

Rochester INSTITUTE OF TECHNOLOGY

Minor Program proposal form

College of Liberal Arts

**School of Communication**

**Name of Minor:** Advertising and Public Relations

**Brief description of the minor to be used in university publications**

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| The advertising and public relations minor prepares students to analyze audiences, write advertising copy, prepare press releases, select media, and manage broad-scaled persuasive campaigns. Student will be grounded in the basic theories of persuasive communication enabling them to create persuasive messages with a strong emphasis of ethical decision-making. |

**1.0 Minor Program Approvals**

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|  | Approval request date: | Approval granted date: |
| Academic Unit Curriculum Committee | December 5, 2015 | December 5, 2015 |
| College Curriculum Committee | December 6, 2015 | December 9, 2015 |
| Inter-College Curriculum Committee | 5/6/16 | 5/11/16 |

**2.0 Rationale:**

A minor at RIT is a related set of academic courses consisting of no fewer than 15 semester credit hours leading to a formal designation on a student's baccalaureate transcript

How is this set of academic courses related?

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| They are all courses focused on mass media, persuasion, advertising, visual communication and writing, all integral to the field of advertising and public relations. |

**3.0 Multidisciplinary involvement:**

If this is a multidisciplinary minor spanning two or more academic units, list the units and their role in offering and managing this minor.

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| N/A |

**4.0 Students ineligible to pursue this minor:**

The purpose of the minor is both to broaden a student's college education and deepen it in an area outside the student’s major program. A minor may be related to and complement a student’s major, or it may be in a completely different academic/professional area.   It is the responsibility of the academic unit proposing a minor and the unit’s curriculum committee to indicate any home programs for which the minor is not a broadening experience.

Please list below any home programs whose students will not be allowed to pursue this minor, provide the reasoning, and indicate if this exclusion has been discussed with the affected programs:

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| This minor is closed to students enrolled in the following BS programs in Advertising and Public Relations and the B.S. Program in Communication. |

**5.0 Minor Program Structure, Sequence and Course Offering Schedule:**

Describe the structure of the proposed minor and list all courses, their anticipated offering schedule, and any prerequisites.

* All minors must contain at least fifteen semester credit hours;
* Minors may be discipline-based or interdisciplinary;
* In most cases, minors shall consist of a minimum of two upper division courses (300 or above) to provide reasonable breadth and depth within the minor;
* As per New York State requirements, courses within the minor must be offered with sufficient frequency to allow students to complete the minor within the same time frame allowed for the completion of the baccalaureate degree;
* Provide a program mask showing how students will complete the minor.

Narrative of Minor Program Structure:

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| Students are required to take either Principles of Advertising or Public Relations, providing them with grounding in research, theory, and ethics behind the creation and analysis of messages designed to influence. Students then take four courses in advertising, public relations, or a combination of both related disciplines. At least two courses must be at the 300 level or higher. |

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| Course Number & Title | SCH | Required | Optional | Fall | Spring | Annual or Biennial | Prerequisites |
| COLA-COMM-211 Principles of Advertising, **OR**  COLA-COMM-212 Public Relations | 3 | X |  | X | X | A |  |
|  |  |  |  |  |  |  |  |
| COLA-COMM-202 Mass Communications | 3 |  | X | X | X | A |  |
| COLA-COMM 211 Principles of Advertising | 3 |  | X | X | X | A |  |
| COLA-COMM 212 Public Relations | 3 |  | X | X | X | A |  |
| COLA-COMM-221 Public Relations Writing | 3 |  | X | X | X | A | COLA-COMM-212 |
| COLA-COMM-303 Small Group Communication | 3 |  | X | X | X | A |  |
| COLA-COMM-305 Persuasion | 3 |  | X | X | X | A |  |
| COLA-COMM-321 Copywriting & Visualization | 3 |  | X | X | X | A | COLA-COMM-211 |
| COLA-COMM-322 Campaign Management and Planning | 3 |  | X |  | X | A | COLA-COMM-211  COLA-COMM-212 |
| COLA-COMM-341 Visual Communication | 3 |  | X | X | X | A |  |

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| Total credit hours: | 15 |