PROPOSAL: Bachelor of Arts in Strategic Communication

Background

The Undergraduate Studies Council of the Faculty Senate has approved the creation of the Bachelor of Arts in Strategic Communication. This new major will combine and replace two existing majors: Organizational Communication and Public Relations. The new major will consist of 39 credit hours and is designed to better respond to the current and projected trends in the industry our students will enter upon graduation. Growing numbers of employers desire our students to have knowledge, skills and expertise in both internal communication (organizational communication major) and external communication (public relations) rather than specialize in just one area. The merger will also avoid redundancies in required and elective courses that the review or the Organizational Communication and Public Relations majors revealed. Finally, the new major enables students to pursue one of four emphasis areas with the possibility of supplementing their experience by taking one or more of the proposed certificates described in accompanying proposals. Thus, the program can respond to both students’ interests and to the current market demands.

Recommended Action

Create the Bachelor of Arts in Strategic Communication.