



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

04/24/2023

Institution

Northwest Missouri State University

Site Information

Implementation Date:

7/3/2023 12:00:00 AM

Added Site(s):

Selected Site(s):

Northwest Missouri State University, 800 University Drive, Maryville, MO, 64468-6001

CIP Information

CIP Code:

090902

CIP Description:

A program that focuses on the theories and methods for managing the media image of a business, organization, or individual and the communication process with stakeholders, constituencies, audiences, and the general public; and that prepares individuals to function as public relations assistants, technicians, and managers. Includes instruction in public relations theory; related principles of advertising, marketing, and journalism; message/image design; image management; special event management; media relations; community relations; public affairs; and internal communications.

CIP Program Title:

Public Relations/Image Management

Institution Program Title:

Public Relations

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Science. ARTS

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Online

Student Preparation



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Special Admissions Procedure or Student Qualifications required:

No special admissions procedures.

Specific Population Characteristics to be served:

n/a

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:

Same as previous BA Communication: Public Relations program.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:

75

Expectations for professional activities, special student contact, teaching/learning innovation:

Same as previous BA Communication: Public Relations program.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 10	Part Time: 5	
Year 2	Full Time: 15	Part Time: 10	
Year 3	Full Time: 20	Part Time: 15	Number of Graduates: 6
Year 4	Full Time: 25	Part Time: 20	
Year 5	Full Time: 30	Part Time: 25	Number of Graduates: 25

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

No plans are feasible at this time.

Program Structure

Total Credits:

120

Residency Requirements:

n/a

General Education Total Credits:

42

Major Requirements Total Credits:

54

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
see	0	attached

Free Elective Credits:

0



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Internship or other Capstone Experience:

Students take a capstone course.

Assurances

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

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JOHNSON

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BA Public Relations
CIP 090902

Northwest Core: 44-47 credit hours

Institutional Requirement: 4 credit hours

BA Modern Language Requirement: 9 credit hours

Required Courses: 33 credit hours

- Communication Core - 15 credits
- COM - 29260 - Public Relations Techniques - 3 credits
- COM - 29310 - Communication Research Methods - 3 credits
- COM - 29360 - Principles of Public Relations - 3 credits
- COM - 29460 - Public Relations Problems: Cases, Concepts, and Campaigns - 3 credits
- COM - 29469 - Internship in Public Relations - 1 to 3 credits
- COM - 29498 - Senior Capstone - 3 credits

Cognate Courses: 12 credit hours

- MMED - 20130 - Professional Media Writing - 3 credits
- MMED - 20333 - Social Media Strategies - 3 credits
- ENGL - 10315 - Professional and Technical Writing - 3 credits
- OR
- ENGL - 10430 - Digital Literacy - 3 credits
- OR
- ENGL - 10512 - Publication Skills - 3 credits
- MKTG - 55330 - Principles of Marketing - 3 credits

Student Emphasis Area: 6 credit hours

- COM - 29420 - Crisis Communication - 3 credits
- COM - 29402 - Current Topics in Communication - 3 credits

Student Emphasis Support Area: 3 credit hours

- MMED - 20230 - Introduction to Advertising - 3 credits
- MMED - 20303 - Introduction to Web Publishing - 3 credits
- MMED - 20304 - Advertising Case Studies - 3 credits
- COM - 29336 - Nonverbal Communication - 3 credits
- COM - 29341 - Argumentation and Debate - 3 credits
- COM - 29425 - Knacktive - 3 credits
- COM - 29432 - Organizational Communication - 3 credits
- ACCT - 51201 - Accounting I - 3 credits
- MGMT - 54313 - Principles of Management - 3 credits
- MKTG - 55332 - Promotion - 3 credits
- MKTG - 55333 - Consumer Behavior - 3 credits
- MKTG - 55432 - Marketing Research - 3 credits
- Other courses as approved by advisor – credits

Free Electives to reach 120 credits