed unanimously.

The proposal was approved, effective Fall 2016, *pending CGS approval*.

**CMN 4920. Public Relations Case Studies. (3-0-3) On Demand. PR Case Studies.** This course enhances students' understanding of public relations by providing a sophisticated presentation of public relations theory and discussing real world examples in which that theory is applied. The course focuses on developing the analytical skills necessary to evaluate public relations programs, campaigns, and communication practices by building on the students' knowledge of public relations theories, strategies, goals, tactics and techniques. Prerequisite: CMN 3960 or the permission of the department chair and instructor.

**8. 15-142, CMN 4921A, B, D, E, Seminar in Public Relations (New Course).**

Dr. Gill presented the proposal and answered questions of the council. The council requested revisions to the proposal.

Dr. Martinez moved and Dr. Anthony seconded the motion to approve the proposal. The motion passed unanimously.

The proposal, with revisions, was approved, effective Fall 2016, *pending CGS approval*.

**CMN 4921A, B, D, E. Seminar in Public Relations. (3-0-3) On Demand. Seminar in PR.** This course is designed for senior students who are majors in public relations. It builds upon students' prior public relations knowledge and provides an in-depth examination of contemporary public relations topics and issues not ordinarily covered in existing public relations courses. Topics to be announced. May be repeated for credit with topic change. A limit of 6 hours may be applied to a major or minor. Prerequisite: CMN 3965 or the permission of the department chair and instructor.

**9. 15-143, B.A. in Public Relations (New Major).**

Dr. Gill presented the proposal and answered questions of the council.

Mr. Simpson moved and Dr. Ruholl seconded the motion to approve the proposal. The motion passed unanimously.

The proposal (**See Attachment A**) was approved, effective Fall 2016, *pending BOT and IBHE approval*.

**NOTE: This new major will eliminate the Communication Studies: Public Relations Option (B.A.).**

**Also, note the following support materials were submitted along with the proposal. They were included at the end of the proposal when it was linked from the CAA agenda.**

1. August 3, 2015 memorandum from Dr. Sally Renaud, Journalism Chair, to the College of Arts & Humanities Curriculum Committee, indicating the Journalism Department supports the Public Relations major proposal. (**See Attachment B**)
2. September 1, 2015 email from Dr. John Willems, School of Business Chair, to Dr. Stephen King, Communication Studies Chair, indicating that the School of Business did not object to BUS 3010 being included in the Public Relations major core and BUS 3100 being placed in the Management and Organizational Principles elective cluster and being included in the other elective courses. (**See Attachment C**)

**VIII. Upcoming IBHE Program Review Presentations:**

October 22	B.S. in Africana Studies
October 29	B.A. in Art
October 29	B.F.A. in Art

The council members requested that the program reviews be shared with them prior to the next meeting.

**IX. Pending:**

1. 15-104, Review of the Faculty Laureate Award Nomination Process and Procedures.

**X. Ongoing:**

1. Multi-year plan regarding the University Learning Goals (For details concerning the plan, see agenda Item 13-83, CAA Learning Goals Committee's Recommendations & Resolution, which was approved by CAA at its 4/25/13 meeting.)

**XI. Meeting Adjournment:**

1. Ms. Duffin moved and Mr. Simpson seconded the motion to adjourn the meeting. The motion was approved by acclamation.

The meeting adjourned 3:15 p.m.

The next meeting will be held at 2:00 p.m. on Thursday, October 22, 2015.

*–Minutes prepared by Ms. Janet Fopay, Recording Secretary*

The current agenda and all CAA council minutes are available on the Web at <http://www.eiu.edu/~eiucaa/>. In addition, an electronic course library is available at <http://www.eiu.edu/~eiucaa/elibrary/>.

\*\*\*\*\* ANNOUNCEMENT OF NEXT MEETING \*\*\*\*\*

October 22, 2015

Room 4440, Booth Library @ 2:00 p.m.

**Agenda:**

1. B.Mus. in Music Program Review Presentation

**Approved Executive Actions:****BAS****Effective Spring 2016**

1. Update the course prerequisites and add a restriction for FCS 3120.

**FCS 3120 - Food Science. (2-4-4) S.** Scientific principles underlying food preparation and processing; principles of experimental methodology as applied to food science. WI Prerequisites and Notes: ~~CHM 2430~~, FCS 1120, FCS 1121, and ~~MAT 2250G~~ **CHM 1410/1415. Enrollment restricted to declared BS in FCS: Dietetics Option students.** Credits: 4

2. Revise the course prerequisites and add a restriction for FCS 3755.

**FCS 3755 - Nutrition Across the Lifespan. (3-0-3) F.** Concepts of normal human nutrition with emphasis on nutrient needs throughout the lifespan. Prerequisites and Notes: FCS 2100, ~~CHM 1410G~~, ~~CHM 1415G~~, BIO 2001G. **Enrollment restricted to declared BS in FCS: Dietetics Option students.** Credits: 3

3. Amend the course prerequisites and add a restriction for FCS 4750.

**FCS 4750 - Advanced Human Nutrition. (3-0-3) S.** Emphasis on biochemical functions of nutrients in the study of human nutrition. Prerequisites and Notes: CHM ~~1310G, 1315G,~~ 1410, 1415 ~~and 2430;~~ FCS ~~2100 and 3755;~~ ~~and BIO 2001G;~~ or permission of instructor. **Enrollment restricted to declared BS in FCS: Dietetics Option students.** Credits: 3

4. Change the course prerequisites and add a restriction for FCS 4751.

**FCS 4751 - Nutrition Therapy. (4-0-4) F.** Application of the science of nutrition to the maintenance of optimum health and the role of nutrition in the prevention and treatment of disease. Prerequisites and Notes: ~~CHM 2430,~~ **CHM 1410, CHM 1415G, and FCS 2100,** ~~and~~ FCS 3755, **or permission of the instructor. Enrollment restricted to declared BS in FCS: Dietetics Option students.** Credits: 4

#### CEPS

##### Effective Spring 2016

1. Change the credit hours for HST 3100 from “3-1-3” to “3-0-3” and remove the 50-minute lab component from that course.

**HST 3100 - Disasters and Public Health: Planning and Response. ~~(3-1-3)~~ (3-0-3) S.** Disasters and Public Health. This course addresses the special needs of Community and Public Health professionals in response to incidents that have been caused by natural or manmade disasters. Subjects covered include preparedness and response to disasters threats, hazard mitigation, home/workplace preparedness, community preparedness, and protection for disaster workers. Students completing the course requirements will become certified as a member of the Community Emergency Response Team (CERT). Credits: 3

#### COS

##### Effective Spring 2016

1. Revise the prerequisites for SOC 4900.

**SOC 4900 - Current Issues in Sociology. (3-0-3) F, S.** Analysis of selected current social problems. Restricted to majors in Sociology and Social Science. Prerequisites and Notes: **ANT 2200G, SOC 2000, SOC 2721,** SOC 3050, **SOC 3620,** and **SOC 3630;** sociology core GPA of 2.00; senior standing except with permission of the instructor. Credits: 3

#### Pending Executive Actions:

None.

**Attachment A****Communication Studies: Public Relations Option (B.A.)****Total Semester Hours required for the Degree: 120 semester hours****Semester Hours required for the ~~Communication Studies: Public Relations~~ Major Option: 45-51 semester hours**

Public relations is the strategic management of communication and mutually beneficial relationships between organizations/individuals and their stakeholders. Strategic communication relies on critical thinking, research, creative problem solving, and the creation of written, verbal, and visual messages. Students master public relations strategies, theories, tactics, and evaluation. They learn how to communicate and advocate ethically and effectively through emerging and traditional communication channels in a dynamic media landscape. The major prepares students for careers as communication specialists in for---profit and non--- profit contexts, as well as graduate studies in communication.

**Required Coursework****Total semester hours: 36**

- CMN 2010: Communication Theories
- JOU 2101: Writing for News Media
- CMN 2920: Introduction to Public Relations
- CMN 3020: Public Relations Research, Measurement, and Evaluation
- BUS 3010: Management and Organizational Behavior
- CMN 3100: Persuasion
- CMN 3960: Public Relations Writing and Production
- CMN 3965: Advanced Public Relations Writing and Production
- JOU 4771: Communication Law
- CMN 4919: Public Relations Campaigns
- CMN 4920: Public Relations Theory and Case Studies
- CMN 4921: Seminar in Public Relations

**Electives****Total Semester Hours: 15**

The 15 hours of elective coursework is comprised of one 9-hour elective cluster and 6 hours of additional coursework. Details can be found below.

**Elective cluster: 9 semester hours**

Students must complete one elective cluster of their choice.

Elective Clusters:

- 1) Advanced Application
  - JOU 3820: Publicity Methods
  - CMN 3940/JOU 3501: Principles of Advertising
  - CMN 3950: Conferences and Event Planning
- 2) Writing Techniques
  - JOU 2901: Copy Editing
  - JOU 3102: Feature Writing
  - JOU 4770: Opinion Writing

- 3) Management and Organizational Principles
  - CMN 2650: Introduction to Organizational Communication
  - BUS 3100: Survey of Marketing Principles
  - CMN 3650: Organizational Communication
- 4) Advanced Production and Design
  - JOU 2950: Introduction to Visual Communication
  - JOU 3300: Publication Design
  - CMN 3500: New Media Practices
- 5) Relationship Management
  - CMN 2630: Introduction to Interpersonal Communication
  - CMN 3660: Communication and Conflict Management
  - CMN 3710: Intercultural Communication
- 6) Digital Production
  - JOU 3002: Introduction to Multimedia Journalism
  - CMN 3750: Computer Mediated Communication I
  - CMN 3752: Computer Mediated Communication II
- 7) Sports Media
  - JOU 2850: Sports Media Relations
  - JOU 3706: Writing for Sports Media
  - JOU 3953/CMN 3953: Perspectives on Sport and the Media

**Additional elective coursework: 6 semester hours**

Students must complete two additional courses from the following list that are not counted toward the required cluster. Students are welcome (and encouraged) to take extra elective courses.

**Elective Courses:**

- CMN 2520: Introduction to Mass Communication
- CMN 2630: Introduction to Interpersonal Communication
- CMN 2650: Introduction to Organizational Communication
- JOU 2850: Sports Media Relations
- JOU 2901: Copy Editing
- JOU 2950: Introduction to Visual Communication
- JOU 3002: Introduction to Multimedia Journalism
- BUS 3100: Survey of Marketing Principles
- JOU 3102: Feature Writing
- CMN 3230: Advanced Public Speaking
- JOU 3300: Publication Design
- CMN 3470: Small Group Communication
- CMN 3500: New Media Practices
- CMN 3560: International Communication
- CMN 3640: Advanced Interpersonal Communication
- CMN 3650: Organizational Communication
- CMN 3660: Communication and Conflict Management
- JOU 3706: Sports Writing
- CMN 3710: Intercultural Communication
- CMN 3750: Computer Mediated Communication I
- CMN 3752: Computer Mediated Communication II
- JOU 3800: Advanced Editing
- JOU 3820: Publicity Methods
- CMN 3920/JOU 3920: Public Relations in Society
- CMN 3940/JOU 3501: Principles of Advertising
- CMN 3950: Conferences and Event Planning
- JOU 3953/CMN 3953: Perspectives on Sport and the Media



- JOU 4001: Media Management
- CMN 4030: Seminar I
- CMN 4275: Internship
- JOU 4770: Opinion Writing

The field of public relations demands a variety of skills in all forms of communication, analysis, critical thinking and technology from its professional practitioners. Professionals must be responsive in a complex and diverse organizational environment to multiple and often competing demands. The public relations option prepares students to function effectively in this dynamic environment. Program emphasis is in preparing students for corporate, agency, nonprofit and other public relations positions.

### **Department Core**

#### **Total Semester Hours: 12**

- CMN 2010 - Introduction to Communication Theories. Credits: 3
- CMN 2020 - Communication Research Methods. Credits: 3
- CMN 2030 - Applied Communication. Credits: 3
- CMN 2040 - Argumentation and Critical Thinking. Credits: 3

### **Option Core**

#### **Total Semester Hours: 21**

- CMN 2520 - Introduction to Mass Communication. Credits: 3
- CMN 2650 - Introduction to Organizational Communication. Credits: 3
- CMN 2920 - Introduction to Public Relations. Credits: 3
- CMN 3100 - Persuasion. Credits: 3
- CMN 3500 - New Media Practices. Credits: 3
- CMN 3960 - Advocacy and Message Design. Credits: 3
- CMN 4920 - Case Studies in Public Relations Problems. Credits: 3

### **Electives**

#### **Total Semester Hours: 12**

Selected in consultation with an advisor:

- CMN 3230 - Advanced Public Speaking. Credits: 3
- CMN 3300 - Interviewing. Credits: 3
- CMN 3650 - Case Studies in Organizational Communication. Credits: 3
- CMN 3710 - Intercultural Communication. Credits: 3
- CMN 3750 - Computer Mediated Communication I. Credits: 3
- CMN 3940 - Advertising: Theory and Practice. Credits: 3
- CMN 3950 - Conferences and Event Planning. Credits: 3
- CMN 4030A - Seminar I. Credits: 3
- or
- CMN 4030B - Seminar II. Credits: 3
- or
- CMN 4030D - Seminar III. Credits: 3
- or
- CMN 4030E - Seminar IV. Credits: 3
- CMN 42751 - Internship I. Credits: 1 to 12
- or
- CMN 42752 - Internship II. Credits: 1 to 12
- or
- CMN 42753 - Internship III. Credits: 1 to 12
- or
- CMN 42754 - Internship IV. Credits: 1 to 12
- AET 2123 - Digital Photography and Imaging. Credits: 3
- AET 3343 - Digital Media Technologies. Credits: 3
- BUS 3010 - Management and Organizational Behavior. Credits: 3

- BUS 3100 – Survey of Marketing Principles. Credits: 3  
(BUS 3470 may be substituted for BUS 3100 if taken before Fall 2014)
- JOU 2101 – Writing for News Media. Credits: 3

Attachment B

Department of Journalism

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Aug. 3, 2015

To: CAHCC  
From: Sally Renaud, journalism chair *SR*  
Re: Public Relations major proposal

The department of communication studies is coming forth with a proposal for a major in public relations. It is a project that was proposed several years ago, under the direction of then journalism department chair James Tidwell and public relations professor Terri Johnson.

Since that time, Professor Johnson has retired and Dr. Tidwell has passed away. However, the department of journalism remains committed to the public relations major. Representatives from the communication studies and the journalism departments have worked together, along with the College of Arts and Humanities dean, to draft a major that will train and showcase the talents of the next generation of public relations practitioners. This comprehensive curriculum will enable students to acquire and practice the skills they will need to succeed in the field of public relations.

The journalism department supports this public relations major proposal.

Attachment C

RE: PR Major - Stephen A King

<https://outlook.office365.com/owa/#viewmodel=ReadMessage>

RE: PR Major

John R Willems

Tue 9/22/2015 12:41 PM

to: Stephen A King <sajking@ecu.edu>

Hello Stephen,

The School of Business does not object to BUS 3010 (Management and Organizational Behavior) being included in core of the public relations major, or to BUS 3100 (Survey of Marketing Principles) being included in the Management and Organizational Principles elective cluster and being included in the other elective courses.

Regards,

John

John R. Willems, PhD

Chair, School of Business

Professor of Operations Management

Lunenburg Hall 4025, 217-581-2627, [jrwillems@ecu.edu](mailto:jrwillems@ecu.edu)

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