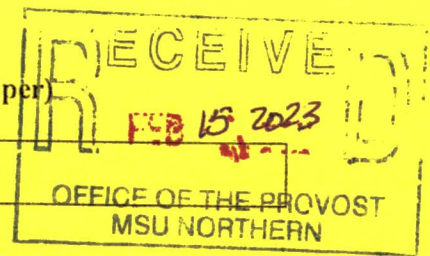


ACADEMIC SENATE PROPOSAL TRACKING SHEET
(Document To Be Originated By the Academic Senate Secretary On Canary Color Paper)



Proposal # 22-27	Title: WRIT 538; Public Relations Writing - New
<small>(Proposal explanation, submitter and college dean signatures on attached program/degree or course revision form.)</small>	

All proposals **MUST** have their originating college faculty body (Ex. Arts & Sciences, Education and Nursing; Technical Sciences) approval and must be signed by the submitter and the college dean before being submitted to the Academic Senate Secretary.

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1. Submit all proposals (using the appropriate Academic Senate program/degree and/or course revision forms or General Education Inclusion form) to the Academic Senate Secretary. **NOTE: Level 1 or Level 2 forms must be submitted concurrent with this proposal where applicable. For Education proposals, PEU approval must be received prior to forwarding the proposal to the Senate.**
2. The Academic Senate Secretary logs and numbers items and forwards them to the appropriate Academic Senate subcommittee(s): General Education (if applicable), or Curriculum. A transmittal e-mail will be sent to the Recording Secretary of the receiving committee, cc Provost's Administrative Assistant, by the Academic Senate Secretary. A digital copy of the proposal will be linked on the Academic Senate Proposal page by the Academic Senate Secretary.
3. The Academic Senate subcommittee(s) consider(s) the proposal. If approved, the proposal is returned to the Academic Senate Secretary for forwarding to the next committee. If a committee disapproves the proposal, the originator may request that the item be forwarded to the next body for consideration. The committee will provide written rationale to the originator, via the Academic Senate, when a proposal is disapproved and the proposal is returned to the originator. Upon completion of committee action, the proposal will be returned to the Academic Senate Secretary, and a transmittal e-mail sent by the Committee Recorder to the Senate Secretary, cc Provost's Administrative Assistant.
4. The Academic Senate considers the proposal and recommends approval or disapproval. If approved, the proposal is forwarded to the Provost for consideration. If the Academic Senate disapproves the proposal, the originator may request that the item be forwarded to the Full Faculty for consideration, utilizing the procedures set forth in the Senate Bylaws. The Academic Senate will provide written rationale to the originator when proposals are disapproved and the proposal is returned to the originator.
5. Approved proposals will be forwarded to the Provost. The Provost approves or disapproves the proposal. If approved, the proposal is then forwarded to the Chancellor. From this point forward, the Provost's Administrative Assistant will update the Proposal page on the website.
7. The Chancellor approves or disapproves the proposal.
8. The proposal will then either be implemented or referred to MSU for further action. The tracking page on the Provost site will be updated as required.

Subcommittee and Academic Senate college representatives will notify their respective colleges' of the progress of submitted proposals or the proposal may be tracked via the web page -- <http://www.msun.edu/admin/provost/senate/proposals.htm>

Documentation and forms for the curriculum process is also available on the web page:
<http://www.msun.edu/admin/provost/forms.htm>

***** (If a proposal is disapproved at any level, it is returned through the Academic Senate secretary and the Senate President, to the Dean of the submitting college who then notifies the originator.

See back for tracking form

	Date	Action Taken	Signature	Date	Comments/Reason for Disapproval	Sent to	Date	Transmittal E-mail sent
*Abstract received by Senate Secretary		Copy to Senate President. Forward to Provost.						
*Provost		<input type="checkbox"/> Abstract Approved <input type="checkbox"/> Disapproved						
Received by Senate Secretary		Tracking	DocuSigned by: <i>Debra Bradley</i>	10/6/2022	Forward	K Udayakumar		DocuSign
General Education Committee (if applicable)		<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Disapproved	DocuSigned by: <i>Karthuri Udayakumar</i>	10/12/2022	Forward	C. Donovan		DocuSign
Curriculum Committee (if applicable)		<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Disapproved	DocuSigned by: <i>Cars</i>	11/9/2022	Tabled for further discussion			DocuSign
Academic Senate 12/16/2022		<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Disapproved	DocuSigned by: <i>Valerie Guyant</i>		forward	provost		docusign
Full Faculty (if necessary)		<input type="checkbox"/> Approved <input type="checkbox"/> Disapproved						
Provost		<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Disapproved	<i>Carol A. Raffner</i>		forward	Chancellor		3-8-2023
Chancellor		<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Disapproved	<i>Debra Bradley</i>	3.20.2023				
MSU		<input type="checkbox"/> Approved <input type="checkbox"/> Disapproved	N/A					
BOR		<input type="checkbox"/> Approved <input type="checkbox"/> Disapproved	N/A					
NWCCU		<input type="checkbox"/> Approved <input type="checkbox"/> Disapproved						
Provost		Advise originating college and Academic Senate of status. Update Web page.						
Registrar		Catalog/Policy Manual Update						

NOTE: The secretary of the Academic Senate will update the Academic Senate Proposal web page from initial receipt until the proposal reaches the Provost. The Provost's Administrative Assistant will ensure that the current status of each proposal is maintained on the Academic Senate Proposal web page from that point forward.

*Abstract and pre-approval required for new programs ONLY.

COURSE REVISION FORMNEW XX DROPPED _____ MAJOR REVISION _____ FOR INFORMATION ONLY _____College CASE Program Area ENGLISH/ Liberal Arts Date 9/14/22Submitter  Signature
Dean  Signature (indicates "college" level approval) Date 9-26-22

Please provide a brief explanation & rationale for the proposed revision(s):

There is a 300 level course but no 500 level equivalent. If we are to build our graduate level student body and offer the best options for professional development for current teachers, we need them available at the 500 level.

Please provide the following information:

College: CASE
Program Area: English / Liberal Arts
Date: 9/14/22
Course Prefix & No.: WRIT 538

Course Title: Public Relations Writing
Credits: 3

Required by: no current program**Selective in:** Liberal Studies, Graduate students at large, students seeking additional licensure endorsement BA**Elective in:****General Education:** no**Lecture:** 3**Lecture/Lab:****Gradable Lab:** 0**Contact hours lecture:** 3**Contact hours lab:** 0**Current Catalog Description (include all prerequisites):**

none

Proposed or New Catalog Description (include all prerequisites):

Practice in writing public relations materials such as brochures, background pieces, speeches, newsletters, and press releases. Because this class is taken at the 500 level, it is a graduate course and expectations for student performance are at an advanced level. Evaluation of course requirements is more rigorous than at the lower division section of this course. Prerequisite: Graduate level class standing

Course Outcome Objectives:

Students will develop:

- Knowledge of the substance and dynamics of public relations writing
- Familiarity with document forms in both traditional and digital PR
- The ability to create, produce and distribute public relations writing in an effective manner
- Become conversant with public relation's many ethical issues

Additional instructional resources needed (including library materials, special equipment, and facilities). Please note: approval does not indicate support for new faculty or additional resources.

None.

Updated 09/29/05

CASE PROPOSAL TRACKING SHEET

(Document to be Originated by the CASE Admin. Associate)

1. Submit all proposals using the appropriate Academic Senate Program/Degree and/or course revision forms to the CASE Admin. Associate

2. The CASE Admin. Associate forwards them to the appropriate CASE Committee

Proposal Number: # 35	Title: WRIT 538; Public Relations Writing
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Received by the CASE Admin Associate Date: 9/14/2022

Forward to the Professional Education Unit Date: N/A Approved Not Approved
P.E. U. Signature _____ Date _____

Return to CASE Admin Date: 9.14.2022

Forward to the Chair of CASE Date: 9.19.2022 Approved ✓ Not Approved
Chair Signature [Signature] Date 9/21/2022

Return to CASE Admin Date: 9.22.2022

Forward to the Dean of CASE Date: 9-26-22 Approved ✓ Not Approved
Dean's Signature [Signature] Date 9-26-22

Return to CASE Admin Date: 9.26.2022

Forward to Academic Senate Subcommittees Date: 9.26.2022