

## Request to Establish New Academic Program in Arizona

**University:** University of Arizona

<b>Name of Proposed Academic Program:</b> Bachelor of Arts in Public Relations				
<b>Academic Department:</b> Communication, College of Social and Behavioral Sciences				
<b>Geographic Site:</b> Tucson – Main Campus				
<b>Instructional Modality:</b> Hybrid				
<b>Total Credit Hours:</b> 120				
<b>Proposed Inception Term:</b> Fall 2025				
<b>Brief Program Description:</b>  <p>The University of Arizona’s Bachelor of Arts in Public Relations will develop students’ skills in strategic planning, social media, media relations, crisis communications, event planning, campaign management, and public relations writing while emphasizing the importance of ethics, critical thinking and research. Upon graduation, students will be prepared to work in public and private sectors in PR agencies, PR departments in corporations, nonprofit organizations, government agencies, health care, legal institutions, educational settings, and more. The classes are taught by industry and academic experts with decades of domestic and international experience. Students will benefit from the ability to double major in PR and Communication and graduate with transferable skills to industry careers and/or pursuing a higher degree. A double major in PR and Communication has been designed not to increase the time to complete a degree.</p>				
<b>Learning Outcomes and Assessment Plan:</b>  <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;"><b>Learning Outcome #1:</b> Produce clear, concise, and strategic content across various communication platforms.</td> </tr> <tr> <td style="padding: 5px;"><b>Concepts:</b> Strategic public relations writing and production; targeted messaging dissemination</td> </tr> <tr> <td style="padding: 5px;"><b>Competencies:</b> Identifies appropriate communication channels/vehicles for reaching key publics. Public relations writing is an essential, discrete skill that is not fully addressed in journalistic writing, composition or creative writing. Courses will address communication theory; concepts and models for mass, interpersonal, employee and internal communication; new and emerging communication technologies and their use and abuse; organizational communication and dynamics; communication with diverse audiences and across cultures; persuasion and propaganda; controlled versus uncontrolled communication; and feedback systems.</td> </tr> <tr> <td style="padding: 5px;"><b>Assessment Methods:</b> PR 317 Strategic Writing for PR class assignment</td> </tr> </table>	<b>Learning Outcome #1:</b> Produce clear, concise, and strategic content across various communication platforms.	<b>Concepts:</b> Strategic public relations writing and production; targeted messaging dissemination	<b>Competencies:</b> Identifies appropriate communication channels/vehicles for reaching key publics. Public relations writing is an essential, discrete skill that is not fully addressed in journalistic writing, composition or creative writing. Courses will address communication theory; concepts and models for mass, interpersonal, employee and internal communication; new and emerging communication technologies and their use and abuse; organizational communication and dynamics; communication with diverse audiences and across cultures; persuasion and propaganda; controlled versus uncontrolled communication; and feedback systems.	<b>Assessment Methods:</b> PR 317 Strategic Writing for PR class assignment
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<b>Assessment Methods:</b> PR 317 Strategic Writing for PR class assignment				

<b>Measures:</b> instructor grading of writing assignments and final portfolio, student exit survey
<b>Learning Outcome #2:</b> Conduct research and analyze relevant data to create strategic communication plans/proposals to support organizational goals.
<b>Concepts:</b> Public relations research, measurement and performance evaluation
<b>Competencies:</b> Applies primary and secondary, formal and informal, quantitative and qualitative methods. Uses a variety of research tools to gather information about the employer or client, industry and relevant issues. Investigates stakeholders' understanding of the product, organization and issues. Applies and analyzes research findings.
<b>Assessment Methods:</b> New PR Research class (PR research assignment), PR Campaigns class
<b>Measures:</b> instructor grading of relevant assignments and campaign, student exit survey
<b>Learning Outcome #3:</b> Develop diversity and inclusion initiatives informed by global and cross-cultural dynamics in public relations practice.
<b>Concepts:</b> Public relations research, interdisciplinary problem-solving, intercultural/multicultural communication and diversity management
<b>Competencies:</b> Determines how messages and messengers are interpreted by different audiences. Evaluates barriers that prevent changes to knowledge, attitude and behavior. Interprets how semantics, cultural norms, timing, context and related factors affect communication.
<b>Assessment Methods:</b> assignments, projects and campaigns; PR internship enrollment/data (required internships for all majors), and internship assignment
<b>Measures:</b> instructor grading of assignments, projects and campaigns; PR internship enrollment/data (required internships for all majors), and internship assignment student exit survey
<b>Learning Outcome #4:</b> Evaluate public relations and strategic communication plans, using both quantitative and qualitative research methodologies.
<b>Concepts:</b> Public relations research, measurement and evaluation
<b>Competencies:</b> Determines if goals and objectives of public relations program were met and the extent to which outcomes of public relations programs have been accomplished. Uses evaluation results for future planning.
<b>Assessment Methods:</b> PR 421 Campaigns class assignment, PR 423 Crisis Communication class team assignment
<b>Measures:</b> instructor grading of assignments, projects and campaigns; instructor student exit survey

	PR/COMM 201	PR 205	PR 317	PR 318	PR 393	PR 421	PR 328
LO #1: Produce clear, concise, and strategic content across various communication platforms.	I	R	R			M	I
LO #2: Conduct research and analyze relevant data to create strategic communication plans/proposals to support organizational goals.	I	I		R	R	M	

LO #3: Develop diversity and inclusion initiatives informed by global and cross-cultural dynamics in public relations practice.	I		R		R	M	
LO #4: Evaluate public relations and strategic communication plans, using both quantitative and qualitative research methodologies.	I		I		R	M	M

Assessment Measure	Source(s) of Evidence	Data Collection Point(s)
Internship Placement Statistics	Student Survey	At completion of PR 393
Job Placement Statistics	Alumni Survey	At graduation and as part of alumni survey
Academic Program Review	Reviewers' responses	Every 7 years

**Projected Enrollment for the First Three Years:**

Year 1	Year 2	Year 3
100	150	200

**Evidence of Market Demand:**

According to the Q4 2023 Data Set of Lightcast, a global leader in labor market analytics, overall jobs in the public relations industry in Arizona are expected to grow more than 11% as forecast from 2023-2029, indicating strong market demand for graduates with public relations degrees. Graduates can expect to earn an annual salary of approximately \$63,400 in Arizona, and \$73,300 nationally.

According to the US Bureau of Labor Statistics, employment of public relations specialists is projected to grow 6 percent from 2022 to 2032, faster than the average for all occupations.

Bureau of Labor Statistics, US Department of Labor, "Public Relations Specialists," in Occupational Outlook Handbook, April 9, 2021

<https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>

<https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm#tab-6>

**Similar Programs Offered at Arizona Public Universities:**

Strategic Communication, Bachelor of Science; Public Relations emphasis, Northern Arizona University <https://catalog.nau.edu/Catalog/details?plan=STCOMBS&catalogYear=2324>

Communication, Bachelor of Arts; Arizona State University

<https://degrees.apps.asu.edu/bachelors/major/ASU00/LSCOMBA/communication>

**Objection(s) Raised by Another Arizona Public University? YES NO**

Has another Arizona public university lodged a written objection to the proposed program with the proposing university and the Board of Regents within seven days of receiving notice of the proposed program?

**If Yes, Response to Objections:**

Please provide details of how the proposing university has addressed the objection. If the objection remains unresolved, please explain why it is in the best interests of the university system and the state that the Board override it.

**New Resources Required? (i.e. faculty and administrative positions; infrastructure, etc.):**

New resources will be required, including two additional full-time faculty positions -one tenure track and one career track; one major adviser; start-up equipment; promotional materials including digital and print and an outreach campaign. We anticipate funding for the two new faculty hires will be available through reallocation of faculty resources due to realignment, etc.

**Plan to Request Program/College Fee?**                      YES    NO

**Estimated Amount:** n/a

**Fee Justification:** n/a

**Specialized Accreditation?**                      YES    NO

**Accreditor:**

After five years accreditation will be sought from the Public Relations Society of America Certification in Education for Academic Programs in Public Relations (CEPR)