

**Utah System of Higher Education
New Academic Program Proposal
Cover/Signature Page - Abbreviated Template**

Institution Submitting Request: University of Utah
Proposed Program Title: Communication BA/BS -- Strategic Communication Emphasis
Sponsoring School, College, or Division: College of Humanities
Sponsoring Academic Department(s) or Unit(s): Department of Communication
Classification of Instructional Program Code¹ : 09.0100
Min/Max Credit Hours Required of Full Program: 40 / 58
Proposed Beginning Term²: Fall 2019
Institutional Board of Trustees' Approval Date:

Program Type:

<input type="checkbox"/>	Certificate of Proficiency	<input type="checkbox"/>	Entry-level CTE CP	<input type="checkbox"/>	Mid-level CP
<input type="checkbox"/>	Certificate of Completion				
<input type="checkbox"/>	Minor				
<input type="checkbox"/>	Graduate Certificate				
<input type="checkbox"/>	K-12 Endorsement Program				
<input checked="" type="checkbox"/>	NEW Emphasis for Regent-Approved Program <i>Credit Hours for NEW Emphasis Only:</i> 40 / 58 <i>Current Major CIP:</i> 09.0100 <i>Current Program Title:</i> Communication BA/BS <i>Current Program BOR Approval Date:</i>				
<input checked="" type="checkbox"/>	Out of Service Area Delivery Program				

Chief Academic Officer (or Designee) Signature:

I, the Chief Academic Officer or Designee, certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Please type your first and last name _____ Date: _____

☐ I understand that checking this box constitutes my legal signature.

¹ For CIP code classifications, please see <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>.

² "Proposed Beginning Term" refers to first term after Regent approval that students may declare this program.

**Utah System of Higher Education
Program Description - Abbreviated Template**

Section I: The Request

University of Utah requests approval to offer the following Emphasis: Communication BA/BS -- Strategic Communication Emphasis effective Fall 2019. This program was approved by the institutional Board of Trustees on .

Section II: Program Proposal/Needs Assessment

Program Description/Rationale

Present a brief program description. Describe the institutional procedures used to arrive at a decision to offer the program. Briefly indicate why such a program should be initiated. State how the institution and the USHE benefit by offering the proposed program. Provide evidence of student interest and demand that supports potential program enrollment.

Strategic Communication is used in growing professions, including public relations, advertising, marketing, event planning, project management, health communication, and politics. Through the study of persuasion, social influence, and behavior change, students learn the basic framework for Strategic Communication. Students analyze and design social media messages, logos, brochures, websites, promotional videos, and a range of other materials for their clients and organizations.

Established as a major sequence in 2012 by faculty with research expertise in Strategic Communication and persuasion, the decision to create an emphasis codifies this sequence as a major area of study. The Sequence Coordinator and participating faculty who teach courses in the area were first consulted before bringing this proposal to the faculty in an April, 2018 faculty meeting. Discussion among the full faculty occurred at that meeting and the proposal was refined. The formal vote on the move from sequence to emphasis was made at the August, 2018 Department of Communication Faculty Retreat after additional discussion among the full faculty. The information was then shared with the College of Humanities Curriculum Committee which supported the establishment of an emphasis.

The creation of an emphasis will benefit the department and students in several key ways. It will result in the creation of accurate data regarding which students are enrolled in different emphases within our major. It will assist with scheduling to prevent course conflicts, as well as reveal course demand and the opportunity to better serve student needs by offering particular courses more frequently. It will make students' Degree Audit Reports more legible and easier to process, as well as streamlining any exceptions that need to be made by advisors. Finally, it will assist advisors with the distribution of key information to particular student groups.

Students enrolled in this proposed emphasis will be well positioned to pursue careers in public relations, advertising, marketing, event planning, project management, academia, politics, and a wide range of other fields. Situated in the largest media market between Denver and the West Coast, the Department of Communication provides students with opportunities for internships and part-time work in professional settings. The department is

housed in the Languages and Communication Building (LNCO), which has a telecommunication studio, audio-visual production labs, multimedia design labs, and technology-enhanced active learning spaces. Those interested in pursuing an M.A. or Ph.D. in Communication will find that they are well on their way to situating themselves as well-trained applicants for programs at the University of Utah and other top-tier universities.

The University of Utah and USHE benefit from the creation of this emphasis because many other institutions already offer similar areas of study which means that prospective transfer students should be more inclined and more able to join the Department of Communication. Already, Southern Utah University offers an emphasis in Strategic Communication. Weber State University and Utah Valley University both offer a Public Relations emphasis that falls under the umbrella of Strategic Communication. Transfer articulations will not need to be updated since the sequence and coursework have already been established in Strategic Communication that articulates with USHE institutions.

Currently, the Department of Communication has 772 declared undergraduate majors, exclusive of students with a double major (who are not counted). Approximately 54% of the students identify Strategic Communication as their major sequence. Strategic Communication is one of the fastest growing sequences in the Department of Communication and we want to support this large population of undergraduates so that their work in Strategic Communication will appear on their transcript.

Strategic Communication Learning Outcomes

- Basic skills to communicate effectively across written, aural, visual, digital, and mobile media.
- Survey knowledge of technological, business, historical, legal, and ethical foundations of mediated communication.
- Understanding of issues of gender, race, ethnicity, nationality, sexuality, ability, and age in mediated communication.
- Upper-division knowledge of concepts and/or skills in media production.
- Upper-division knowledge of concepts and/or skills in advertising, marketing, public relations, and/or journalism.
- Advanced knowledge of mass communication law, media history, issues of diversity in mediated communication, and/or applied ethics in mediated communication.

Strategic Communication Learning Outcomes will be assessed in four ways.

- We will collect representative student work from Tier One courses, and a subcommittee of the faculty will evaluate it in relation to whether students are beginning to develop the learning outcome goals.
- We will collect representative student work from the capstone course, and again a subcommittee of the faculty will evaluate it in relation to whether students have achieved the learning outcome goals. All departments in the College of Humanities are adopting such courses. Capstone Courses need to yield substantive research

papers or professional projects. In the case of the emphasis in Strategic Communication, students may take one of three capstone courses: 1) COMM 5580 PR Cases and Campaigns; 2) COMM 5660 Media Ethics; or 3) COMM 5950 Advanced Special Topics in Strategic Communication. All three courses will permit for flexibility in terms of topic and research method. Regardless of topic or methodological approach, students will be required to produce a substantive project or research paper that will demonstrate the student's ability to assimilate past coursework and apply it to real-world issues.

- We will use exit interviews/surveys to query students regarding their own perception of how well they have acquired the learning outcome objectives.
- We will track alumni employment to identify whether the skills and knowledge students acquire are helpful and satisfying to them as they build their careers.

The communication emphases will also be offered at the Utah Asia Campus.

Labor Market Demand

Provide local, state, and/or national labor market data that speak to the need for this program. Occupational demand, wage, and number of annual openings information may be found at sources such as Utah DWS Occupation Information Data Viewer (jobs.utah.gov/jsp/wi/utalmis/gotoOccinfo.do) and the Occupation Outlook Handbook (www.bls.gov/oco).

The proposed curriculum changes will emphasize the importance of experiential education and career development. Specifically changes within the Strategic Communication emphasis will encourage students to secure an internship for course credit. The labor market demand for Communication students is high and our department has developed relationships with hundreds of employers and internship providers.

The department's focus on providing more practical experience and building relationships with employers/alumni will further draw students into the major, thereby supporting the Governor's call for 66% of Utahans to have a post-secondary degree or certificate by 2020.

According to the first destination plan survey administered by the Career and Professional Development Center, the median annual salary students can expect to make in their first job out of graduation is \$39,520. 75% of graduating students secure full time employment and 15% secure part time or unspecified employment. 7% of graduating students continue their education and about 1% join service or military programs. 84% stay in Utah, 15% go out of state, and 1% go international. The most common job titles we see for students after graduation are:

- Marketing Coordinator
- Administrative Assistant
- Consultant
- Social Media Manager
- Account Manager
- Graphic Designer
- Copywriter

An internship is not required for the major and 57% of our students complete at least one internship before graduation. 43% of our students, who did at least one internship, either secured employment for their place of internship or indicated it was a possibility. This is according to our departmental graduation survey, required by students to complete when they are applying for graduation (usually one semester before graduation). More students get paid for their internships than unpaid, which is

helping to increase student's interest in internships. Of the students who complete internships, 19% complete two and 9% complete three or more. The average hourly rate for paid interns is \$12.00 an hour. We expect these curriculum changes to increase the number of secured internship and employment as a result.

Consistency with Institutional Mission/Impact on Other USHE Institutions

Explain how the program is consistent with the institution's Regents-approved mission, roles, and goals. Institutional mission and roles may be found at higheredutah.org/policies/policyr312/. Indicate if the program will be delivered outside of designated service area; provide justification. Service areas are defined in higheredutah.org/policies/policyr315/.

Central to the mission of the University of Utah is to provide students of diverse backgrounds with a foundation for future success, including becoming leaders and engaged citizens. The Department of Communication contributes to this mission by providing broad training to students focused on all facets of Communication which also includes being strong communicators in areas that focus on strategic communication. This emphasis will help students in two primary ways. First, it guides students along a cohesive intellectual path toward an in-depth yet broad exposure to communication issues surrounding strategic communication. Second, because this emphasis will be featured on students' transcript and diploma, it will help the students convey the depth of their preparation to other educational institutions and to potential employers.

The proposed emphasis simply codifies an existing undergraduate sequence within the Department of Communication. The proposed emphasis will not alter instructional programs or articulation agreements in the department, college, university, or other USHE institutions. Nor will it place any additional burden on faculty or staff. The program will not be delivered outside of the designated service area.

Finances

What costs or savings are anticipated in implementing the proposed program? If new funds are required, indicate expected sources of funds. Describe any budgetary impact on other programs or units within the institution.

This new emphasis will have no impact on finances of the University of Utah. All courses in the emphasis with the exception of one are already taught. The proposed new course - COMM 1130 Media Writing - will be implemented as a Tier 1 required course in the major and will be staffed by Graduate Teaching Assistants. It is anticipated that there may be minimal savings for the department by reducing the amount of time that is currently dedicated to tracking students in the major.

Section III: Curriculum

Program Curriculum

List all courses, including new courses, to be offered in the proposed program by prefix, number, title, and credit hours (or credit equivalences). Indicate new courses with an X in the appropriate columns. The total number of credit hours should reflect the number of credits required to receive the award. **For NEW Emphases, skip to emphases tables below.**

For variable credits, please enter the minimum value in the table below for credit hours. To explain variable credit in detail as well as any additional information, use the narrative box below.

Course Number	NEW Course	Course Title	Credit Hours
General Education Courses (list specific courses if recommended for this program on Degree Map)			
General Education Credit Hour Sub-Total			
Required Courses			
Add Another Required Course			
Required Course Credit Hour Sub-Total			
Elective Courses			
Add Another Elective Course			
Elective Credit Hour Sub-Total			
Core Curriculum Credit Hour Sub-Total			0

<i>Are students required to choose an emphasis for the already-existing degree? Yes or X No</i>

Course Number	NEW Course	Course Title	Credit Hours
Name of Emphasis:		Strategic Communication	
		Tier 1: Required Four Courses	14
COMM 1130	×	Media Writing	
COMM 2580		Strategic Communication Theory & Practice	
COMM 4590		Writing for Strategic Communication CW	
COMM 5300		Mass Communication Law	
		Tier 2: Choose Four Courses *One must be skill based	12
COMM 1270		Analysis of Argument QB	
COMM 1500		Intro to Media Business and Ethics	
*COMM 1535		Basic Digital Photography	
COMM 2110		Intro to Interpersonal Communication BF	
COMM 3050		Theoretical Perspectives in Communication	
COMM 3115		Communicating Science Health and Environment	
COMM 3405		Rhetoric: From Aristotle to #Twitter	
*COMM 3510		Intro to Web Design	
*COMM 3530		Advanced Photography	
COMM 3550		Principles of Visual Communication	
*COMM 3560		Video Production I	
COMM 3580		Special Topics In Strategic Communication	
COMM 3670		Principles of Advertising	
COMM 3680		Advanced Media Analysis and Planning	
COMM 3690		Making Brands Stick	
*COMM 4560		Video Production II	
*COMM 4570		Visual Editing -- Photoshop	
COMM 5115		Health Communication	
COMM 5117		Health Campaigns and Media	
COMM 5200		Persuasion and Political Communication	
COMM 5360		Environmental Communication	
*COMM 5510		Advanced Web Design	
*COMM 5515		Usable Web Design	
*COMM 5555		Documentary Photography	
COMM 5590		Integrated Marketing Communication	
		Tier 3: Choose One Course	3
COMM 3270		Forensics Lab	
COMM 3610		Internship	
COMM 3620		Student Media Practicum	
COMM 3630		Absolute Communication	
COMM 4270		Forensics Practicum	
		Tier 4: Choose One Course	4
COMM 3710		Intro to Quantitative Communication Research QI	

Course Number	NEW Course	Course Title	Credit Hours
COMM 5710		Quantitative Communication Research QI	
		Tier 5: Choose One Capstone Course	3
COMM 5580		PR Cases & Campaigns CW	
COMM 5660		Media Ethics	
COMM 5950		Advanced Special Topics in Strategic Communication	
COMM 4999		Honors Thesis/Project	
		Tier 6: Choose Three Elective Courses	9
COMM XXXX		*Two Communication electives at any level	
COMM XXXX			
COMM 5XXX		*One COMM elective at a 5000-level	
Add Another Emphasis Course			
Emphasis Credit Hour Sub-Total			45
Total Number of Credits to Complete Program			45

Propose a NEW Emphasis to an existing Regent approved program

Program Curriculum Narrative

Describe any variable credits. You may also include additional curriculum information, as needed.

The current Communication Sequence in Strategic Communication requires fourteen COMM courses with eleven required courses and three elective courses. The Strategic Communication emphasis proposal does not change the existing requirements for students who are already pursuing this sequence and thus does not change the number of credit hours required for the major.

The Emphasis curriculum is designed in six tiers.

- Tier 1: Four Foundation courses:
 - COMM 1130 Media Writing (3)
 - COMM 2580 Strategic Communication Theory and Practice (3)
 - COMM 4590 Writing for Strat Comm (4)
 - COMM 5300 Mass Communication Law (4)
- Tier 2: Four Exploration courses
- Tier 3: One Application course
- Tier 4: One Methods course
- Tier 5: One Capstone course
- Tier 6: Three Elective courses

Minimum and Maximum number of credit hours a student may complete.

The minimum number of credit hours a student may complete is 40 credits and the maximum number is 58 credits:

- Tier 1: 14 credits (minimum) 14 credits (maximum)

- Tier 2: 12 credits (minimum) 16 credits (maximum)
- Tier 3: 1 credits (minimum) 6 credits (maximum)
- Tier 4: 4 credits (minimum) 4 credits (maximum)
- Tier 5 3 credits (minimum) 4 credits (maximum)
- Tier 6: 6 credits (minimum) 14 credits (maximum)

Variable Credits

- COMM 3610 Internship, 1-6 credits (Tier 3)
- COMM 3620 Student Media, 1-4 credits (Tier 3)
- COMM 3775 Korean Media and Culture, 1-4 credits (Tier 5 Elective)
- COMM 3910 Independent Study, 1-4 credits (Tier 5 Elective)

4 credit hour courses

- COMM 1610 Introduction to News Writing (Tier 5 Elective)
- COMM 3560 Video Production (Tier 2)
- COMM 3640 Writing for New Media (Tier 5 Elective)
- COMM 3710 Intro. to Quantitative Communication Research (Tier 4)
- COMM 4170 Applied Organizational Communication (Tier 5 Elective)
- COMM 4570 Visual Editing (Tier 2)
- COMM 4650 Environmental Reporting (Tier 5 Elective)
- COMM 5300 Mass Communication Law (Tier 1)
- COMM 5710 Quantitative Communication Research (Tier 4)
- COMM 5775 Voices of Utah (Tier 5 Elective)

The following General Education/Bachelor Degree Requirements may be fulfilled by courses that count toward this emphasis:

- QB
- HF
- BF
- QI
- DV
- IR
- CW

Degree Map

Degree maps pertain to undergraduate programs ONLY. Provide a degree map for proposed program. Degree Maps were approved by the State Board of Regents on July 17, 2014 as a degree completion measure. Degree maps or graduation plans are a suggested semester-by-semester class schedule that includes prefix, number, title, and semester hours. For more details see <http://higheredutah.org/pdf/agendas/201407/TAB%20A%202014-7-18.pdf> (Item #3).

Please cut-and-paste the degree map or manually enter the degree map in the table below