



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Lindenwood University

Program Title: Communications

Degree/Certificate: MA

Options: Mass Communications or Broadcast emphases

Delivery Site(s): St. Charles, MO

CIP Classification: 09.0102

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory higher.mo.gov/ProgramInventory/search.jsp

Implementation Date: August 2017

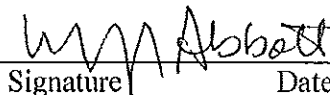
Cooperative Partners: N/A

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

AUTHORIZATION:

Marilyn S. Abbott, Provost and VPAA

Name/Title of Institutional Officer


Signature

3/30/2017
Date

Joe Alsobrook, Dean of Arts, Media, and Communications

Person to Contact for More Information

636-949-4164

Telephone



STUDENT ENROLLMENT PROJECTIONS

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 162 inquiries for Communications, Mass Communications, and Broadcast.

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 Communications provides students with a firm foundation in critical theories of communication, as well as practical application and problem solving. Students have the ability to select the area of emphasis that best aligns with their academic and professional interests and objectives. For students who intend to apply communication knowledge and skills in the workplace, the practical and theoretical knowledge woven throughout the curriculum can facilitate the achievement of a broad range of personal and professional goals. We offer the opportunity to tailor students' programs of study to meet their interests and objectives. Rationale in support of the program: The program already exists with 15 students enrolled currently. The changes proposed address challenges cited in the 2016 program 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. Information about market demand can be found here: <https://www.bls.gov/ooh/media-and-communication/home.htm>

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

Please see included internal proposal for specific coursework depending on emphasis.

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

Institution Name Lindenwood University
Program Name MA 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.
No special admissions procedures are required outside of the general graduate admissions application.
- Characteristics of a specific population to be served, if applicable.
The population to be served by the MA in Communications are students who possess a degree in Communications, Broadcast, Mass Communications, 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 Communications, PhD Mass Communications, 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.
NA

3. Enrollment Projections

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- Student FTE majoring in program by the end of five years.
15
- 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.
NA
- Proportion of students who will achieve licensing, certification, or registration.
NA
- 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.
The most recent survey of placement rates for the arts fields can be found here: https://www.insidehighered.com/news/2011/05/03/graduates_of_arts_programs_fare_better_in_job_market_than_assumed
- 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 to offer by Higher Learning Commission.

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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.

LINDENWOOD

Program Proposal Change Form

Title: Communications

BA/BS/MA/MS: MA

Prefix (approved): COM

Credit hours required: 36

Name(s) of sponsoring department(s): COM

Name of contact person and/or department chair: Neil Ralston/ James Hutson

Definition or description of the program:

The MA in Communications provides students with a firm foundation in critical theories of communication, as well as practical application and problem solving. Students have the ability to select the area of emphasis that best aligns with their academic and professional interests and objectives.

For students who intend to apply communication knowledge and skills in the workplace, the practical and theoretical knowledge woven throughout the curriculum can facilitate the achievement of a broad range of personal and professional goals. We offer the opportunity to tailor students' programs of study to meet their interests and objectives.

Rationale in support of the program:

The program already exists with 15 students enrolled currently. The changes proposed address challenges cited in the 2016 program 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.

Impact on other programs:

The greatest impact the changes will have on other programs relate to the PLOs and the core curriculum. All MA programs in the school will now be aligned with similar goals, have the same strong foundation in graduate research and writing, and will all work towards the production of a final project, documented through a written thesis.

Resources Required (time, purchases, personnel, facilities):

No additional resources required.

Accreditation (Required/desired specialized accreditations):

NA

Program assessment:

Program Level Outcomes _____

Students will:

- Demonstrate knowledge of methodology and its application in the field.
- Demonstrate proficiency in conducting research in the field.
- Demonstrate advanced proficiency in writing for their own discipline, including differentiation of primary and secondary sources.
- Produce work/projects that demonstrates knowledge of the state of the field.

OLD CATALOG DESCRIPTION	NEW CATALOG DESCRIPTION
<p>COMMUNICATIONS, MA</p> <p>PROGRAM DESCRIPTION</p> <p>THE MASTER'S PROGRAM IN COMMUNICATIONS OFFERS A GREAT DEAL OF FLEXIBILITY IN PLANNING AND DESIGN. WITH THE HELP OF AN ADVISOR, STUDENTS PLAN A 36-HOUR MASTER'S PROGRAM THAT BEST SUITS THEIR INDIVIDUAL NEEDS.</p> <p>ADMISSION REQUIREMENTS</p> <p>IN ADDITION TO LINDENWOOD'S GENERAL ADMISSION REQUIREMENTS, STUDENTS APPLYING TO THE SCHOOL OF COMMUNICATIONS MUST MEET THE FOLLOWING REQUIREMENTS:</p> <p>SUBMISSION OF A 300-WORD STATEMENT OF PURPOSE</p> <p>A 3.0 UNDERGRADUATE GRADE POINT AVERAGE (GPA)</p>	<p>COMMUNICATIONS, MA</p> <p>MA In Communications</p> <p>Program Description</p> <p>The MA in Communications provides students with a firm foundation in critical theories of communication, as well as practical application and problem solving. Students have the ability to select the area of emphasis that best aligns with their academic and professional interests and objectives.</p> <p>A graduate student in the School of Arts, Media, and Communications may take only one tutorial or independent study course and may enroll in a maximum of 9 graduate credit hours per semester. A student may not receive graduate credit for any course designated as a dually-enrolled course, if that student received credit for the undergraduate version</p>

OFFICIAL RESULTS FROM THE GRADUATE RECORD EXAM (GRE REVISED GENERAL TEST)

STUDENTS WHO DO NOT MEET THE 3.0 GPA SHOULD CONTACT THE SCHOOL OF COMMUNICATIONS.

A GRADUATE STUDENT IN COMMUNICATIONS MAY TAKE ONLY ONE TUTORIAL OR INDEPENDENT STUDY COURSE AND MAY ENROLL IN A MAXIMUM OF 9 GRADUATE CREDIT HOURS PER SEMESTER. A STUDENT MAY NOT RECEIVE GRADUATE CREDIT FOR ANY COURSE DESIGNATED AS A DUALY-ENROLLED COURSE, IF THAT STUDENT RECEIVED CREDIT FOR THE UNDERGRADUATE VERSION OF THAT COURSE.

REQUIREMENTS

CORE CURRICULUM

COM 50300 RESEARCH AND SCHOLASTIC WRITING

COM 50310 CONTEMPORARY DIGITAL RIGHTS

COM 50320 CRITICAL ANALYSIS OF MEDIA

COM 50330 MEDIA AND POLITICS

COM 50340 AUDIENCE ANALYSIS IN AN INTERACTIVE AGE

COM 60101 COMMUNICATIONS PROJECT

SPECIALIZED COURSEWORK

SPECIALIZED COURSEWORK WILL DETERMINE THE MAJOR EMPHASIS AREA.

THE DEGREES AND THEIR ADDITIONAL REQUIREMENTS ARE LISTED BELOW. SOME CLASSES WILL BE DUAL ENROLLMENT.

BROADCAST EMPHASIS

A MASTER OF COMMUNICATIONS WITH A BROADCAST EMPHASIS REQUIRES THE COMPLETION OF COM 15400 VIDEO PRODUCTION OR THE DEMONSTRATION OF BASIC VIDEO SKILLS. IN ADDITION TO THE CORE COURSES, THE BROADCAST EMPHASIS REQUIRES 18 CREDIT HOURS CHOSEN FROM AMONG THE

of that course.

Admission Requirements

Applications are initially reviewed by the Director of Graduate Admissions. Once admitted to the University, the applicant is to provide the additional required materials to the Director of Graduate Programs and appropriate Graduate Program Manager for an interview.

In addition to the requirements of all graduate students, applicants to the School of Arts, Media, and Communication should complete and/ or submit the following:

- Transcripts demonstrating completion of undergraduate degree in related field with a minimum of a 3.0 GPA in all major coursework.
- The official results from the Graduate Record Examination (GRE) if GPA is below 3.0.
- Three letters of recommendation submitted through school portal.
- 1,000-word Statement of Purpose describing applicant's goals.
- Specific deliverables depending on area of study, such as a writing sample and/ or portfolio of work, brought to on-campus interview.

**If one or more of the preceding requirements are not met, requests can be made for Conditional Admit Status.*

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

FOLLOWING OPTIONS:

- COM 50400 BROADCAST NEWSWRITING
- COM 50700 WRITING FOR THE ELECTRONIC MEDIA
- COM 54300 TELEVISION NEWS PRODUCTION
- COM 55700 NON-LINEAR VIDEO EDITING
- COM 57000 HISTORY OF FILM
- COM 57100 ADVANCED AUDIO PRODUCTION
- COM 57400 ADVANCED VIDEO
- COM 57900 PRODUCTION FOR TELEVISION
- COM 58000 TELEVISION NEWS REPORTING

JOURNALISM EMPHASIS

A MASTER OF COMMUNICATIONS WITH A JOURNALISM EMPHASIS REQUIRES THE COMPLETION OF COM 24200 BASIC REPORTING OR THE DEMONSTRATION OF BASIC JOURNALISTIC SKILLS. IN ADDITION TO THE CORE COURSES, THE JOURNALISM EMPHASIS REQUIRES 18 CREDIT HOURS CHOSEN FROM AMONG THE FOLLOWING OPTIONS:

- COM 50000 MULTIPLATFORM REPORTING
- COM 50400 BROADCAST NEWSWRITING
- COM 50600 INVESTIGATIVE REPORTING
- COM 52500 PHOTOJOURNALISM
- COM 52600 ADVANCED REPORTING
- COM 54300 TELEVISION NEWS PRODUCTION
- COM 58000 TELEVISION NEWS REPORTING
- COM 58100 EDITING

INTERACTIVE MEDIA AND WEB DESIGN EMPHASIS

A MASTER OF COMMUNICATIONS WITH AN INTERACTIVE MEDIA AND WEB DESIGN EMPHASIS

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.

Degree Requirements

Core Curriculum

- AMC 50000 Research Methods
- COM 50300 AMC 51000 Research and Scholastic Writing
- AMC 55000 Graduate Seminar I
- AMC 56000 Graduate Seminar II
- AMC 60000 Thesis/ Directed Project I
- AMC 61000 Thesis/ Directed Project II

Specialized coursework

Specialized coursework will determine the major emphasis area.

The degrees and their additional requirements are listed below.

Broadcast Emphasis

A Master of Communications with a broadcast emphasis requires the completion of COM 15400 Video Production or the demonstration of basic video skills. In addition to the core courses, the broadcast emphasis requires 18 credit hours chosen from among

REQUIRES THE COMPLETION OF COM 23300 FOUNDATION OF THE INTERNET OR THE DEMONSTRATION OF BASIC WEB DESIGN SKILLS. IN ADDITION TO THE CORE COURSES, THE MEDIA AND WEB DESIGN EMPHASIS REQUIRES 18 CREDIT HOURS CHOSEN FROM AMONG THE FOLLOWING OPTIONS:

- COM 50500 DESKTOP PUBLISHING
- COM 52400 APPLICATIONS FOR MOBILE DEVICES
- COM 50000 MULTIPLATFORM REPORTING
- COM 53700 DESIGN WITH ILLUSTRATOR
- COM 54200 WEB DESIGN II
- COM 54400 INTERACTIVE DESIGN
- COM 55500 3-D GRAPHICS
- COM 55700 NON-LINEAR VIDEO EDITING
- COM 56600 WEB DESIGN I
- COM 57100 ADVANCED AUDIO PRODUCTION

COMMUNICATIONS STUDIES EMPHASIS

A MASTER OF COMMUNICATIONS WITH A COMMUNICATIONS STUDIES EMPHASIS REQUIRES THE COMPLETION OF COM 15400 VIDEO PRODUCTION OR THE DEMONSTRATION OF BASIC VIDEO SKILLS AND THE COMPLETION OF COM 23300 FOUNDATION OF THE INTERNET OR THE DEMONSTRATION OF BASIC WEB DESIGN SKILLS. IN ADDITION TO THE CORE COURSES, THE COMMUNICATIONS STUDIES EMPHASIS REQUIRES 18 CREDIT HOURS CHOSEN FROM AMONG THE FOLLOWING OPTIONS:

- COM 50000 MULTIPLATFORM REPORTING
- COM 50400 BROADCAST NEWSWRITING
- COM 50500 DESKTOP PUBLISHING
- COM 50700 WRITING FOR THE ELECTRONIC MEDIA
- COM 52400 APPLICATIONS FOR MOBILE DEVICES

the following options:

- COM 50100 Mass Communications Law
- COM 50200 Seminar in Professional Practice and Ethics
- COM 50400 Broadcast Newswriting
- COM 50700 Writing for the Electronic Media
- COM 50310 Contemporary Digital Rights
- COM 50320 Critical Analysis of Media
- COM 50330 Media and Politics
- COM 50340 Audience Analysis in an Interactive Age
- COM 54300 Television News Production
- COM 55700 Non-linear Video Editing
- COM 57000 History of Film
- COM 57100 Advanced Audio Production
- COM 57400 Advanced Video
- COM 57900 Production for Television
- COM 58000 Television News Reporting

Communications Studies Emphasis

A Master of Communications with a communications studies emphasis requires the completion of COM 15400 Video Production or the demonstration of basic video skills and the completion of COM 23300 Foundation of the Internet or the demonstration of basic web design skills. In addition to the core courses, the communications studies emphasis requires 18 credit hours chosen from among the following options:

- COM 50000 Multiplatform Reporting
- COM 50100 Mass Communications Law

COM 52600	ADVANCED REPORTING	COM 50200	Seminar in Professional Practice and Ethics
COM 53700	DESIGN WITH ILLUSTRATOR	COM 50310	Contemporary Digital Rights
COM 54200	WEB DESIGN II	COM 50320	Critical Analysis of Media
COM 54400	INTERACTIVE DESIGN	COM 50330	Media and Politics
COM 55700	NON-LINEAR VIDEO EDITING	COM 50340	Audience Analysis in an Interactive Age
COM 56600	WEB DESIGN I	COM 50400	Broadcast Newswriting
COM 57000	HISTORY OF FILM	COM 50500	Desktop Publishing
COM 57100	ADVANCED AUDIO PRODUCTION	COM 50700	Writing for the Electronic Media
COM 57400	ADVANCED VIDEO	COM 52400	Applications for Mobile Devices
COM 57900	PRODUCTION FOR TELEVISION	COM 52600	Advanced Reporting
COM 58100	EDITING	COM 53700	Design with Illustrator
COM 59000-59999	SPECIAL TOPICS	COM 54200	Web Design II
		COM 54400	Interactive Design
		COM 55700	Non-linear Video Editing
		COM 56600	Web Design I
		COM 57000	History of Film
		COM 57100	Advanced Audio Production
		COM 57400	Advanced Video
		COM 57900	Production for Television
		COM 58100	News Design and Editing
		COM 59000-59999	Special Topics

New courses required to offer the new program:

Note: The graduate core will be utilized by all new MA programs.

AMC 50000 Research Methods (3)

This course is an introduction to research methods, historiography, and critical theory. The course introduces the language of research and shifts in practice over time through an examination of both modern and postmodern theories. Participants will use these theoretical underpinnings to begin to critically review literature relevant to their field or interests and determine how research findings are useful in forming their understanding of their own work.

AMC 51000 Research and Scholastic Writing (3)

This course explores the tools and methods used to write graduate-level research papers. Students will be introduced to advanced research techniques, thesis development and refinement, differentiation of primary and secondary sources, and effective writing for their own discipline. Through the process students will recognize and address the strengths and weaknesses in their critical thinking and writing skills and produce successful research projects that demonstrate knowledge of topics and proficiency in writing skills in their own field.

AMC 55000 Graduate Seminar I (3)

This course is the first in two seminars where students conduct research in their fields and produce independent graduate projects. Students are encouraged to begin exploration into advanced issues, methods, and critical theory in order to identify the topic for their final thesis and begin gathering research toward that goal.

AMC 56000 Graduate Seminar II (3)

This course is the second in two seminars where students conduct research in their fields and produce independent graduate projects. Students are encouraged to begin exploration into advanced issues, methods, and critical theory in order to identify the topic for their final thesis and begin gathering research toward that goal.

AMC 60000 Thesis/ Directed Project I (3)

The directed thesis project consists of a project in the student's field completed during the course of graduate studies and/or a supporting written thesis depending upon the program. The thesis project and topic must be approved by a committee of three faculty members, two of which must be from the student's own program. After students finalize their topic with their committee chair, research into and execution of the project begins.

AMC 61000 Thesis/ Directed Project II (3)

The directed thesis project consists of a project in the student's field completed during the course of graduate studies and/or a supporting written thesis depending upon the program. The approval of the thesis project topic, and demonstrable progress of initial research/execution must be completed in AMC 60000. Final production of the thesis project and/or written thesis will be completed under faculty direction and evaluated by the student's committee.

Time line for implementation of the initiative:

Inclusion in 2017-18 catalog.

MDHE paperwork (4 sections) has been prepared and forwarded to Dr. Abbott:

NO

If no, by what date will the paperwork be completed? ___Program already exists.