



New Program Report

Date Submitted:

08/05/2022

Institution

Evangel University

Site Information

Implementation Date:

7/30/2019 12:00:00 AM

Added Site(s):

Selected Site(s):

Evangel University, 1111 N. Glenstone, Springfield, MO, 65802

CIP Information

CIP Code:

090199

CIP Description:

Any instructional program in communication and media studies not listed above.

CIP Program Title:

Communication and Media Studies, Other

Institution Program Title:

Strategic Communication

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Arts

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Online

Student Preparation

Special Admissions Procedure or Student Qualifications required:

NA

Specific Population Characteristics to be served:

NA

Faculty Characteristics



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Special Requirements for Assignment of Teaching for this Degree/Certificate:
NA

Estimate Percentage of Credit Hours that will be assigned to full time faculty:
75%

Expectations for professional activities, special student contact, teaching/learning innovation:
NA

Student Enrollment Projections Year One-Five

Year	Full Time	Part Time	Number of Graduates
Year 1	5	0	
Year 2	6	0	
Year 3	7	0	0
Year 4	8	0	
Year 5	8	0	5

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

Strategic Communication is accredited by the Higher Learning Commission.

Program Structure

Total Credits:

124

Residency Requirements:

Last 30 hours must be taken at Evangel University.

General Education Total Credits:

58

Major Requirements Total Credits:

66

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
COMM 113	3	Intro to Mass Communication
COMM 205	3	Effective Communication
COEM 232	3	Video Production
COMB 348	1	TV & Radio Workshop
COMS 316	1	Forensics
COMF 368	1	Film Workshop
COMM 496	1	Senior Seminar
COMR 363	1	Advertising Workshop



DEPARTMENT OF
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WORKFORCE DEVELOPMENT

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COMM 246	3	Interpersonal Communication Theory
COMD 325	3	Web Communication & Analysis
COMM 345	3	Desktop Publishing
COMR 470	1	Capstone in Communication
COEM 175	3	Intro to Electronic Media
COSC 231	3	Strategic Communication
COMR 352	3	Public Relations I
COMR 333	3	Advertising I
MRKT 239	3	Principles of Marketing
COMR 372	3	Social Media Communication
COMD 358	1	Multimedia Workshop
COMJ 317	1	College Newspaper Workshop
COMR 363	1	Advertising Workshop
COMM 211	3	Public Speaking & Rhetoric
COMM 214	3	Media Writing
COMR 443	3	Cases & Campaigns in Advertising/Public Relations

Free Elective Credits:

0

Internship or other Capstone Experience:

6 hours of adviser-approved electives from Communication or Marketing and off-campus communication organization participation requirement (0 credit).

Assurances

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

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Strategic Communication

Advertising, Promotion & Public Relations Track

Adviser _____ Name _____

REQUIRED COMMUNICATION COURSES in General Education	Cr	Major	**Advertising/PR		Completed
			Minor		
COMM 205 Effective Communication	3	X			
COMM 211 Public Speaking & Rhetoric (or COMM 111, if transferred)	3	X			
COMM 113 Intro to Mass Communication	3	X	X		
REQUIRED COURSES for the major					
COMM 246 Interpersonal Communication Theory	3	X	X		
COMM 214 Media Writing	3	X	X		
COEM 175 Intro to Electronic Media	2	X	X		
COMM 496 Senior Seminar	1	X			
COMR 470 Capstone in Communication	1	X			
COMR 333 Advertising I	3	X	X		
COMR 352 Public Relations I	3	X	X		
COSC 231 Strategic Communication	3	X			
MRKT 239 Principles of Marketing	3	X			
COMM 345 Desktop Publishing	3	A	A		
COEM 232 Video Production					
COMD 355 Web Design I					
COMR 372 Social Media Communication	3	X			
COMD 325 Web Communication & Analysis	3	X			
COMR 443 Cases & Campaigns in Advertising/Public Relations*	3	X			
Adviser-approved electives from Communication or Marketing	6	X			
COMR 363 Advertising Workshop	1	X	X		
COMB 348 TV & Radio Workshop	1	B	B		
COMD 358 Multimedia Workshop					
COMF 368 Film Workshop					
COMS 316 Forensics	1	C			
COMR 363 Advertising Workshop	1	X			
COMJ 317 College Newspaper Workshop	1	X			
Off-campus communication organization participation requirement	0	X			
<i>X = required</i>		<i>A,B,C = choice (from same letter)</i>		44	22

*This course can be substituted by COMR 433 or 452.

**The minor is titled as Advertising/PR

All Communication majors are required to complete an off-campus communication organization participation, membership, trip, or event before graduation.

The Advertising/PR major must be taken as part of either a Bachelor of Arts program or Bachelor of Science. The student taking this major must also have a minor for graduation.

COMM 100 University Seminar is needed as part of the general education requirements.

The listing above only refers to those requirements related to the major required for graduation. The student must also complete all general education and other requirements assigned by Evangel University. The student hereby agrees that he or she is ultimately responsible for their own degree program. An academic adviser is assigned to the student for guidance in these matters, but the responsibility for meeting the requirements belongs to the student.

Student signature _____ Date _____

Student: _____ Date: _____ Adviser: _____

Degree Program (2020-2021)

University Writing Proficiency and Placement Information

Writing Proficiency earned by . . . circle one: ENGL 111 ACT/SAT/CLT (Score:) AP CLEP IB

ACT English ≥ 26 or SAT Writing/Language (W/L) ≥ 33, CLT Writing/Grammar (W/G) ≥ 32: Student is proficient. Enroll in Effective Communication option. Refer to each term's "Core Options" document for available choices.

If transfer student has ENGL 111 composition only, enroll in a 200-level Effective Communication course.

If transfer student has a 200-level (or above) composition course, check for Speech course. If no Speech listed, enroll in COMM 211.

If transfer student has a 200-level composition course AND a Speech course, he or she is proficient.

If student has no test scores, enroll in ENGL 102.

ACT English = 24-25, SAT W/L 31-32, CLT W/G 30-31: take Writing Step-Up Exam in first semester.

ACT English 20-23, SAT W/L 28-30, CLT W/G 24-29: ENGL 111	3	Wellness Proficiency	
ACT English 16-19, SAT W/L 23-27, CLT W/G 19-23: ENGL 102	2	EXER 101 Lefetime Health Awareness (for new students Fall 2020 and beyond)	1
ACT English ≤ 15, SAT W/L ≤ 22, CLT W/G ≤ 18: ENGL 100	1		

Core Curriculum Requirements

	Cr	<input checked="" type="checkbox"/>	NOTES
COMM 100 University Seminar (or equivalent)	1		
BIBL 111 Essential Christianity	3		
BIBL 115 Old Testament Literature	3		
BIBL 116 New Testament Literature	3		
Christian Stewardship: FIN 138 Personal Finance	3		
Healthy Relationships: PSYC 138 (Preferred) or 112	3		
Reading and Imagination: ENGL 123*	3		
Natural Science without Lab Option*	3		
Natural Science with Lab Option*	4		
Effective Communication Option (WPR)** (COMM 205)	3		
MATH 210 Statistics (Preferred), 129 or 231	3		
Historical Inquiry Option* (HIST or GOVT)	3		
Artistic Expression Option* (COMF 220)	3		
Behavioral and Social Sciences Option*	3		
Humanities Option* (COMM 211 or 113)	3		
BIBL 360 - 370 Book Study (WPR)*	3		
ICST 350 Global Connections*	3		
THEO 320 Pentecost	3		

*Refer to each term's "Core Options" document for available choices.

**ENGL/COMM 205 or 341; ENGL 211, 212, or 236

If student has ENGL 201 in transfer, enroll in COMM 211.

WPR = Writing Proficiency Required: ENGL 111 or ACT English > 26

(COMM & COMF) courses in BOLD and parentheses are recommended for Communication Majors

BA Requirements

	Cr	<input checked="" type="checkbox"/>		Cr	<input checked="" type="checkbox"/>
Foreign Language I (College credit or CLEP)	3		Foreign Language II (College credit or CLEP)	3	

BS Requirements (COEM 232, 253, COMD 355, 365, & 425 allowed)

	Cr	<input checked="" type="checkbox"/>		Cr	<input checked="" type="checkbox"/>
B.S. elective	3		B.S. elective	3	