



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

**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 additional admissions procedures.

Specific Population Characteristics to be served:

n/a

Faculty Characteristics

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

Same requirements as under previous Communication: Public Relations option.

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 expectations as under previous Communication: Public Relations option.

Student Enrollment Projections Year One-Five

<b>Year 1</b>	<b>Full Time: 10</b>	<b>Part Time: 5</b>	
<b>Year 2</b>	<b>Full Time: 15</b>	<b>Part Time: 10</b>	
<b>Year 3</b>	<b>Full Time: 20</b>	<b>Part Time: 15</b>	<b>Number of Graduates: 10</b>
<b>Year 4</b>	<b>Full Time: 25</b>	<b>Part Time: 20</b>	
<b>Year 5</b>	<b>Full Time: 30</b>	<b>Part Time: 25</b>	<b>Number of Graduates: 20</b>

**Percentage Statement:**

n/a

Program Accreditation

Institutional Plans for Accreditation:

No plans to seek specialized accreditation as it is not feasible at this time.

Program Structure

**Total Credits:**

120

**Residency Requirements:**

n/a

**General Education Total Credits:**

42

**Major Requirements Total Credits:**

60

**Course(s) Added**

COURSE NUMBER	CREDITS	COURSE TITLE
see	0	attached

**Free Elective Credits:**

0



## **New Program Report**

### **Internship or other Capstone Experience:**

Students will take an internship 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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Phone: 660-562-1277

BS Public Relations  
CIP 090902

Northwest Core: 44-47 credit hours

Institutional Requirement: 4 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: 9 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