

PUBLIC POLICY

SOCSCI 0105 INTRODUCTION TO PUBLIC POLICY 3 cr.

The course introduces students to the fundamentals of public policy analysis, with a focus on the United States. Students will be exposed to the process of public policy development, analysis, and implementation. They will learn the tools used in public policy analysis, why governments and citizens make certain choices, as well as how to choose among policy alternatives. *Prerequisite: None.*

ECON 0225 COST BENEFIT ANALYSIS 3 cr.

Market failures are widespread in societies, resulting in the non-provision of some goods and services deemed desirable to society. Additionally, firms often fail to take into account the negative effects of their actions on the society as a whole. In these situations, government intervention is deemed necessary. Cost-benefit analysis (CBA) is a tool used by government agencies to determine the effectiveness of public works projects. CBA is the application of economic, financial and quantitative reasoning tools to issues of resource allocation in public policy. It identifies, quantifies and aggregates the positives (benefits) and negative (costs) effects associated with a public policy decision. The course is taught partly in a seminar format and will often cover applications of CBA to crime, (such as a cost/benefit analysis of imprisonment in different states or the measurement of rehabilitation and special deterrence), health care, education, transportation, the environment and other public policies that are of current interest. *Prerequisite: ECON 0100.*

COMMRC 1111 THEORIES OF PERSUASION 3 cr.

Persuasive address includes classical theories on changing attitudes, values, and beliefs, as well as contemporary theories in learning, conditioning, and marketing strategies. The focus ranges from personal influence to social, political, and religious movements. *Prerequisite: COMMRC 0310 or COMMRC 1124.*

PS 1261 AMERICAN PUBLIC POLICY 3 cr.

Focuses on a variety of public policy issues. The issues may include social welfare programs, management of the economy, governmental regulation of business activities, environmental programs, urban problems, civil rights, civil liberties, crime control, and foreign policy. *Prerequisite: PS 0200 or PS 0300.*

SOCSCI 0200 RESEARCH METHODS IN THE SOCIAL SCIENCES 3 cr.

Designed for majors in Criminal Justice, Communication, Political Science, Economics, Sociology and Anthropology. Familiarize students with basic empirical research methods and statistics typically used in the social sciences. Focus will be on learning how to evaluate existing research and reports and how to conduct and write research projects for the capstone courses. *Prerequisite: Sophomore.*

Advocacy:

COMMRC 1127 IMAGE RESTORATION IN THE MEDIA 3 cr.

Central focus of this course is that human beings often participate in communicative behavior designed to reduce, redress, or avoid damage to their reputation from perceived wrongdoing. Designed to analyze theory and research on image restoration discourse. It will include analysis of persuasive attack and defense strategies used in the media, such as those seen in television and print advertising, political campaigns, and various other mediated communication events. *Prerequisite: COMMRC 0310.*

COMMRC 1129 ENVIRONMENTAL RHETORIC 3 cr.

Designed to analyze discourse on the environment, from advertising campaigns and political viewpoints to corporate policies and environmental/social movements. It will analyze theory and research in environmental rhetoric, with an emphasis on environmental communication studies found in academic journals in the field. Students will examine current environmental issues of importance found in television/print/electronic media and analyze the discourse from a rhetorical perspective. *Prerequisite: COMMRC 0310.*

COMMRC 1220 PUBLIC RELATIONS STRATEGY AND PRACTICE 3 cr.

Course will examine and critically analyze real-world public relations problems, cases and programs. It will concentrate on the four audiences of public relations (employees, communities, consumers and investors) and the four components (media relations, public issues, crisis management and ethics). The course will focus on the four- step process used in implementing public relations programs that include research, planning, implementation and evaluation. *Prerequisite: COMMRC 1210.*

Political & Social Policy:

CJ 0002 CRIME, LAW, AND PUBLIC POLICY 3 cr.

Introduction to crime, criminal law, and public policy as it pertains to crime and justice. Prerequisite for all required criminal justice courses, but it is also a survey course for non-criminal justice majors. Subject matter includes an introduction to the study of crime; a description of the sources, purposes, and application of criminal law; and an examination of the interplay of politics, crime, and the implementation of public policies. *Prerequisite: None.*

CJ 0210 AMERICAN SYSTEM OF CRIMINAL JUSTICE 3 cr.

Examines the structure and function of the American criminal justice system. Subject matter involves an examination of criminal procedure as it has been established by the U.S. constitution, state constitutions, and judicial interpretation. Case law and the manner in which case law shapes the work of criminal justice professionals are emphasized. Alternatives to incarceration, victims' rights, and other critical issues are also examined. *Prerequisite: CJ 0002 or SOC 0020.*

PS 1211 LEGISLATIVE PROCESS 3 cr.

Provides an analysis of the legislative process in modern democracies with primary attention devoted to the legislative process in the United States. The history and meaning of representation is analyzed as is the behavior of participants in the legislative process. The impact of social-economic forces on decision-making in the United States is studied as are the roles of interest groups, political parties, the executive branch, and the judiciary. *Prerequisite: PS 0200 or PS 0300.*

PS 1252 STATE GOVERNMENT 3 cr.

Survey political processes and public policy outcomes in the fifty American states. Policy areas to be covered include the environment, era, taxation, crime and law enforcement, and welfare. *Prerequisite: PS 0200 or PS 0300.*

SOC 0020 CRIME, LAW, AND PUBLIC POLICY 3 cr.

Introduction to crime, criminal law, and public policy as it pertains to crime and justice. Subject matter includes an introduction to the study of crime, a description of the source, purpose, and application of the criminal law, and an examination of the interplay of politics, the problem of crime, and the implementation of public policies. *Prerequisite: None.*

SOC 0145 DRUGS AND SOCIETY 3 cr.

Examines the social implications of the use and abuse of psychoactive substances. Drawing on sociological, psychological, historical, and pharmacological research, questions about individual motivations and consequences, social problems, political and economic issues, and public policy will be explored. The primary focus will be on the United States, but the larger global context will also be considered. *Prerequisite: None.*

Economic & Business Policy:

ECON 0134 PUBLIC ECONOMICS 3 cr.

This course explores current issues related to expenditure policies of governments, including the effects of government intervention on economic outcomes. Topic includes how alternative economic theories are used to provide intellectual justification for ideological, moral and ethical beliefs as in the use of public partnerships in education, health care and the future of social security. The course also evaluates topical dilemmas in government policy on the provision of such public goods based on certain criteria for evaluating government actions. *Prerequisite: ECON 0100.*

ECON 0835 GOVERNMENT AND THE ECONOMY 3 cr.

Concerned with government intervention into markets as a corrective measure to market failure. Issues involving public policy, regulation, deregulation, and antitrust will be analyzed. *Prerequisite: ECON 0100.*

MGMT 1125 BUSINESS ECONOMICS 3 cr.

Looks at economic decision making within the firm and empirical efforts to estimate demand, cost, and production functions. Also covers computer and operations research models, such as simple linear programming, present value analysis, and calculus. The term paper consists of an analysis and forecast of the national economy. *Prerequisites: ECON 0100, ECON 0110; MATH 0120; STAT 1100.*

MGMT 1861 MANAGEMENT POLICY AND ADMINISTRATION 3 cr.

Focuses on corporate strategy formulation, implementation, and control. The knowledge and techniques learned in earlier courses will be applied in an integrated fashion to the process of strategic decision making and organizational change. A considerable amount of time will be devoted to the study and analysis of companies. In addition to various weekly reading assignments, the course will include case studies and a group project. *Prerequisites: MGMT 1818, MGMT 1819, MGMT 1820, MGMT 0023; INFSCI 0010; STAT 1100.*

STAT 1221 APPLIED REGRESSION 3 cr.

Covers simple linear regression (one variable) and one way analysis of variance followed by more complicated regression models. More complex anova models are treated if time permits. Some computer applications will usually be considered. *Prerequisite: STAT 0200 or STAT 1000 or STAT 1100.*

SOCSCI 1040 PROGRAM EVALUATION 3 cr.

This course will provide students with knowledge and skills necessary to perform program evaluation. Students will be introduced to the logic of scientific inquiry, the features and purpose of experimental design, and the concepts and limitations of measurement. In addition, students will perform data measure development and collection and basic data management, conduct descriptive data analyses, and communicate results orally and in writing. This will occur within the context of participating in an ongoing program evaluation. *Prerequisite: None.*

SOCSCI 1900 INTERNSHIP 1-3 cr.

PS 1955 POLITICAL SCIENCE CAPSTONE 3 cr.

Capstone course for senior Political Science majors. *Prerequisite: Senior.*