

Cover Sheet: Request 15181

PUR4800 PR Campaigns Prereq Changes

Info

Process	Course Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Marcia DiStaso mdistaso@ufl.edu
Created	7/17/2020 1:24:58 PM
Updated	7/18/2020 2:47:35 PM
Description of request	Requesting to correct and update prereqs for PUR4800 to: PUR3000, MMC3203, MMC3420, PUR3500, PUR4100, VIC3001

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Public Relations 012306001	Spiro Kiousis		7/18/2020
No document changes					
College	Approved	JOU - College of Journalism and Communications	James Babanikos		7/18/2020
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			7/18/2020
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|Modify for request 15181

Info

Request: PUR4800 PR Campaigns Prereq Changes

Description of request: Requesting to correct and update prereqs for PUR4800 to: PUR3000, MMC3203, MMC3420, PUR3500, PUR4100, VIC3001

Submitter: Marcia DiStaso mdistaso@ufl.edu

Created: 7/17/2020 12:47:12 PM

Form version: 1

Responses

Current Prefix PUR

Course Level 4

Number 801

Lab Code C

Course Title Public Relations Campaigns

Effective Term Earliest Available

Effective Year Earliest Available

Requested Action Other (selecting this option opens additional form fields below)

Change Course Prefix? No

Change Course Level? No

Change Course Number? No

Change Lab Code? No

Change Course Title? No

Change Transcript Title? No

Change Credit Hours? No

Change Variable Credit? No

Change S/U Only? No

Change Contact Type? No

Change Rotating Topic Designation? No

Change Repeatable Credit? No

Change Course Description? No

Change Prerequisites? Yes

Current Prerequisites PUR 3000 and PUR 3801 and PUR 4100 and VIC 3001 and senior standing.

Proposed Prerequisites PUR 3000 and PUR3500 and PUR 4100 and VIC 3001 and MMC3203 and MMC3420 and senior standing.

Change Co-requisites? No

Rationale We recently changed our curriculum to change PUR3801 and PUR4404C from required to elective courses. Before our curriculum changes, the prereqs for PUR4800 were: PUR 3000 and PUR 3801 and PUR3500 and PUR 4100 PUR4404C and VIC 3001 and senior standing.

When our curriculum changes were made an update to the prerequisites for this course were made (I did not request them in the system because I thought I had to wait for the changes to the required courses to be completed first). Right now, the catalog shows the prereqs as: PUR 3000 and PUR 3801 and PUR 4100 and VIC 3001 and senior standing

So, now that PUR3801 and PUR4404C are no longer required courses, we would like to remove them from the prereqs list for PUR4800. Please note that PUR4404C was removed along with PUR3500 - I think PUR3500 was removed in error and that it was PUR3801 that should have been removed.

In addition to removing PUR3801 and adding back PUR3500, we would like to require MMC3203 and MMC3420. Both classes are typically taken in the junior year and include content that is expected in PUR4800 (our capstone course). Both are required courses (MMC3203 was recently added with our curriculum changes). The faculty (and our Advisory Council and industry) feel strongly that ethics must be a critical component of public relations campaigns - therefore we think it's essential that students complete the Ethics class (MMC3203) before the Campaigns class (PUR4800).

Prereq Request Recap:

- 1) add back PUR3500 (since removed incorrectly)
- 2) remove PUR3801 (since no longer a required course)
- 3) add MMC3203
- 4) add MMC3420
- 5) keep: PUR3000, PUR4100 and VIC3001

6) Final list of requested prereqs: PUR3000, MMC3203, MMC3420, PUR3500, PUR4100, VIC3001

Thank you!