



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Lindenwood University

Program Title: Digital Content Strategy

Degree/Certificate: MS

Options: NA

Delivery Site(s): Online, St. Charles, MO

CIP Classification: 09.0101

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

Implementation Date: 08/01/2017

Cooperative Partners: NA

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

AUTHORIZATION:

Marilyn S. Abbott, Provost and VPAA

3/28/2017

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

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 147 inquiries into BA Journalism, 438 in Marketing, 123 in Advertising, and 38 in Digital and Multimedia.

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

The MS in Digital Content Strategy is designed to provide students with the skills needed to create, analyze and optimize social media content and campaigns. With a firm foundation in information gathering techniques and data analysis, students will learn to define and analyze audiences for and with social media and to measure the effectiveness of social media strategies. Digital content managers work with content creators and marketers to keep websites on track and up-to-date. They also track data on where customers click and how long they stay on a site or particular Web page. They then use this data to continually make strategic site improvements to achieve digital marketing goals. It's a marriage of art and science – a career in which you get to use equal parts of your left and right brain. Market Research Analyst Occupational Outlook <http://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm>

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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:		
ART 58100	3	Photography
COM 52200	3	Emerging Platforms and Analytics
COM 55000	3	Media Literacy
DCS 50000	3	Digital Content and Demographics
DCS 51000	3	Media Literacy Theory
DCS 55000	3	Personal Branding and Content Creation
DCS 56000	3	Information Literacy
DCS 57000	3	Contemporary Audience Analysis
DCS 53000	3	Digital Content Strategy Practicum I
DCS 55500	3	Digital Content Strategy Practicum II
DCS 58000	3	Digital Content Strategy Practicum III
DCS 59000	3	Digital Content Strategy Capstone

E. Free elective credits:

0

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(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

Institution Name Lindenwood University
Program Name MS Digital Content Strategy
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.
There are no special admissions procedures outside of the standardized graduate admissions application.
- Characteristics of a specific population to be served, if applicable.
The population to be served by the MS in Digital Content Strategy are students who possess a degree in Digital Content Strategy, Communications, Media Literacy, 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 Digital Content Strategy: PhD Journalism, Advertising, or Public Relations with emphasis in Social Media/Digital Content Strategy, MA Media Literacy, or MA Communications with an emphasis in Social Media/ Digital Content Strategy.
- 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

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3. Enrollment Projections

- 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.
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.
The U.S. Bureau of Labor Statistics shows Market Research Analyst job outlook as growing much faster than average, at 19%. U.S. News and World Report ranked Market Research Analyst as number 12 for Best Business Jobs
(<http://money.usnews.com/careers/best-jobs/market-research-analyst>)
- 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

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- 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 is currently in process of review 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.