



- PUBLIC
- INDEPENDENT

**NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW**

---

*When finished, please save and email to: [he.academicprogramactions@dhe.mo.gov](mailto:he.academicprogramactions@dhe.mo.gov)*

**Sponsoring Institution:**

**Program Title:** Strategic Communication

**Degree/Certificate:**

**If other, please list:**

**Options:**

**Delivery Site:** Evangel University

**CIP Classification:** 09.0100

**Implementation Date:** 8/28/2019

**Is this a new off-site location?**  Yes  No

**If yes, is the new location within your institution's current CBHE-approved service region?**

*\*If no, public institutions should consult the comprehensive review process*

**Is this a collaborative program?**  Yes  No

*\*If yes, please complete the collaborative programs form on last page.*

**Please list similar or comparable programs at Missouri public institutions of higher education.**

*\*For public institutions only*

**CERTIFICATIONS:**

- The program is within the institution's CBHE approved mission. *(public only)*
- The program will be offered within the institution's CBHE approved service region. *(public only)*
- The program builds upon existing programs and faculty expertise
- The program does not unnecessarily duplicate an existing program in the geographically-applicable area.
- The program can be launched with minimal expense and falls within the institution's current operating budget. *(public only)*

**AUTHORIZATION**

<input type="text" value="Connie Cross, Registrar"/>	<input type="text" value="Connie Cross"/>	<input type="text" value="2/10/2022"/>
Name/Title of Institutional Officer	Signature	Date

## **PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS**

---

Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below.

Quantification of performance goals should be included wherever possible.

### **1. Student Preparation**

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.  
None.
- Characteristics of a specific population to be served, if applicable.  
For those students who are interested in a broad education in strategic communications, public speaking and rhetoric, and digital arts.

### **2. Faculty Characteristics**

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate. All faculty must have earned a doctoral or master degree that is appropriate to this program.
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.  
70%
- Expectations for professional activities, special student contact, teaching/learning innovation.  
See Learning Outcomes attached to this proposal.

### **3. Enrollment Projections**

- Student FTE majoring in program by the end of five years.  
3
- Percent of full time and part time enrollment by the end of five years.  
10

#### **STUDENT ENROLLMENT PROJECTIONS**

YEAR	1	2	3	4	5
Full Time	3	4	6	8	10
Part Time	0	0	0	0	0
Total	3	4	6	8	10

### **4. Student and Program Outcomes**

- Number of graduates per annum at three and five years after implementation.  
10
- Special skills specific to the program.  
See attached learning outcomes.
- Proportion of students who will achieve licensing, certification, or registration.

Not applicable.

- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.  
Not known.
- Placement rates in related fields, in other fields, unemployed.  
Not known.
- Transfer rates, continuous study.  
Not known.

### 5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide rationale.  
This program is already accredited with the Higher Learning Commission.

### 6. Program Structure

A. Total credits required for graduation: 124

B. Residency requirements, if any:

At least 30 credit hours of the last 40 credit hours prior to graduation must be taken at Evangel University.

C. General education: Total credits:

54

*Courses (specific courses OR distribution area and credits)*

Course Number	Credits	Course Title
See attached program plan.		

D. Major requirements: Total credits: 46

Course Number
COMM 113 3 INTRO TO MASS COMMUNICATION
COMM 214 3 MEDIA WRITING
COMM 246 3 INTERPERSONAL COMMUNICATION THEORY
COMM 322 3 COMMUNICATION THEORY AND RESEARCH
COMM 441 3 MASS MEDIA LAW

COMM 496 1 SENIOR SEMINAR
COEM 175 2 INTRO TO ELECTRONIC MEDIA
COMS 233 3 ARGUMENTATION AND DEBATE
COMS 346 3 SMALL GROUP AND ORGANIZATIONAL COMMUNICATION
COMM 331 3 POLITICAL COMMUNICATION
COMF 220 3 INTRO TO FILM
COMR 372 3 SOCIAL MEDIA COMMUNICATION
COMJ314, COMF324, COMJ435 3 ONE OF THE THESE THREE UPPER DIVISION WRITING COURSES
COMR 352 3 PUBLIC RELATIONS
COMR 333 3 ADVERTISING 1
COSC 231 3 STRATEGIC COMMUNICATION
COMM 470 1 CAPSTONE IN COMMUNICATION
COMM 498 3 INTERNSHIP OR UPPER DIVISION COMM. ELECTIVE
COMR 363 1 ADVERTISING WORKSHOP
COMB 348 1 TV & RADIO WORKSHOP
COMF 368 1 FILM WORKSHOP
COMD 358 1 MULTIMEDIA WORKSHOP
COMS 316 1 FORENSICS WORKSHOP
COMJ 317 1 NEWSPAPER WORKSHOP

- E. Free elective credits: 0  
*(sum of C, D, and E should equal A)*
- F. Requirements for thesis, internship or other capstone experience:  
All Strategic Communication majors are required to complete an off-campus communication organization participation, membership, trip or event before graduation.
- G. Any unique features such as interdepartmental cooperation:  
None.

**7. Need/Demand**

- Student demand
- Market demand
- Societal demand
- I hereby certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful.

***On July 1, 2011, the Coordinating Board for Higher Education began provisionally approving all new programs with a subsequent review and consideration for full approval after five years.***

*Please save and email this form to: [he.academicprogramactions@dhe.mo.gov](mailto:he.academicprogramactions@dhe.mo.gov)*