
BA in Liberal Studies: Humanities/Social Science Online Program Course Description Sheet

Major in Liberal Studies: Humanities/Social Science

Liberal Studies: Humanities/Social Science (LSHSS) is an exciting, quality liberal arts program designed to offer students the distinctive opportunity to pursue areas of study in the humanities and social sciences. The ability to combine diverse areas of interest is highly desired by traditional as well as non-traditional students to enrich their lives and prepare for productive, rewarding careers.

The major is made up of two focus areas. The current focus areas offered through the CPCE LSHSS Online Program are Philosophy and Religion Studies and Public Relations (PR) in the Workplace. Students in the online program will take coursework (13 courses) in these two areas as outlined in the course sequence included in the LSHSS Detail Sheet.

- Each focus area requires completion of a minimum of one Intro Level Course, a designated number of Upper Level Courses and the Senior Level Capstone/Requirement.
- The program is designed as a part-time program to accommodate busy schedules while still completing the degree in a timely manner. The accelerated format allows students to take two courses a semester, one course at a time, for 8 weeks each course (unless otherwise noted). Please see Detail Sheet for further information.

Course of Study

Rowan University requires 120 credits taken within approved general education and major coursework in order to graduate with a Bachelor's degree.

To obtain the BA in Liberal Studies: Humanities/Social Science via the online program all students will complete the following coursework:

- 39 credits (13 courses) in the major sequence as outlined in this document
- 21 credits in free electives
- 60 credits in general education requirements

Note: The LSHSS Program Coordinator will work one-on-one with students to determine their eligibility and credits. The amount of transfer credits accepted varies. (The free electives and general education requirements may be met via transfer credit or courses taken before, during, or after the major.)

Major Sequence

Focus Area 1: Philosophy and Religion Studies

Philosophy 21 s.h.

- PHIL 09.120: Introduction to Philosophy, 3 s.h.
- PHIL 09.241: Philosophy & Society—Writing Intensive, 3 s.h.
- REL 10.200: Religions of the World, 3 s.h.
- PHIL 09.328: Philosophy & Gender, 3 s.h.
- PHIL 09.325: American Philosophy, 3 s.h.
- REL 10.210: Religion in America, 3 s.h.
- PHRE 11.490: Senior Seminar in Philosophy & Religion, 3 s.h.

Focus Area 2: Public Relations (PR) in the Workplace

Public Relations (PR) in the Workplace 18 s.h.

- ADV 04.330: Introduction to Advertising, 3 s.h.
- PR 06.350: Introduction to PR, 3 s.h.
- PR 06.301: Basic PR Writing, 3 s.h.
- ADV 04.360: Integrated Marketing Communication, 3 s.h.
- PR 06.310: Intro to PR/Advertising Research, 3 s.h.
- PR 99.362: Public Opinion, 3 s.h.

Elective Courses

21 free electives required – transfer credits and remaining coursework to be determined with the LSHSS Program Coordinator

General Education

60 general education courses required – transfer credits and remaining coursework to be determined with the LSHSS Program Coordinator

Program Exit

Program exit includes successful completion of all required coursework totaling 120 credits. Student will receive a BA in Liberal Studies: Humanities/Social Science.

Course Descriptions for Philosophy and Religion Studies Focus Area

PHIL 09.120: 3 s.h. Introduction to Philosophy

This basic course in the methods of philosophical inquiry investigates how these methods have been applied to selected philosophical issues by classical and contemporary philosophers.

PHIL 09.241: 3 s.h. Philosophy & Society - WI

Prerequisites: ENGL 01.111 and ENGL 01.112

Same as PHIL09.240, but meets general education writing intensive guidelines with a variety of graded and ungraded writing assignments.

REL 10.200: 3 s.h. Religions of the World

This course surveys the major world religions in both the Eastern and Western traditions.

PHIL 09.328: 3 s.h. Philosophy & Gender

This course will explore philosophical issues relating to gender as considered by classical, modern and contemporary philosophers. Recent work by feminist philosophers will be emphasized.

PHIL 09.325: 3 s.h. American Philosophy

This course examines the thought of selected American philosophers from the colonial period to the present. It stresses the distinctive American philosophical movement, Pragmatism, and some of its representative figures such as Charles Sanders Pierce, William James and John Dewey.

REL 10.210: 3 s.h. Religion in America

This course explores the wide variety of religious movements that have existed and continue to exist in America. Both traditional religions and cults are considered within the context of American culture.

PHRE 11.490: 3 s.h. Senior Seminar in Philosophy & Religion

Course description coming soon.

Course Descriptions for Public Relations (PR) in the Workplace Focus Area

ADV 04.330: 3 s.h. Introduction to Advertising

Prerequisites: 30 hour prerequisite

The course provides an overview, including techniques and terminology that are useful in the professional world. Topics include history of advertising, marketing, ethics, law, consumer behavior, print and electronic media, and retail and corporate advertising. The course combines theory of advertising with practical applications.

PR 06.350: 3 s.h. Introduction to Public Relations

This course explores the history and role of public relations in society. Students explore mass media, persuasion, publicity, radio and television. Students examine special events, crisis management, communication techniques, research and evaluation, communication law and ethics. Basically a theory course, this introduction also applies ideas practically to real clients and organizations.

PR 06.301: 3 s.h. Basic Public Relations Writing

Prerequisites: PR 06.350

Basic Public Relations Writing introduces the student to the tasks of writing and editing required in a public relations position. They will learn to write for both print and electronic media, develop their skills in grammar, syntax and usage and learn to copy edit their own work and the work of others.

ADV 04.360: 3 s.h. Integrated Marketing Communication

This course explores the expanded as well as the communication portion of the organization's business and marketing plans. Emphasis is placed on how to translate marketing strategies into a well-defined and seamless communication program directed at all of the organization's publics.

PR 06.310: 3 s.h. Introduction to Public Relations/Advertising Research

The course studies both qualitative and quantitative research methods necessary for success in the fields of public relations and advertising. Emphasis is placed on evaluation of secondary searches, individual and group interviews, media audience measurements, market structure, segmentation and usage studies, and tracking studies.

PR 99.362: 3 s.h. Public Opinion

This course includes the nature and role of public opinion, the dynamics of public opinion processes and the numerous factors which shape or influence opinions. Students examine the mass media, evaluating their roles as molders and reflectors of public opinion. Major topics that influence public opinion are discussed, including gratifications, agenda setting, knowledge gaps, censorship and propaganda.

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