



**NEW PROGRAM PROPOSAL FORM**

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Sponsoring Institution(s): Lindenwood University

Program Title: Advertising, Public Relations: Corporate Communications

Degree/Certificate: Master of Arts

Options: N/A

Delivery Site(s): St. Charles, MO

CIP Classification: 09.0903

\*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory [highered.mo.gov/ProgramInventory/search.jsp](http://highered.mo.gov/ProgramInventory/search.jsp)

Implementation Date: 08/01/2017

Cooperative Partners: N/A

\*If this is a collaborative program, form CL must be included with this proposal

**AUTHORIZATION:**

Marilyn S. Abbott, Provost and VPAA      M. S. Abbott      3/29/2017  
Name/Title of Institutional Officer      Signature      Date

Joe Alsobrook, Dean of Arts, Media, and Communications      636-949-4164  
Person to Contact for More Information      Telephone



**STUDENT ENROLLMENT PROJECTIONS**

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|           |   |   |    |    |    |
|-----------|---|---|----|----|----|
| Year      | 1 | 2 | 3  | 4  | 5  |
| Full Time | 5 | 7 | 10 | 15 | 15 |
| Part Time | 2 | 2 | 3  | 3  | 3  |
| Total     | 7 | 9 | 13 | 18 | 18 |

Please provide a rationale regarding how student enrollment projections were calculated:

The enrollment projections were calculated through a review of inquiries into related programs through our Enrollment Management Office and anecdotal evidence of students currently in related programs surveyed for their interest. Since Fall 2015, there have been 173 inquiries for Advertising.

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

Definition or description of the program: The MA in Advertising, Public Relations: Corporate Communications provides students with a firm foundation in critical theories and trends, as well as the practical application and problem solving involved in advertising through campaigns. Students are exposed to various approaches in the field, provided with a historical overview of the field, and are introduced to the principles of a wide range of areas, including advertising principles, creative concepts and branding, copywriting, and campaign management. Rationale in support of the program: The demand for an advertising graduate program has been expressed for a number of years. With the restructuring of the previous schools of Fine and Performing Arts and Communications, the Advertising undergraduate and graduate programs are currently being revised. The changes proposed address challenges cited in the 2016 MA in Communications review for the program. The new core, as well as the new structure for projects and supporting theses, support the newly developed PLOs and assessment plan and ensure a more structured degree. The shared core also ensures consistent delivery of shared objectives between all Arts,



Media, and Communications programs, such as graduate-level writing skills, methodology and research, and, finally, the thesis/project.

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Form SE - Student Enrollment Projections



PROGRAM STRUCTURE

A. Total credits required for graduation: 36

B. Residency requirements, if any: NA

C. General education: Total credits: NA

Courses (specific courses OR distribution area and credits):

| Course Number | Credits | Course Title |
|---------------|---------|--------------|
|               |         |              |
|               |         |              |
|               |         |              |
|               |         |              |
|               |         |              |
|               |         |              |
|               |         |              |

D. Major requirements: Total credits: 36

| Course Number                            | Credits | Course Title                                |
|--|---------|---|
| AMC 50000                                | 3       | Research Methods                            |
| AMC 51000                                | 3       | Research and Scholastic Writing             |
| AMC 55000                                | 3       | Graduate Seminar I                          |
| AMC 56000                                | 3       | Graduate Seminar II                         |
| AMC 60000                                | 3       | Thesis/ Directed Project I                  |
| AMC 61000                                | 3       | Thesis/ Directed Project II                 |
| Plus 18 credit hours from the following: |         |   |
| COM 50100                                | 3       | Mass Communications Law                     |
| COM 50200                                | 3       | Seminar in Professional Practice and Ethics |
| COM 50700                                | 3       | Writing for the Electronic Media            |
| COM 51700                                | 3       | Narrative Screenwriting                     |
| COM 51800                                | 3       | Fundamentals of Public Relations            |
| COM 52200                                | 3       | Emerging Platforms and Analytics            |
| COM 52300                                | 3       | Advertising Copywriting                     |
| COM 53500                                | 3       | Buying and Selling Media                    |
| COM 54700                                | 3       | Advertising Management Campaign             |
| COM 55600                                | 3       | Mass Communications Theory                  |
| COM 56000                                | 3       | Media Management                            |
| COM 56300                                | 3       | Creative Advertising Concepts               |
| AMC 59000-59999                          | 1-3     | Special Topics                              |

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E. Free elective credits:

0

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

Students have two completion options for the Master's degrees

### **Completion Options**

#### **Non-Thesis/ Applied Project Option**

The applied project allows students with a professional focus to apply the theories and research methods of their field in a professional setting or in a final product or series of products. Projects may take different forms, but all students produce some form of material on behalf of an organization or field of practice. Students pursuing the Non-Thesis/ Applied Project Option document their progress and product for final review by their thesis committee. See the chair of the program for more information.

#### **Thesis Option**

The thesis involves the creation of an original piece of scholarship relevant to the field of study that investigates an aspect of that field, professional area or organization. Students evaluate the state of the field in existing research on their topic area and then develop a research question to investigate. Over the course of the program, students investigate their topic and refine their thesis, which is written the final two semesters and reviewed by their thesis committee. See the chair of the program for more information.

G. Any unique features such as interdepartmental cooperation:

NA



## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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Institution Name      Lindenwood University  
Program Name         MA Advertising, Public Relations: Corporate Communications  
Date    01/08/17

(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.  
Students must meet the general graduate education admission standards of the university.
- Characteristics of a specific population to be served, if applicable.  
The population to be served by the MA in Advertising, Public Relations: Corporate Communications are students who possess a degree in Advertising, Corporate Communications, Public Relations, or related fields, who wish to gain advanced training in their field and gain distinction either academically or professionally.

### 2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
Faculty will need to hold one of the following degrees to teach the degree: PhD Advertising, PhD Corporate Communications, PhD Corporate Communications, or Master's with tested experience.
- 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.  
Full-time faculty will offer 80% of the course work required for the degree.
- Expectations for professional activities, special student contact, teaching/learning innovation.  
N/A

### 3. Enrollment Projections

- Student FTE majoring in program by the end of five years.

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- Percent of full time and part time enrollment by the end of five years.  
90% full time and 10% part time.

#### 4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.  
3 and 5 students graduated per annum at three and five years after implementation.
- Special skills specific to the program.  
N/A
- Proportion of students who will achieve licensing, certification, or registration.  
N/A
- 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.  
The university has recently revised its Institutional Learning Outcomes to support our institutional goals and has demonstrated commitment to meaningful assessment. This is the first year that data has begun to be gathered. Comparison of student achievement against national standards will be possible after a full four years of the new program that officially launches in the catalog of 2017-18. However, assessment data can be found since 2008-2009 archived here: <http://lindenwood.libguides.com/assessment>.
- Placement rates in related fields, in other fields, unemployed.  
According to the U.S. Department of Labor's Bureau of Labor Statistics, job growth for graduates going into the field is average to above average, with six percent for Public Relations Specialists and nine percent for Advertising, Promotions, and Marketing Managers
- Transfer rates, continuous study.  
Transfer rates for the degree cannot be measured at this time given the lack of data available and that this will be the only program in the region. Continuous study of student trends will be carried out by Academic Services, the school, and program.

#### 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 a rationale.**

The program has been approved for offering by the Higher Learning Commission, Lindenwood's accrediting agency.

#### **6. Alumni and Employer Survey**

- Expected satisfaction rates for alumni, *including timing and method of surveys*. The Office of Alumni Development surveys alumni annually and seeks a 90% satisfaction rate of recent graduates, and tracks those who have secured a position in their particular field within six months.
- Expected satisfaction rates for employers, including timing and method of surveys. The Office of Alumni Development, as well as individual programs in the School, survey employers annually and seeks a 90% satisfaction rate of recent graduates who are now employed.

#### **7. Institutional Characteristics**

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.  
The School has faculty who hold terminal degrees in this field, as well as a number of highly qualified adjuncts. The degree, as with all of the Master's degrees offered in the School, is supported by a core group of faculty in the executive group who oversee the implementation, assessment, and delivery of a core six classes that track all students progress throughout their matriculation.