



IUPUI

DEPARTMENT OF JOURNALISM
AND PUBLIC RELATIONS

SCHOOL OF LIBERAL ARTS

Indiana University
Indianapolis

To: School of Liberal Arts Graduate Curriculum Committee

From: Jonas Bjork

Date: January 26, 2015

Re: Request for change in total credit hours for the M.A. in Public Relations

The Department of Journalism and Public Relations, previously the School of Journalism, has been offering a Master of Arts degree in Public Relations since the fall of 2007. The program, which does not require a thesis, consists of 34 or 36 credit hours, depending on what Kelley Direct accounting course students opt to take. The program was designed to appeal to mid-career professionals whose opportunities would be advanced by acquiring an advanced degree, although it has, since its inception, also attracted a number of students straight out of undergraduate programs.

The change we are seeking is to reduce the number of required credit hours in the program from 34-36 to 33 by abolishing the requirement that students take an accounting course.

The justifications for the change are:

1. The Kelley School of Business has indicated in conversations with us that it would like to stop offering A501, the one-credit course that most of our students have elected to take. Originally intended for Kelley's own students, the only students who have taken it in recent semesters are the M.A. students in Public Relations.
2. As a replacement, Kelley Direct has proposed that our students take either A200 or A202, three-credit courses that are seen as more appropriate for non-majors. However, we are hesitant about making 200-level courses part of the core in a master's program.
3. Feedback from graduates in the PR master's program has indicated that the accounting course is not regarded as a good fit with the rest of the program's courses.
4. Reducing the number of credit hours in the PR master's program to 33 would bring it closer to the 30 hours required in our other master's program, Sports Journalism, and thus make the two degrees more uniform.

I welcome any questions and can be reached at 278-5325 and bjork@iupui.edu.

Sincerely,

Jonas Bjork, Ph.D.

Professor and Chair