

Commission on Undergraduate Studies and Policies
Resolution 2013-14I
Resolution to Approve New Major in Public Relations, in Bachelor of Arts in
Communication

Approved by the Commission on Undergraduate Studies and Policies:	April 7, 2014
First Reading by University Council:	April 21, 2014
Approved by University Council:	April 28, 2014
Approved by the President:	April 28, 2014
Effective:	Fall 2014

WHEREAS, the current option in Public Relations works to "spark curiosity, facilitate creative thinking, and develop tools for effective communication" (*Plan for a New Horizon 2012---2018*), assisting students to become successful professionals; and

WHEREAS, the current Public Relations Option demonstrates strong enrollments, curricular strength, post-graduation success, and a robust interest in this area of study; and

WHEREAS, majors, as opposed to options, are highlighted in all admissions materials, thereby creating greater opportunities to recruit in-state and out-of-state students to meet enrollment targets for the department and college; and

WHEREAS, in 2013, the Public Relations Society of America, the world's largest and leading organization in the public relations profession, recognized the public relations curriculum at Virginia Tech as one among 34 certified programs in the U.S., a status that demonstrates the quality of the instruction and elevates the university's reputation among organizations seeking public relations graduates; and

WHEREAS, firms affiliated with the Public Relations Society of America recruit more heavily from programs whose students have a major in the field; and

WHEREAS, the Bureau of Labor Statistics projected in 2012 that employment for entry-level public relations specialists would grow 12 percent in the United States between 2012 and 2022 and create 27,400 additional jobs; and

WHEREAS, a major is recorded on a student's transcript and resume, providing institutional validation of their education and supporting graduates' recognition in a competitive employment market so that "Virginia Tech graduates are well-positioned to succeed in an increasingly competitive labor market" (*Plan for a New Horizon 2012---2018*),

THEREFORE LET IT BE RESOLVED THAT the Major in Public Relations be approved for addition to the Bachelor of Arts in Communication effective Fall 2014.