# http://www.ric.edu/webcommunications/images/SealWithText_Small_Black.pngUNDERGRADUATE CURRICULUM COMMITTEE (UCC)PROPOSAL FORM

## Cover page scroll over blue text to see further important [instructions](#instructions): [if not working select “COMMents on rollover” in your Word preferences under view] **please read these.**

**N.B. ALL numbered categories in section (A) must be completed. Please do not use highlight to select choices within a category but simply delete the options that do not apply to your proposal (e.g. in A.2 if this is a course revision proposal, just delete the creation and deletion options and the various program ones, so it reads “course revision”) Do not delete any of the numbered categories—if they do not apply leave them blank. If there are no resources impacted please put “none” in each A. 7 category.**

|  |  |  |
| --- | --- | --- |
| A.1. [Course or program](#Proposal) | **BA strategic communication** |  |
| Replacing | **public and professional communication concentration** |
| A. 1b. Academic unit | **Faculty of Arts and Sciences**  |  |
| A.2. [Proposal type](#type) | **Program | revision |**  |  |
| A.3. [Originator](#Originator) | **Giselle A. Auger** | [Home department](#home_dept) | **Communication** |
| A.4. [Context and Rationale](#Rationale) Note: Must include additional information in smart tip for all [new programs](#type) | **Brief overview: Communication currently has five unique concentrations (in that they do not share any core courses). The plan is to delete two of these (Journalism and Public Relations and Advertising) and revise two others (Media Communication and Public and Professional Communication) to include aspects of the two deleted concentrations. This proposal covers the second program revision, which will become a separate program rather than a concentration, called Strategic Communication, but still housed within the Communication department.**So here we are proposing to merge Public Relations (PR) courses into the Public and Professional Communication (P&P) concentration to form a revised program that will become a MAJOR called Strategic Communication. The Courses contained in the Public and Professional Communication concentration have traditionally been at the core of the communication profession; however, enrollment in this program has steadily declined because students perceive it as not leading to employment despite a record of high achievement of our alumni. The decline has resulted into a situation where there are insufficient students to create the dynamic atmosphere of learning in a discipline. Meanwhile, the department also housed a very similar program in public relations. Students in both programs tend to get the same jobs and faculty noticed much overlap in course content across subject area. The PR program though more sustainable, has also seen a dramatic decline in enrollment and joining these two similar areas makes organizational sense.We believe that the revised program/new major will serve the needs of our students and the state by preparing them for work in a variety of areas, described below. Moreover, by merging two similar areas we are reducing the number of available programs, lessening student confusion while also reducing the required number of credits, which streamlines their academic trajectory to graduation in a timely manner.The revised program/new major adds courses from the former PR concentration to the former P&P program and includes courses that have been reformatted or whose titles or numbers have been altered to better represent the needs of strategic communication and/or the associated rigor of the course.The former Public Relations and Advertising (PRAD) concentration will deleted (separate proposal) but can be taught out as described below. Please note that Advertising will be incorporated to the Media Communication concentration, the paperwork for which is also addressed in another proposal. The research class formerly required for both P&P and PRAD has been revised for the strategic communication major; students from advertising will take the new research class in media communication, the details for which are in another document.All P&P courses will remain, except for the prior mentioned research class. Since we will not begin teaching the revised P&P capstone until spring 2025, PR & P&P students graduating in 2024 will have the opportunity to take either the PRAD capstone (COMM 485), which will be taught in 2024, or substitute an appropriate course.All of the existing PR courses have been incorporated into the revised P&P concentration/new strategic communication major and will be taught in a cycle that will allow PRAD students to complete the major and graduate on time. Some courses will have new numbers and/or titles, but they will be clearly described to include the words ‘formerly COMM3xx’ or similar. Wherever possible, we have kept the same rotation of courses.Strategic Communication is an area whose aim is to communicate an entity’s (organizational, business, political, or otherwise) goals, mission, values, or policies or similar. Jobs in strategic communication can be found in public relations, health communication, public policy, nonprofits, and may encompass social media, strategy, analysis, graphic design, speech writing, production of collateral like fact sheets and news releases, or speaking on behalf of the organization. The outlook for jobs in this area is strong, as indicated below.* A quick search for jobs in strategic communication on LinkedIn showed 49,000+ jobs
* Job Outlook for Public Relations from Bureau Labor Statistics indicates faster than average growth area at 8% for 2021-2031.

<https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>* Job outlook for organizational communication type jobs ranges from 7% to 11% for 2020-2030.

<https://learn.org/articles/Organizational_Communication_Jobs_Answers_to_Your_Questions.html>* Public Policy related industry areas like community relations, legislative aide, policy analyst, and nonprofit director among others have projected growth through 2028 ranging from 9% to 22%.

<https://research.com/careers/public-policy-careers>* Social Media Manager growth estimated at 10% growth through 2026. <https://www.noodle.com/articles/what-does-career-growth-look-like-for-a-social-media-manager>

Also listed as #42 on [CNNMoney/PayScale's](https://money.cnn.com/gallery/pf/2017/01/05/best-jobs-2017/42.html) list of "Top 100 Careers with Big Growth, Great Pay and Satisfying Work.”* Heath communication is also expected to grow above the average at 8% from 2018 to 2028 according to the Bureau of Labor Statistics. <https://onlinepublichealth.gwu.edu/careers/health-communication/>

**The revised program/new major has the following requirements:****Total credits = 40 credits (previously 44 credits)****REQUIRED 20 credits**COMM 201W Writing for Strategic CommunicationCOMM 208 Public PresentationsCOMM 300W Research Methods for Strategic CommunicationCOMM 351 Persuasion *or* COMM 357 Public Opinion and PropagandaCOMM 339W Creativity in Communication and Media**PICK 5 COURSES 20 credits**COMM 230 Interpersonal CommunicationCOMM 231 Introduction to Public RelationsCOMM 256 Social Media & SocietyCOMM 311W Advanced Public RelationsCOMM 312W Advanced Writing for Strategic CommunicationCOMM 332 Gender and CommunicationCOMM 333 Intercultural CommunicationCOMM 336 Health CommunicationCOMM 352 Conflict ResolutionCOMM 353 Political CommunicationCOMM 354 Civic EngagementCOMM 412 Strategies in Fundraising & DevelopmentCOMM 451 Family CommunicationCOMM 454 Organizational CommunicationCOMM 461 Capstone in Strategic CommunicationCOMM 479 Communication Internship**In total there are 9 courses that will have their name and/or number revised. There are no new courses in the revised program.** Note, we decided to make the COMM 461 Capstone in Strategic Communication an elective and have students apply rather than automatically have to take it, so only those best suited to the stringent demands of the course will be allowed to take it (much like an internship). The department works with outside clients for the capstone and there are students who do not belong in this class and would do better to take an alternative course that speaks to their strengths. |
| A.5. [Student impact](#student_impact)Must include to explain why this change is being made? | **The impact of this new major will be to benefit students. The program merges the content of two similar concentrations into a major that has strong job prospects. Moreover, the number of credits has been reduced to 40 credits from 44. Moreover, the PR concentration required 60 credits and has been merged into the P&P program that required far fewer credits. Such reduction will benefit students by enabling them to complete their major more quickly and graduate on time.****The switch to a Major as opposed to a concentration will also benefit students by making the program more visible and identifiable.** |
| A.6. [Impact on other programs](#impact)  | **We do not see any impact on other programs, though by dropping the Management and Marketing electives used in the old P&P concentration that department may lose a few students in courses. The advertising part of the PR and Advertising program will be moving to the media communication concentration so this merge should not adversely affect any other program.** |
| A.7. [Resource impact](#Resource) | [*Faculty PT & FT*](#faculty):  | **3 existing FT faculty; no new hires at this time** |
| [*Library*:](#library) |  |
| [*Technology*](#technology) |  |
| [*Facilities*](#facilities): |  |
| A.8. [Semester effective](#Semester_effective) | **Fall 2023** | A.9. [Rationale if sooner than next Fall](#Semester_effective) | **N/A** |
| A.10. INSTRUCTIONS FOR CATALOG COPY: Use the Word copy versions of the catalog sections found on the UCC Forms and Information page. Cut and paste into a single file **ALL the relevant pages from the college catalog that need to be changed.** Use tracked changes feature to show how the catalog will be revised as you type in the revisions. If totally new copy, indicate where it should go in the catalog. If making related proposals a single catalog copy that includes all changes is preferred. Send catalog copy as a separate single Word file along with this form. |
| A.11. List here (with the relevant urls), any RIC website pages that will need to be updated (to which your department does not have access) if this proposal is approved, with an explanation as to what needs to be revised: |
| 12 **Check to see if your proposal will impact any of our** [**transfer** **agreements,**](file:///C%3A%5CUsers%5Cgauger_6325%5CDownloads%5Ctransfer%20agreements) **and if it does explain in what way. Please indicate clearly what will need to be updated.**1. The JAA first semester at RIC plan where COMM 251 is listed will need to be altered to suggest COMM 201W instead for Strategic Communication students.
2. The courses on the JAA plan continue to transfer to the revised program.
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| A. 13 Check the section that lists “Possible NECHE considerations” on the UCC Forms and Information page and if any apply, indicate what that might be here and contact Institutional Research for further guidance. |

### C. [Program Proposals](#program_proposals) **Complete only what is relevant to your proposal. Delete section C if not needed. PLease add in the 2020 CIP number for MAJOR revisions or new programs in C. 2; these can be found at** [**https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=56**](https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=56) **consult with Institutional research to be sure you select the correct one.**

|  | [Old (for revisions only)](#old_program) | New/revised |
| --- | --- | --- |
| C.1. [Enrollments](#enrollments) Must be completed. | 2022-2023P&P = 19PR = 3PRAD = 36 2021-2022P&P = 16PR = 3PRAD = 322020-2021P&P = 11PR = 3PRAD = 242019-2020P&P = 7PR = 2PRAD = 14 | **Year 1 project 35 students****Year 2 project 40 students****Year 3 project 50 students**We will work with Admissions to market the program. |
| C. 2. [2020 CIP number](#CIPnumber" \o "THESE CAN BE FOUND AT HTTPS://NCES.ED.GOV/IPEDS/CIPCODE/BROWSE.ASPX?Y=56 CONSULT WITH INSTITUTIONAL RESEARCH TO BE SURE YOU SELECT THE CORRECT ONE.) | **PR and Ad. 09.0900****P&P 09.0101** | **09.0909** |
| C.3. [Admission requirements](#admissions) |  | **None** |
| C.4. [Retention requirements](#retention) |  | **FAS standard 2.0 GPA** |
| C.5. [Course requirements](#course_reqs) for each program option. Show the course requirements for the whole program here. | **\* courses are included in new major****P & P Program****REQUIRED:**\*COMM 208 Public Speaking\*COMM 251W Research Methods in Communication\*COMM 351 PersuasionCOMM 461 P&P Capstone**PICK 7 COURSES:**\*COMM 230 Interpersonal Communication\*COMM 256 Human Communication and New Technology\*COMM 332 Gender and Communication\*COMM 333 Intercultural Communication\*COMM 336 Health Communication\*COMM 353 Political Communication\*COMM 354 Communication and Civic EngagementCOMM 356 Group Decision MakingCOMM 359 Argumentation and DebateCOMM 412 Strategies in Fundraising and Development\*COMM 452 Conflict Resolution\*COMM 454 Organizational CommunicationCOMM 459 Debate Practicum\*COMM 479 Communication Internship**PUBLIC RELATIONS & ADVERTISING****REQUIRED:**\*COMM 208 Public SpeakingCOMM 240 Mass Media & Society\*COMM 251W Research Methods in Communication\*COMM 301 Introduction to PRCOMM 334 Introduction to AdvertisingCOMM 485 PRAD Campaigns**PICK 5:**\*COMM 201W Writing for News\*COMM 311W Advanced PR\*COMM 312W Advanced Writing for PRADCOMM 335 Research for PRADCOMM 337 Advanced Advertising\*COMM 339W Creativity for PRAD**PICK 2:**COMM 242 Message Meaning and MediaCOMM 244 Digital Media LabCOMM 340 Media EthicsCOMM 347 Media Law\*COMM 351 Persuasion\*COMM 454 Organizational CommunicationMGT 201W Intro to ManagementMKT 201W Intro to MarketingMKT 334 Consumer Behavior | **Using new names and numbers:****REQUIRED:**COMM 201W Writing for Strategic CommunicationCOMM 208 Public PresentationsCOMM 300W Research Methods for Strategic CommunicationCOMM 351 Persuasion *or*COMM 357 Public Opinion and PropagandaCOMM 339W Creativity and Design in Communication**PICK 5 COURSES:**COMM 230 Interpersonal CommunicationCOMM 232 Introduction to Public RelationsCOMM 256 Social Media & SocietyCOMM 311W Advanced Public RelationsCOMM 312W Advanced Writing for Strategic CommunicationCOMM 328 Case Studies in Public RelationsCOMM 332 Gender and CommunicationCOMM 333 Intercultural CommunicationCOMM 336 Health CommunicationCOMM 352 Conflict ResolutionCOMM 353 Political CommunicationCOMM 354 Civic EngagementCOMM 412 Strategies in Fundraising & DevelopmentCOMM 439 Crisis CommunicationCOMM 451 Family CommunicationCOMM 454 Organizational CommunicationCOMM 461 Capstone in Strategic CommunicationCOMM 479 Communication Internship |
| C.6. [Credit count](#credit_count) for each program option | **P&P = 44** | **Strategic Communication = 40** |
| C.7. Program Accreditation (if relevant) |  |  |
| C.8 Is it possible that the program will be more than 50% online (includes hybrid)?\* |  **NO** | **NO** |
| C.9 Will any classes be offered at sites other than RIC campus or the RI Nursing Ed. Center?\* |  **NO** |  **NO** |
| C. 10. Do these revisions reflect more than 25% change to the [program?\*](file:///C%3A%5CUsers%5Csabbotson%5CDocuments%5CCurriculum%5CProgram%20goals)  | **YES | NO** | **The content of both programs has been integrated in their entirety into the new program.** |
| C.11. [Program goals](file:///C%3A%5CUsers%5Csabbotson%5CDocuments%5CCurriculum%5CProgram%20goals)Needed for all new programs |  | **There are 5 goals to the Strategic Communication program Major.**1. **Ability to communicate strongly verbally**
2. **Ability to communicate strongly in writing**
3. **Ability to communicate strongly visually.**
4. **Understanding of professional ethics**
5. **Ability to conduct and evaluate research appropriate to the field.**

**Students will be evaluated through presentation, essays and other writing activities, applied discussion, applied ethical situations, quizzes, tests, group projects, and experiential learning assignments.****Career paths and outlooks are listed in section A.4.** |
| C.12. Other changes if any |  |  |

\* If answered YES to either of these questions will need to inform Institutional Research and get their acknowledgement on the signature page.

## D. Signatures

* **Changes that affect General Education in any way MUST be approved by ALL Deans and COGE Chair**.
* Changes that directly impact more than one department/program MUST have the signatures of all relevant department chairs, program directors, and their relevant dean (e.g. when creating/revising a program using courses from other departments/programs). Check UCC manual 4.2 for further guidelines on whether the signatures need to be approval or acknowledgement.
* Proposals that do not have appropriate approval signatures will not be considered.
* Type in name of person signing and their position/affiliation.
* Send electronic files of this proposal and accompanying catalog copy to curriculum@ric.edu to the current Chair of UCC. Check UCC website for due dates. Do NOT convert to a .pdf.

##### D.1. Approvals: required from programs/departments/deans who originate the proposal. THESE may include multiple departments, e.g., for joint/interdisciplinary proposals.

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| Giselle A. Auger | Chair of Communication | Giselle A. Auger | 2/24/2023 |
| Earl Simson | Dean of FAS | Earl Simson | 3/6/2023 |

##### D.2. [Acknowledgements](#acknowledge): REQUIRED from OTHER PROGRAMS/DEPARTMENTS (and their relevant deans if not already included above) that are IMPACTED BY THE PROPOSAL. SIGNATURE DOES NOT INDICATE APPROVAL, ONLY AWARENESS THAT THE PROPOSAL IS BEING SUBMITTED. CONCERNS SHOULD BE BROUGHT TO THE UCC COMMITTEE MEETING FOR DISCUSSION; all faculty are welcome to attend.

| Name | Position/affiliation | [Signature](#Signature_2) | Date |
| --- | --- | --- | --- |
| David Blanchette or Michael Casey | Co-Chairs Management and Marketing | \*Acknowledged by e-mail(M. Casey) | 3/13/2023 |
| Marianne Raimondo | Interim Dean SOB | \*Acknowledged by e-mail | 3/15/2023 |