**PROPOSAL SUMMARY AND ROUTING FORM**

**Proposal Title:** Minor Course Cleanup – PREL 341

Initiating Unit or Individual: Marketing Department  
Contact Person’s Name: Kay Anderson  
Email: andersok@ferris.edu  
Phone: x2426

Date or Term of Proposal Implementation: Summer 2010

- 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

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<th>Signature</th>
<th>Date</th>
<th>Vote/Action *</th>
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* 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.

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To be completed by Academic Affairs

President (Date Approved)  
Board of Trustees (Date Approved)  
President's Council (Date Approved)

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VPAA  
JAN 20 2010  
PROVOST
1. Proposal Summary

(Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights. Additional rationale may be attached.)

Correction to course description (misspelled word- rational should be rationale) and prerequisite for PREL 341. The way the prerequisite reads now, it is requiring students to have a B or better in 3 courses instead of just the two ENGL courses.

2. Summary of All Course Action Required*

a. Newly Created Courses to FSU:
   Prefix   Number   Title

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

c. Existing Course(s) to be Modified:
   Prefix   Number   Title
   PREL     341      Public Relations Writing/Tools

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

e. Removal of existing FSU courses from program
   Prefix   Number   Title

*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.
I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE
Notes:
1. Complete all parts of Sections I and II; complete only those items in Section III that represent changes.
2. If either prefix or number is being changed, use 'Delete Course' and 'Create New Course' forms rather than this form.
   a. List the changes to be made (See Proposed Changes a through p below): M & P Corrections to desc. & prereq
   b. Term Effective (6 digit code only): 201005  Examples: 200801(Spring), 200805(Summer), 200808(Fall)
      Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. CURRENT: Include information that is in the current course database.
   a. Course Prefix: PREL  b. Number: 341  c. Enter Contact Hours per week in boxes.
   LECTure 3  LAB  INDependent Study – Check (x)  Seminar: 
   d. Course Title: Public Relations Writing/Tools

III. PROPOSED CHANGES: Complete only those boxes that represent proposed changes identified in Section I.
      Leave all other spaces blank.
   a. Course Prefix  b. Number  c. Enter Contact Hours per week in boxes.
   LECTure  LAB  INDependent Study – Check (x)  Seminar: 
   d. Course Title: (Limit to 30 characters/spaces.)
   e. College Code:  f. Department Code:

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.
   g. Type:  □ Variable  □ Fixed  h. Maximum Credit Hours  i. Minimum Credit Hours
   j. May Be Repeated for Added Credit: Check (x)  □ Yes  □ No
   k. Levels: Check (x) □ Undergraduate □ Graduate □ Professional
   l. Grade Method: Check (x) □ Normal Grading □ Credit/No Credit only (Pass/Fail)

m. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.
   Survey of the development, writing and production of public relations tools used by professionals to build
   and enhance relationships with an organization’s key publics. Analysis of resources, needs and rationale
   leading to written, verbal and visual communication methods and their application to news releases,
   newsletters, fact sheets, audiovisual presentations, brochures, web sites and internet techniques, television
   interviews, institutional advertising and other technologies.
   n. Term(s) Offered:  (See instructions for listing.)  o. Max. Section Enrollment:

p. Prerequisites/Co-requisites/Restrictions: Limited to 100 spaces. ENGL 150 and 250 with B or better and
   PREL 240 or consent of instructor

UCC Chair Signature/Date:  1-2-71 09  Academic Affairs Approval Signature/Date:  12/1/1

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code
□ Basic Skill (BS) □ General Education (GE) □ Occupational Education (OC)  □ G.E. Codes

Office of the Registrar use ONLY

Date Rec’d: ___ Date Completed: ___ Entered: SCACSR SCADET SCARES SCAREQ
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<td>Financial Accounting</td>
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<td>Managerial Accounting</td>
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<tr>
<td>Marketing Management</td>
<td>3</td>
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</tbody>
</table>

**Notes:**
- All courses are offered in the Spring and Fall semesters.
- Credit hours are based on 4 hours per week of classroom instruction.
- Prerequisites: Business Ethics, Financial Accounting, Managerial Accounting.