Contact Name: Amanda Ruth-McSwain  Email: ruthmcswarna@cofc.edu  Phone: 843-953-5783

Department Name: Communication  Graduate Program name: Master of Arts in Communication

Course Prefix, Number, and Title: COMM 535: Public Relations Campaigns

I. CATEGORY OF REVIEW (Check all that apply)

<table>
<thead>
<tr>
<th>NEW COURSE</th>
<th>CHANGE COURSE</th>
<th>DELETE COURSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Course (attach syllabus*)</td>
<td>Change Number (IV, VII, VIII, IX)</td>
<td>X Delete Course (IV, VII, IX)</td>
</tr>
<tr>
<td></td>
<td>Change Title (IV, VII, VIII, IX)</td>
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<td>Change Credits/Contact hours (II, IV, VII, IX)</td>
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<td>Prerequisite Change (IV, VII, VIII, IX)</td>
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<tr>
<td></td>
<td>Edit Description (III, IV, VII, VIII, IX)</td>
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</table>

☐ Approve for Cross-listing (attach Graduate Permission to Cross-list Form)

Date (Semester/Year) the course will first be offered, course changes or deletion will go into effect:

NEW COURSE:

*ATTACH THE SYLLABUS FOR A NEW GRADUATE COURSE to include:

- Course description and objectives
- Method of teaching (e.g., lecture, seminar, on-line, hybrid)
- Required and optional texts and materials
- Graduate School Grading Scale
- Assignments, student learning outcomes and assessment components
- Policies to include attendance, Honor Code, American Disabilities Act statement
- Tentative course schedule with specific topics
List prerequisites and/or other restrictions below

N/A

Will this course be added to the Degree Requirements?

a) ☐ Yes ☐ No

b) If yes, explain

N/A

II. NUMBER OF CREDITS and CONTACT HOURS per week

A. Contact Hours

B. Credit Hours

Is this course repeatable? ☐ yes ☐ no If so, how many credit hours may the student earn in this course?

III. CATALOG DESCRIPTION Limit to 50 words EXACTLY as you want it to appear in the catalog: include prerequisites, co-requisites, and other restrictions. If changing course description, please include both old and new course descriptions.

N/A
IV. RATIONALE / JUSTIFICATION: If course change—please indicate the course change details. If course change or deletion—please provide reasons for change(s) to or deletion of a course. If a new course—briefly address the goals/objectives for the course and the relationship to the strategic plan.

We have not offered this course since Fall 2010. It is a course that many of our students are not prepared to take due to the prerequisite knowledge and experience necessary for a successful and enjoyable learning experience. In addition, it is a fairly niche offering that provides very little flexibility regarding faculty resource(s) and content coverage.

V. STUDENT LEARNING OUTCOMES and ASSESSMENT

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
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<tbody>
<tr>
<td>What will students know and be able to do when they complete the course?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
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</tbody>
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2.  

3.  

4.  

How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?
VII. IMPACT ON EXISTING PROGRAMS and COURSES: Please briefly document the impact and expected changes of this new/changed/deleted course on other departments, programs and courses; if deleting a course—list all departments and programs that include the course; if adding/changing a course—explain any overlap with existing courses in the same or different departments; if adding or deleting a course that will be part of a joint program identify the partner institution.

Since this course has only been offered three times in the history of the MCOM program, and its last offering was in Fall 2010, there is no impact that the deletion of this course should have on our program or any other programs across the institution. In fact, we thought we already deleted this course during a catalog clean up in 2012.

VIII. COSTS ASSOCIATED WITH THE ACTION REQUESTED: List all of the new costs or cost savings, (including new faculty/staff requests, library or equipment, etc.) associated with the action requested. New courses requiring additional resources will need special justification.
IX. APPROVAL AND SIGNATURES

Signature of Program Director: __________________________ Date: 2-24-16

Signature of Department Chair: __________________________ Date: 2-24-16

Signature of Additional Chair*: __________________________ Date: __________

Signature of Schools' Dean: __________________________ Date: 3/25/16

Signature of Additional Schools' Dean*: __________________________ Date: __________

Signature of the Provost: __________________________ Date: 3/9/16

Signature of Budget Director/Business Affairs Office: __________________________ Date: __________

*For interdisciplinary courses

Return form to the Graduate School Office for Further Processing

Signature of Chair of the Faculty Committee on Graduate Education, Continuing Education & Special Programs: __________________________ Date: 3/25/16

Signature of Chair of the Graduate Council: __________________________ Date: 3/25/16

Signature of Faculty Senate Secretary: __________________________ Date: __________

Date Approved by Faculty Senate: __________________________
FACULTY COMMITTEE ON GRADUATE EDUCATION, CONTINUING EDUCATION AND SPECIAL PROGRAMS

CHANGE/DELETE GRADUATE PROGRAM PROPOSAL FORM

Contact Name: Amanda Ruth-McSwain Email: ruthmeswain@cofc.edu Phone: 843.953.5783

Department and School Name: Master of Arts in Communication, Humanities & Social Sciences
Name and Acronym of Graduate Program: MCOM

Date (Semester/Year) changed/deleted program will take effect: Upon approval

I. CATEGORY OF REVIEW (Check all that apply)

☐ Change Request (attach details):
☐ Add existing course or courses to requirements or electives
☐ Add new course(s) to requirements or electives (complete and attach COURSE FORM for each)
☐ Delete courses from requirements or electives
☐ Add new emphasis (check one): ☐ concentration ☐ track Total # of hours:
   (note: any emphasis involving more than 18 credit hours will also require CHE approval)

☐ Terminate Program (check one): ☐ Degree ☐ Certificate ☐ Emphasis (concentration/track)
   (if checked, skip section II, IV, V, and VII below)

   Are students currently enrolled in the program? ☐ Yes ☐ No
   If yes, what semester will students complete the program?

   If the program termination includes deleting courses from the inventory, a COURSE FORM must be included
   with this form for each course deletion.

☐ Interdisciplinary (attach evidence of acknowledgement from relevant departments)

II. DESCRIPTION OF CHANGES: If a changed program—please explain changes below; if a new emphasis—please provide the details below.

Add the following list of approved elective courses for the MCOM program.

ENGL 558: Technical and Professional Writing
ENGL 559: History and Theory of Rhetoric
ENGL 560: Film Studies
ENGL 562: Workshop in Advanced Writing
PUBA 640: Leadership and Decision Making
PUBA 656: Fundraising and Marketing for Nonprofits
PUBA 650: Human Resource Management for Nonprofit Organization

September 2011
III. RATIONALE or JUSTIFICATION

For changes or termination, please provide a detailed justification. For a new emphasis, briefly address the goals/objectives for the new emphasis, provide evidence of student interest (i.e., has the program offered special topics courses in this area? has the program interviewed student focus groups as part of an internal assessment? etc.), and explain how the emphasis supports the liberal arts tradition and the mission of the institution.

The MCOM program has always offered the “cognate” course option with this list of courses being the courses shared as strong cognate options. The program has, historically, approved the courses on a case-by-case basis without officially changing the program requirements to reflect those approvals. Adding these courses to our list of approved electives will not only satisfy SACSCOC requirements but also help standardize the cognate experience.

IV. CURRICULUM

Provide the COMPLETE curriculum for the changed program and/or new emphasis distinguishing between required and elective courses. Note pre-requisite courses where appropriate. Note any sequencing of courses or requirements in the program, listed exactly as it should appear in the catalog.

### DEGREE REQUIREMENTS

- 33 Required Hours (15 hours of Core Coursework & 18 Hours of Elective Coursework)
- Satisfactory Rating on Comprehensive Exams
- Thesis Project or Internship

### Required Courses

15 hours from the following courses:
- COMM 500 Introduction to Graduate Studies in Communication
- COMM 510 Communication Theory
- **Option One (Choose One):**
  - COMM 501 Quantitative Research Methods
  - COMM 502 Qualitative Research Methods
- **Option Two (Choose One):**
  - COMM 680 Seminar in Rhetoric
  - COMM 681 Classical Rhetorical Theory
  - COMM 682 Modern and Contemporary Rhetorical Theory
- **Option Three (Choose One):**
  - COMM 701-702 Master's Thesis *
  - COMM 795 Internship *

### Elective Courses

18 hours from the following elective courses:
- COMM 507 Issues in Communication Management
- COMM 514 Social Media
- COMM 520 Communication Campaigns
COMM 522 International and Intercultural Communication
COMM 525 Executive Communication
COMM 530 Race, Class, Gender and Media
COMM 540 Uses and Effects of Media
COMM 561 Identity and Impression Management
COMM 569 Leadership Communication
COMM 580 Seminar in Communication
COMM 584 Ethics In Communication
COMM 680 Seminar in Rhetoric
COMM 681 Classical Rhetorical Theory
COMM 682 Modern and Contemporary Rhetorical Theory
COMM 690 Communication Pedagogy *
COMM 698 Tutorial *
COMM 699 Independent Study *

Elective Option
Students may choose one course from the following cognate options:
PUBA 640 Leadership and Decision Making
PUBA 656 Fundraising and Marketing for Nonprofits
PUBA 650 Human Resource Management for Nonprofit Organizations
ENGL 558 Technical and Professional Writing
ENGL 559 History and Theory of Rhetoric
ENGL 560 Film Studies
ENGL 562 Workshop in Advanced Writing

* Students may take up to six hours of independent enrollment coursework (COMM 690, COMM 698, COMM 699, COMM 701, COMM 702, COMM 795).

Attach the completed COURSE FORM and a sample syllabus for each new course.

Is a syllabus for each new course attached? □ Yes  X No, but please see the attached supporting documentation.

V. STUDENT LEARNING OUTCOMES and ASSESSMENT

<table>
<thead>
<tr>
<th>Program-Level Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the program/emphasis? Attach Curriculum Map.</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
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</table>

Additional Outcomes or Comments
VI. IMPACT ON EXISTING PROGRAMS and COURSES Please briefly document the impact of this changed/deleted program or new emphasis on other programs and courses; if changing/deleting a program—list all programs that will be impacted (and how); if adding a new emphasis—explain any overlap with existing programs or courses in the same or different departments.

<table>
<thead>
<tr>
<th>N/A</th>
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</table>

Is this changed/deleted program used by others? ☐ Yes  ☐ No
If yes, please provide a letter of support in each case.

VII. COSTS ASSOCIATED WITH THE ACTION REQUESTED List all of the new costs or cost savings, (including new faculty/staff requests, library or equipment, etc.) associated with the action requested.

<table>
<thead>
<tr>
<th>N/A</th>
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</thead>
</table>
VIII. APPROVAL and SIGNATURES

Signature of Program Director: ____________________ Date: 2-29-16

Signature of Department Chair: ____________________ Date: 2-29-16

Signature of School Dean: ____________________ Date: 2-29-16

Signature of the Provost: ____________________ Date: 3/10/16

Return form to the Graduate School Office for Further Processing

Signature of Chair of the Faculty Committee on Graduate Education, Continuing Education & Special Programs: ____________________ Date: 3/25/16

Signature of Chair of the Graduate Council: ____________________ Date: 3/28/16

Signature of Faculty Senate Secretary: ____________________ Date: __________________

Date Approved by Faculty Senate: ____________________
Good morning, Jo Ann:

In my attempt to supply a list of approved electives in the 2016-2017 catalog for MCOM students, I have a question for you.

Students in the MCOM program need to take 15 credits in core courses, 6 credits of independent research enrollment and 12 credits of electives. As an elective option, we allow students to take a “cognate” course from different graduate program at CofC depending on their interests. In the past, a few students have taken PUBA 640: Leadership and Decision Making, PUBA 656: Fundraising and Marketing for Nonprofits and PUBA 650: Human Resource Management for Nonprofit Organizations. Since the MCOM program is a small program, this practice has worked well and our students have truly enjoyed the MPA courses. If it okay with you, I would like to include these three courses under our elective options in the catalog. When you have a moment, could you let me know your thoughts on this catalog revision?

Let me know if you would rather meet in person to discuss

Thanks so much,

Amanda
Subject: ENGL Courses as MCOM Electives  
Date: Wednesday, February 24, 2016 at 1:42:36 PM Eastern Standard Time  
From: Ruth-McSwain, Amanda  
To: Carens, Timothy L  

Good afternoon, Tim:

In my attempt to supply a list of approved electives in the 2016-2017 catalog for MCOM students, I have a question for you.

Students in the MCOM program need to take 15 credits in core courses, 6 credits of independent research enrollment and 12 credits of electives. As an elective option, we allow students to take a “cognate” course from different graduate program at CofC depending on their interests. In the past, a few students have shown an interest in ENGL 558: Technical and Professional Writing, ENGL 559: History and Theory of Rhetoric, ENGL 560: Film Studies and ENGL 562: Workshop in Advanced Writing. Since the MCOM program is a small program, this practice has worked well with other cognate courses. If it okay with you, I would like to include these four courses under our elective options in the catalog. When you have a moment, could you let me know your thoughts on this catalog revision?

Let me know if you would rather meet in person to discuss.

Thanks so much,

Amanda

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Amanda Ruth-McSwain, Ph.D.  
Associate Professor  
Director, The Bully Pulpit Series  
Department of Communication  
College of Charleston  
Director, Master of Arts in Communication Program  
University of Charleston, South Carolina  
9 College Way, room 110  
843.953.5783 (O)  
843.480.3794 (C)  
843.953.7037 (F)  
Ruthmcswaina@cofc.edu  

Schedule an appointment with Dr. Ruth-McSwain
Amanda,

I am copying Scott Peeples, Chair of the English Dept., and Jim Hutchisson, co-Director of the joint M.A. program, in case they would like to add their views here.

We generally have lots of open seats in our courses so I think that we would be glad to welcome MCOM students in these courses. A couple caveats:

1. With the exception of ENGL 560, which is taught frequently, just about every year, these courses only come up on our schedule occasionally.
2. About half of our courses, including ENGL 560, are taught at The Citadel, and there may be a problem when students outside the M.A. program try to register for them. Jim, maybe you can speak to this issue?

Best,

Tim

Timothy L. Carens
Professor of English
Director, M.A. Program in English
Director, British Studies
English Department
College of Charleston
5 College Way
Charleston, SC 29424
72 George St., #202 (office)
843-953-5658
I think it would be great to have these courses as MCOM electives. Yes, there may be a kerfuffle when one of the MCOM students registers for Engl 560 here, but I am more than happy to intercede and help that student register properly. Jim

Thanks for your helpful response, Tim.

Jim, let me know if you have any concerns about the students in the Master of Arts in Communication program enrolling in the courses offered at The Citadel. We can certainly remove ENGL 560 from the list if that is the course that may cause registration issues.

As mentioned, only one or two students take advantage of our “cognate course” option each year. However, several of your courses complement our curriculum and would provide a valuable learning experience for our students.

Thanks again,
Amanda

Amanda Ruth-McSwain, Ph.D.
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