Please type or select the requested information. Print completed forms, add appropriate paper attachments, and route through MSU’s curricular process for recommendations and decisions.

College: Social and Behavioral Sciences  
Department: Urban and Regional Studies  
Program: CIP #  
(Check all that apply): Undergraduate  
Graduate  
Effective Date of Change: 04-07  
Academic Year  
Course Designator: URBS  
Number and Credit: 4/512  
(if applicable)

Include a course or program description for the Bulletin (30-40 words maximum for courses, 100 for programs):

This course, designed for student preparing for a professional career in local government or public service, focuses on media relations and building citizen involvement through public awareness projects.

Rationale or Justification for change:
Prepare department's curriculum for applying for program accreditation

***For General Education or Cultural Diversity Courses Only***

General Education Course:
GE Category #  GE Category Name (Maximum of 3 Categories)
N/A
N/A
N/A

For Writing Intensive Courses, attach a description of the kind and quantity of writing.
For Upper Division Courses, include a description of the respects in which it is broad and general rather than narrow and specific, and so suitable as GE.

Attach paper copies of the following:
- Syllabus or course outline.
- Course's student learning outcomes associated with each GE competency or CD designation.
- List of strategies to be used to assess students' achievement of each GE competency or CD designation.

***For New Courses***

Instructional Type: Lecture  
Grading Format: Grade  
P/N
Course will be offered: Fall Semester  
Spring Semester  
Summer Session

If course content or title is similar to courses in other departments, (Attach copy of letter of agreement with other program(s) contacted. Indicate the nature of the discussions and/or resolution of differences or potential conflicts.)

Attach paper copies of the following:
- Syllabus or course outline.
- Course's student learning outcomes.
- A list of resources required to offer and support this course.
- A description of how teaching this course will affect department staffing.
- If 400/500 level course, an explanation of added expectations of graduate students.
Minnesota State University, Mankato
Curriculum Proposal

***For Program Proposals***

Attach paper copies of the following:

a. Student learning outcomes for the program.
b. Minutes from department and college curriculum meetings in which action was taken on this proposal.
c. Program Assessment Plan. Forms are available on the Academic Affairs Web site:
   http://www.mnsu.edu/acadaf/prf/forms/
d. List of program requirements for New programs, or a list of Current and Proposed program requirements for Redesigned programs.
e. A list of resources required to offer and support this program.
f. A description of how offering this program will affect department staffing.
g. A list of additional library holdings required for this program.

Please include rationale for any proposed changes in number of program credits:

***For Programs Requiring MnSCU Approval***

If any of the following changes are proposed, please fill out and attach MnSCU Program Approval Forms, which are available on the Academic Affairs Web site:

http://www.mnsu.edu/acadaf/Curriculum/curmiformsprocess.html

1. **Creation** of an entirely new program.
2. **Redesign** of existing programs, which takes any of the following forms:
   - Addition or deletion of a program option. Options are part of program design in which 30-50% of the courses are required as part of a common core for all students, and which offers curriculum alternatives greater than 30% of the total number of credits in the major. Options are appropriate to baccalaureate or masters programs.
   - Addition or deletion of a program emphasis. Emphases are part of program design in which more than 50% of the courses are required as part of a common core for all students, and which offers curriculum alternatives with a minimum of nine credits. Emphases are appropriate to associate and baccalaureate programs.
   - Change in program name.
   - Change in program CIP #.
   - Change in total program credits.
   - Change in degree award. For example, changing a B.A. to B.S.
   - Creation of a new degree award in a related academic area. Examples include creation of a certificate program from an existing degree program, or a new degree program from an existing degree program (e.g., Art History BA from Art BA.)
3. **Relocation** of an existing program. This is a proposal to move an existing program from one site to be exclusively offered at another site, and requires closing the program offered at the original site. For example, a program offered both on-campus and through extended campus is to be offered only at the extended campus site.
4. **Replication** of an existing program. This is a proposal to offer an existing program at a new site, which may be an existing MnSCU-approved site, or another campus of the same institution. Replicated programs are offered at both the original site and the new location.
5. **Suspension** or reinstatement of a program. This proposal suspends admission of students into an existing program, and is good for three years. Reinstatement proposals request the reopening of student admissions into a given program.
6. **Closure** of a program. This proposal requests closure of an existing program and its from an institution's official inventory of academic programs. Unless a department seeks to re-open a suspended program, it should be closed within three years of suspension.

Revised September 2002
### Minnesota State University, Mankato
#### Curriculum Proposal

<table>
<thead>
<tr>
<th>Department</th>
<th>Signature Page</th>
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</thead>
<tbody>
<tr>
<td><strong>Recommended</strong>(Category/ies______)</td>
<td>Department Chair 8/30/06</td>
</tr>
<tr>
<td><strong>Not Recommended</strong>(Category/ies______)</td>
<td></td>
</tr>
<tr>
<td>Comments:</td>
<td></td>
</tr>
</tbody>
</table>

| College Curriculum Committee                                            |                                             |
| __Recommended__(Category/ies______)                                    | Committee Chair 8/30/06                  |
| __Not Recommended__(Category/ies______)                                 |                                     |
| Comments: Pending receipt of paper copy of answers to parts C, D, E       |                                     |

| College Dean                                                             |                                             |
| __Recommended__(Category/ies______)                                    | Dean 10/6/06                             |
| __Not Recommended__(Category/ies______)                                 |                                     |
| Comments: Pending receipt of paper copy of answers to parts C, D, E       |                                     |

| General Education Subcommittee                                           |                                             |
| __Recommended__(Category/ies______)                                    | General Education Subcommittee Chair Date  |
| __Not Recommended__(Category/ies______)                                 |                                     |
| Comments:                                                                 |                                     |

| Undergraduate Curriculum and Academic Policy Committee                   |                                             |
| __Recommended__(Category/ies______)                                    | UCAP Faculty Chair 11/6/06                |
| __Not Recommended__(Category/ies______)                                 |                                     |
| Comments:                                                                 |                                     |

| Faculty Association Graduate Committee                                   |                                             |
| __Recommended__(Category/ies______)                                    | Faculty Association Graduate Chair Date   |
| __Not Recommended                                                         |                                     |
| Comments:                                                                 |                                     |

| Graduate Dean                                                            |                                             |
| __Recommended__(Category/ies______)                                    | Graduate Dean 12/1/06                     |
| __Not Recommended                                                         |                                     |
| Comments:                                                                 |                                     |

| Academic Affairs Council                                                 |                                             |
| __Recommended__(Category/ies______)                                    | Assistant Vice President 12/1/06          |
| __Not Recommended                                                         |                                     |
| Comments:                                                                 |                                     |

| Senior Vice President and Vice President for Academic Affairs            |                                             |
| __Approved__(Category/ies______)                                       | Sr. Vice President / Vice Pres Academic Affairs 12/1/06 |
| __Not Approved                                                          |                                     |
| Comments:                                                                 |                                     |

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Revised September 2002
URBS 4/512—Public Information and Involvement

Term:

Instructor: Dr. Janet Cherrington

Office Hours:

Text:


Outcomes:

This course is designed for students who are preparing for a professional career in local government or public service. The purpose of this course is two-fold. The first is to increase public and non-profit managers' overall understanding of media relations. The second is to learn how to build citizen involvement through a public awareness project.

1. Communicate orally (using PowerPoint & graphics) and in writing (internal policies/procedures for dissemination of and what types of information should be shared, press releases and public service announcements involving their city/organization, research reports).

2. Understand the various forms of media that can be used in local government and non-profit settings.

3. Frame the role of city managers, non-profit directors, and public information officers in building successful media relations.

4. Gather and organize information that can be used to build citizen involvement and public awareness of various events/services within the community or organization.
Course Calendar:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to course &amp; conventions used in course</td>
</tr>
<tr>
<td>2</td>
<td>Oral communication (PowerPoint) &amp; Graphics</td>
</tr>
<tr>
<td>3</td>
<td>Who are the media</td>
</tr>
<tr>
<td>4</td>
<td>The Rise of Civic Journalism</td>
</tr>
<tr>
<td></td>
<td>Building the Relationship b/t the city/orgn. and the public</td>
</tr>
<tr>
<td>5</td>
<td>Role of the Manager, Director, or Public Information Officer (PIO) in media relations</td>
</tr>
<tr>
<td>6</td>
<td>The Local Govnmt. Beat Reporter &amp; Correcting the Record</td>
</tr>
<tr>
<td>7</td>
<td>The Communication Plan for an Unplanned Event</td>
</tr>
<tr>
<td>7</td>
<td>Getting Out the Word to Citizens about your City/Organization</td>
</tr>
<tr>
<td>8</td>
<td>Citizen Involvement and Public Awareness Projects (PAP), Themes, Focus.</td>
</tr>
<tr>
<td></td>
<td>Design principles for PAP's</td>
</tr>
<tr>
<td>9</td>
<td>Cable and Television News Stations</td>
</tr>
<tr>
<td>10</td>
<td>Written Communication (writing narratives for a PAP)</td>
</tr>
<tr>
<td>11</td>
<td>Gathering Data, photos, graphics, for the PAP</td>
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<tr>
<td></td>
<td>Assembling the PAP &amp; working with external partners</td>
</tr>
<tr>
<td>12</td>
<td>Putting it all Together (proofing the PAP)</td>
</tr>
<tr>
<td>13</td>
<td>Disseminating and updating the PAP</td>
</tr>
<tr>
<td>14</td>
<td>Media Case Studies</td>
</tr>
<tr>
<td>15</td>
<td>PAP Research/Recommendation Report</td>
</tr>
</tbody>
</table>

Requirements:

Field Projects:

A major portion of this class is applied learning involving a public awareness program in which students will work with a small city (or non-profit entity) and its staff to gather information/photographs, design a media campaign, and disseminate it through appropriate media forms. Several assignments will be out-of-class field projects to be announced.
Public Meeting Presentation:

The class will design a Powerpoint presentation recapping the project and officially presenting the product at a public (or board meeting). All students should participate in this. Graduate students will be expected to take the lead in formatting this presentation.

Project Report:
Graduate students will submit a final report on the project, applying the media concepts presented in the class. The report should contain recommendations for future continuance of the public awareness campaign.

<table>
<thead>
<tr>
<th>Course Grading</th>
<th>Undergrad</th>
<th>Grad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Field Projects</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Public Mtg. Presentation</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Attendance/Participation</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Project Report</td>
<td>100</td>
<td>165</td>
</tr>
</tbody>
</table>
Course Proposal
URBS4/512 Public Information and Involvement

a. Syllabus
   Attached

b. Learning Outcomes
   Attached

c. Resources Required
   No additional resources required for this course

d. Impact on Staffing
   This course will replace URBS 653 Management Seminar taught by Dr. Cherrington at the graduate level and combine a new course (412) at the undergraduate level. As a result, no additional staff will be needed.

e. Added expectation of graduate students
   Included in the syllabus (Graduate students submit a project report at the end of the semester applying course concepts and making future recommendations, in addition to the field projects, public meeting presentation, and attendance/participation required of all students.)
Cherrington-Cucore, Janet E

From: Smayling, Miles
Sent: Friday, July 14, 2006 12:37 PM
To: Cherrington-Cucore, Janet E
Subject: RE: public relations course

Hi,

You probably should check with Kevin Elliott from the Marketing department.

Miles Smayling

From: Cherrington-Cucore, Janet E
Sent: Friday, July 14, 2006 10:22 AM
To: Smayling, Miles; Schwinghammer, Paul
Subject: public relations course

Hello, I am inquiring whether either Management or Business has any courses on public relations.

If you expand a person's mind, it never contracts to its original position!

Janet Cherrington
Associate Professor
janet.cherrington@mnsu.edu
www.intech.mnsu.edu/cherrington

Urban and Regional Studies Institute
Morris Hall 104
507 389 5031

[Signature]

8/22/2006
From: Lewis, Charles  
Sent: Thursday, July 27, 2006 3:19 PM  
To: Cherrington-Cucore, Janet E  
Subject: Re: new course for URSI

Dear Dr. Cherrington,

Per your request during our telephone conversation today, I'm writing to note that although your proposed course does in part cover material similar to that in MSU Department of Mass Communications public relations courses, your proposed course poses no conflicts with our department's offerings because our courses are reserved for mass communications majors only.

Sincerely,

Dr. Chuck Lewis  
Professor and Chair of MSU Mass Communications

On 7/27/06 12:14 PM, "Cherrington-Cucore, Janet E" <janet.cherrington-cucore@mnsu.edu> wrote:

Hello, My name is Janet Cherrington and I am an Associate Professor in the URSI department. The department wants to submit a new course to the curriculum committee in September. Attached is a course outline. I would appreciate you reviewing it and advising if you feel it would pose any conflict with your departments courses. Thank you.

If you expand a person's mind, it never contracts to its original position!

Janet Cherrington  
Associate Professor  
janet.cherrington@mnsu.edu  
www.intech.mnsu.edu/cherrington <http://www.intech.mnsu.edu/cherrington>

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