Proposal for a New Course and/or Core Status

Please email this completed form and the course syllabus to Terri Stutzman (TerriStutzman@creighton.edu). All proposals for new courses or core status must be submitted through or approved by the appropriate department chair or program director. The proposal and syllabus must be emailed from the email account of the department chair or program director. No signature is necessary.

Nature of Proposal:  ☑ New Course Only  ☐ Core Status Only  ☐ New Course & Core Status

Core Status Requested

Course Information:

<table>
<thead>
<tr>
<th>Subject and Number</th>
<th>Course Title (30 character limit)</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRM 315</td>
<td>PR and Adv Principles</td>
<td>3</td>
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Course Format:  ☑ Lecture/Discussion  ☐ Laboratory  ☐ Other (specify)

Course Description as it should appear in the Undergraduate Bulletin. Please provide this information below — do not write “see attached syllabus”. Description should be limited to 50 words.

This is a collaborative, team-taught class that will incorporate half a semester each of PR Principles and Advertising Principles. In both you will learn about fundamental principles of persuasion, targeting, advocacy work and how these two distinct but related fields work with audiences.

Pre-requisites and Co-requisites:  None

Cross Listings:  None

Is this course repeatable for additional credit?  No  ☑ Yes  ☐ Total Credits

If this is a new course, briefly explain how it fits into your department's curriculum. This should include, but not be limited to, information such as whether the course is required or will serve as an elective for a major; how often you anticipate that it will be offered; and if it replaces a course that is currently listed in the bulletin.

This course is a response to the Dean's request that departments find ways to work in a more collaborative way between their disciplines. As such this course replaces JRM 313 (Ad Principles) and JRM 323 (PR Principles). It will be required of all students pursuing either the public or advertising tracks.

Please remember to email the syllabus for the course along with this form. The syllabus must include (in any order):

1. Course description
2. Course objectives
3. List of course topics
4. Course requirements
5. Grading criteria
6. Attendance policy
7. Academic Honesty statement (including penalties)
8. Class cancellation policy

For College Academic Office Use Only

College Approval:  Course  ☑ Core  ☐

Core Attribute(s)  ☑ Effective Term  ☐

Date Sent to Registrar  ☐