

Revised 7/23/07

**PROPOSAL SUMMARY AND ROUTING FORM**

**Proposal Title: Public Relations Certificate Cleanup**

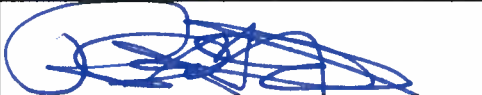
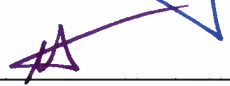
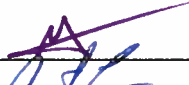
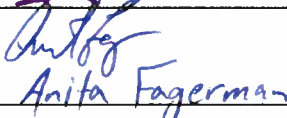


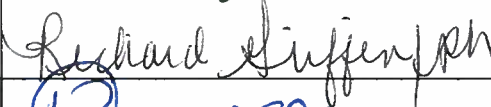

**Initiating Unit or Individual: Marketing Department, College of Business**

**Contact Person's Name: Ron Greenfield/Patrick Bishop/Kay Anderson**

**e-mail: ronald\_greenfield@ferris.edu or andersok@ferris.edu Phone: ext. 2448 or 2426**

**Date or Term of Proposal Implementation: Fall 2009**

- Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
- Group I - B – New minors or concentrations
- Group II - A – Minor curriculum clean-up and course changes
- Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs

Group/Individual	Signature	Date	Vote/Action *
Program Faculty		11/18/2008	<u>2</u> Support ___ Support with Concerns ___ Not Support
Department Faculty		11/18/2008	<u>17</u> Support ___ 0 Support with Concerns ___ 0 Not Support
Department Head		12/1/2008	<u>X</u> Support ___ Support with Concerns ___ Not Support
College Curriculum Committee	 Anita Fagerman	12/5/08	<u>8</u> Support <u>0</u> Support with Concerns <u>0</u> Not Support
Dean		12/5/08	<u>✓</u> Support ___ Support with Concerns ___ Not Support
University Curriculum Committee		2/10/09	<u>✓</u> Support <u>9-0</u> ___ Support with Concerns ___ Not Support
Senate	 Richard Huffer	2/10/09	<u>✓</u> Support ___ Support with Concerns ___ Not Support
Academic Affairs	 Ronald Anderson	2/13/09	<u>✓</u> Support ___ Support with Concerns ___ Not Support

\* Support with Concerns or Not Support **must** include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

<b>To be completed by Academic Affairs</b>		
_____ President (Date Approved)	_____ Board of Trustees (Date Approved)	_____ President's Council (Date Approved)

REC'D FEB 12 2009

**1. Proposal Summary**

Low enrollments have made it impossible to offer the PREL 220, Public Relations Writing course, which is **only** required for students completing the Public Relations Certificate. All other courses in the certificate are required of Public Relations majors. As a result of the course not running, many students decide not to pursue the certificate, others only complete part of the certificate and others require that we substitute another course for PREL 220 so that the student can complete the program.

Under the current proposal for Public Relations BS Degree Curriculum Cleanup, a new course PREL 350, Public Relations Ethics/Law, is being created and added to the Public Relations major. This course provides the opportunity to solve the problem with PREL 220 by replacing it with the new PREL 350 course. This will still do an effective job of meeting the needs of the students and of the job market.

Summary of the changes to be made:

- Deletion of PREL 220 – 4 credit course
- Addition of PREL 350 – 3 credit course
- Reduction in total credit hours from 13 to 12

**2. Summary of All Course Action Required\***

**a. Newly Created Courses to FSU:**

Prefix	Number	Title
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**b. Courses to be Deleted From FSU Catalog:**

Prefix	Number	Title
PREL	220	Public Relations Writing

**c. Existing Course(s) to be Modified:**

Prefix	Number	Title
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**d. Addition of existing FSU courses to program**

Prefix	Number	Title
PREL	350	Public Relations Ethics\Law

**e. Removal of existing FSU courses from program**

Prefix	Number	Title
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\*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.

## FLITE SERVICES CONSULTATION FORM

To be completed by the liaison librarian and approved by the Dean of FLITE. All returned forms should be included in the proposal. **FLITE must respond within 20 calendar days of receipt of this form to insure that the form is included in the final proposal.**

**FAILURE TO RESPOND IS CONSIDERED AS SUPPORT OF THE CHANGE.**

**RE: Proposal Title:** Public Relations Certificate Clean-up

**Projected number of students per year affected by proposed change:** 5

**Initiator(s):** Marketing Department/Public Relations Program

**Proposal Contact:** Ron Greenfield/Patrick Bishop/Kay Anderson **Date Sent:** 12/01/2008

**Department:** Marketing Department **Campus Address:** BUS 212  
(Please print)

**Liaison Librarian Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Dean of FLITE Signature:** \_\_\_\_\_ **Date Returned:** \_\_\_\_\_

Based upon our review on \_\_\_\_\_ (date), FLITE concludes that:

- Library resources to support the proposed curriculum change are currently available.
- Additional Library resources are needed but can be obtained from current funds.
- Support, but significant additional Library funds/resources are required in the amount of \$ \_\_\_\_\_.
- Does not support the proposal for reasons listed below.

**Comment regarding the impact this proposal will have on library resources, collection development, programs, etc. Use additional pages if necessary.**

**FORM D      CURRENT**

# PROGRAM, MAJOR, OR MINOR CHECK SHEET(S)

**Ferris State University – College of Business  
MARKETING DEPARTMENT**

**PUBLIC RELATIONS CERTIFICATE – 13 Credits**

**NAME:** \_\_\_\_\_ **ID#:** \_\_\_\_\_ **MAJOR:** \_\_\_\_\_

REQUIRED		COURSE TITLE - PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE	GR. PTS.
PREL	220	Public Relations Writing (B or better in ENGL 150 or permission of professor)	4		
PREL	240	Public Relations Principles (B or better in ENGL 150 or permission of professor)	3		
PREL	341	PR Tools & Techniques (PREL 240, B or better in ENGL 150 and ENGL 250 and permission of professor)	3		
PREL	342	Public Relations Tactics and Strategies (PREL 341 and instructor permission)	3		

**NOTE:** No more than 50% of the credits in this certificate may be transferred from another institution, nor, will this certificate be granted if more than 50% of the certificate credits are specifically required in the student's major.

**PROCEDURE:**

1. To pursue this certificate, the student, in consultation with the certificate advisor, Ron Greenfield, completes the checksheet and signature section of this form.
2. The completed form should then be submitted by the student to the department office, BUS 212, for approval. Upon approval, the form will be forwarded to the dean's office of the College of Business.
3. When course requirements for the certificate are successfully completed, the student will request clearance from the College of Business, Dean's office, BUS 200.
4. Once the student satisfies requirements for the certificate, the dean's office will notify the Registrar's Office to enter the completion note on the student's academic record.

For more information, please contact the Certificate Advisor, **Professor Ron Greenfield** at (231) 591-2448, BUS 320, or the **Marketing Department** at (231) 591-2426, BUS 212

**NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES**

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the certificate which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

**NOTE: A 2.00 cumulative GPA is required for completion of the Advertising certificate.**

Student: \_\_\_\_\_

Date: \_\_\_\_\_

Certificate Advisor: \_\_\_\_\_

Date: \_\_\_\_\_

Marketing Dept. Head: \_\_\_\_\_

Date: \_\_\_\_\_

**FORM D      PROPOSED**

**PROGRAM, MAJOR, OR MINOR CHECK SHEET(S)**

**Ferris State University – College of Business  
MARKETING DEPARTMENT**

**PUBLIC RELATIONS CERTIFICATE – 12 Credits**

**NAME:** \_\_\_\_\_ **ID#:** \_\_\_\_\_ **MAJOR:** \_\_\_\_\_

COURSE		TITLE - PREREQUISITES SHOWN IN BRACKETS ( )	HOURS	GRADE	GRADE POINTS.
PREL	240	Public Relations Principles (B or better in ENGL 150 or permission of professor)	3		
PREL	341	Public Relations Writing\Tools (PREL 240, B or better in ENGL 150 and ENGL 250 or permission of professor)	3		
PREL	342	Public Relations Tactics\Plans (PREL 341 and instructor permission)	3		
PREL	350	Public Relations Ethics\Law	3		

**NOTE:** This certificate will not be granted if more than 50% of the credits are transferred from another institution or if more than 50% are specifically required in the student's major.

**PROCEDURE:**

5. To pursue this certificate, the student, in consultation with the certificate advisor, Ron Greenfield, completes the checksheet and signature section of this form.
6. The completed form should then be submitted by the student to the department office, BUS 212, for approval. Upon approval, the form will be forwarded to the dean's office of the College of Business.
7. When course requirements for the certificate are successfully completed, the student will request clearance from the College of Business, Dean's Office, BUS 200.
8. Once the student satisfies requirements for the certificate, the Dean's Office will notify the Registrar's Office to enter the completion note on the student's academic record.

For more information, please contact the Certificate Advisor, **Professor Ron Greenfield** at (231) 591-2448, BUS 320, or the **Marketing Department** at (231) 591-2426, BUS 212

**NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES**  
Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the certificate which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

**NOTE: A 2.00 cumulative GPA is required for completion of the Public Relations certificate.**

Student: \_\_\_\_\_

Date: \_\_\_\_\_

Certificate  
Advisor: \_\_\_\_\_

Date: \_\_\_\_\_

Marketing Dept. Head: \_\_\_\_\_

Date: \_\_\_\_\_

**DELETE COURSE**  
Course Data Entry Form

**FORM F**

Delete Course  
Rev. 7/23/07

**I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG.**

Note: Complete each section.

The course described below will be moved to inactive status.

a. Term Effective: Term  Year  See instructions.

**II. CURRENT COURSE TO BE DELETED FROM THE ACTIVE STATUS:**

Include the information that is in the current course database.

a. Course Prefix

b. Number

c. Enter Contact Hours per week in boxes.

LECture

LAB

INDEpendent Study – Check (x)

Practicum:

Seminar:

d. Full Course Title:

UCC Chair Signature/Date:



Academic Affairs Approval Signature/Date:



Office of the Registrar use ONLY

Date Rec'd: \_\_\_ Date Completed: \_\_\_ Entered: SCACRSE \_\_\_ SCADETL \_\_\_ SCARRES \_\_\_ SCAPREQ \_\_\_



Kay Anderson/FSU  
01/23/2009 03:52 PM

To Leonard Johnson/FSU@Ferris  
Laura Dix/FSU@FERRIS, Michael C Cooper/FSU@FERRIS,  
cc Thomas Meh/FSU@Ferris, Ronald Greenfield/FSU@Ferris,  
Susan K Jones/FSU@Ferris, Paul W Jackson/FSU@Ferris,  
bcc  
Subject Updated materials for PREL Certificate & Program change  
and AIMC proposal

Leonard,

Please find attached:

1. PREL Certificate - as requested, we changed line one of the summary sheet to read a little more



clearly. Corrected page attached. Public Relations Certificate Proposal 2008.doc

2. PREL BS degree proposal:
  - a. Page 22 is corrected - PREL 440 - there was a course description change - form now reflects that. attached
  - b. Page 16 is corrected - PREL 350 - added the 3 credits min/max. attached



FORM Fs Revised PREL Proposal.docx

- c. Clarification/justificaton of PREL 101 credit increase - see Ron Greenfield's e-mail
3. AIMC Proposal:
    - a. Form E's for all the other ADVG to AIMC courses - **attached document contains all updated forms.**
    - b. Page 29 - AIMC 376 - the term offered should be Spring not summer - corrected form F attached. This should clear up the question about students not having adequate time/opportunity to take the class as indicated on our semester to semester checksheet.
    - c. Page 32 - AIMC 491 - corrected Form F attached - hours should remain variable 1-9. We would recommend a student does a 3 credit internship if chosen in their concentration, but they can do more if they choose.



FORM Es AIMC Proposal.doc

*Kay Anderson*



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