

SCHOOL OF ADVERTISING AND PUBLIC RELATIONS

I. PROGRAM CHANGES

ADD FIVE-YEAR ACCELERATED BS-MS PROGRAM – COMMUNICATION AND INFORMATION MAJOR (MS) FOR THE ADVERTISING AND PUBLIC RELATIONS CONCENTRATION AND THE ADVERTISING OR PUBLIC RELATIONS MAJOR FOR THE BS DEGREE.

In the 2021-22 Graduate Catalog, add heading and text for the BS-MS accelerated program.

Five-Year Accelerated BS-MS Program – Communication and Information Major, MS (Advertising and Public Relations concentration) and the Advertising or Public Relations Major for the BS degree.

The department offers especially qualified students a Five-Year BS/MS program with a BS degree, major is Advertising or Public Relations and an MS degree, major in Communication and Information. The primary component of the program is that a qualified student may take up to 9 credit hours of approved graduate courses for their senior undergraduate electives and have them count toward both the BS degree and the MS degree. **This program is designed for students pursuing their MS degree at UTK. Other universities may not accept these courses for graduate credit since they were used to satisfy requirements for the BS degree.** Qualifications for admission to the program are:

- Students must have an overall GPA of at least 3.4 to be admitted to the program.
- Conditional admission may be granted after completing 64 hours of required coursework while full admission is granted after completing 96 hours of required coursework with a minimum overall GPA of 3.4 in required coursework.
- Students must at least have conditional admission before taking graduate courses for both their bachelor's and master's degrees.
- All courses taken for graduate credit must be approved by the departmental chair of the program. Students admitted to the dual program must submit the Senior Requesting Graduate Credit Form to the Graduate School to receive graduate credit. Students admitted to the dual program must also follow the normal procedure for admission to Graduate School for the MS degree.
- Admission of students into this program must be approved by the department and the Graduate School.

RATIONALE: The MS concentration allows advertising and public relations undergraduate majors from the School of Advertising and Public Relations to earn an MS with one additional year of coursework. The dual enrollment option gives excellent students the ability to conditionally enter the Graduate School during their last 30 hours and begin graduate coursework for dual credits, at the undergraduate and graduate levels. All of the content courses already exist. The concentration operates within the constraints of extended college resources; it also addresses strategic priorities of the university to increase graduate enrollment. By offering the dual admission option, this may further increase graduate enrollment. Impact on other units: None. Financial impact: None. Additional documentation: No additional approvals are required for this change.

REVISE PROGRAM REQUIREMENTS, COMMUNICATION AND INFORMATION MAJOR, MS

In the 2021-22 Graduate Catalog, for the Communication and Information Major, MS, Advertising and Public Relations concentration, under the Required Courses Heading, remove the Block 4B bullet, and the two courses listed below it (ADVT 597 and PBRL 597). Then, revise the name of Block 4A to Block 4.

Rationale: Upon revisiting the options in the "concept application" block of courses for the 4+1 concentration, faculty identified that students would better meet the learning objectives of the program by focusing on other options, which have more rigor.

REVISE PROGRAM REQUIREMENTS, COMMUNICATION AND INFORMATION MAJOR, MS

In the 2021-22 Graduate Catalog, for the Communication and Information Major, MS, Advertising and Public Relations concentration, under the Required Courses Heading, revise of block 6- to revise "Minimum 6 hours to Minimum 9 credit hours".

Rationale: As Block 4 "concept application" from 6 required hours to 3 required hours and free those other 3 hours up for another general electives.