



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Stephens College

Program Title: Strategic Communication- Integrated Marketing

Degree/Certificate: Bachelor of Science

Options:

Delivery Site(s): on campus

CIP Classification: 52.1499

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

Implementation Date: 2013

Cooperative Partners:

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

AUTHORIZATION:

Suzan Harkness, Ph.D., Vice President for Academic Affairs

Name/Title of Institutional Officer

Signature

Date

[Handwritten Signature]
6/29/15

Linda S. Sharp, Registrar

(573) 876-7277

Person to Contact for More Information

Telephone



STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	9	16	22	33	40
Part Time					
Total	9	16	22	33	40

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

Year 1, 2, 3 represent real enrollment numbers. Year 4 includes new incoming FTF through Admissions and year 5 represents a projection.

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

Program level outcomes and student learning outcomes were developed based on recommendations from the Accrediting Council on Education in Journalist and Mass Communications (ACEJMC), Public Relations Society of America, The American Marketing Association and AIGA, the professional association for design.



PROGRAM STRUCTURE

A. Total credits required for graduation: 120

B. Residency requirements, if any: 7 semesters

C. General education: Total credits: 31

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
ENG 107	3	COMPOSITION I
ENG 109	1	RESEARCH
ARTS	3	ARTS ARRAY
HIS	3	HISTORY ARRAY
INT	3	INTERCULTURAL ARRAY
LIT	3	LITERATURE ARRAY
MAT	3	QUANTITATIVE ANALYSIS
NSC	3	NATURAL SCIENCE
SOPH	3	SOPHOMORE SEMINAR
WST	3	WOMENS STUDIES
GLS	3	GLOBAL ETHICS

D. Major requirements: Total credits: 57

Course Number	Credits	Course Title
SCM 101	3	Communication, Media and Society
SCM 105	3	Corporate Technology
SCM 110	3	Design Technology
INT 210	1	Internship Development
SCM 396	1	Internship Experience
SCM 494	4	Senior Portfolio
BUS 225	3	Principles of Management
BUS 340	3	Planning and Project Management
BUS 364	3	Organizational Behavior
SCM 240	3	Visual Communication
SCM 290	3	Creating Online Media
SCM 330	3	Digital Communication
BUS 250	3	Principles of Marketing
BUS 354	3	Consumer Behavior
ENG 115	3	Starting with Story
SCM 205	3	Principles of Strategic Communication

SCM 275	3	Media Writing and Production
SCM 331	3	Integrated Marketing Communications
SCM 400	3	Research and Analytics
SCM 493	3	Convergence Studio Senior Capstone

E. Free elective credits:

32

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

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

Yes

G. Any unique features such as interdepartmental cooperation:

Yes



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Stephens College
Program Name Strategic Communication – Integrated Media
Date 6/15/2015

(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 criteria
- Characteristics of a specific population to be served, if applicable.
None.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Terminal degree in a relevant discipline
- 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.
12 credit hours
- Expectations for professional activities, special student contact, teaching/learning innovation.
Faculty are expected to balance innovative pedagogy, high contact, experiential learning and advising.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
12 FTE with each student counting 1.0 FTE
- Percent of full time and part time enrollment by the end of five years.
100% full time due to nature of program.

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4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
8, 15
- Special skills specific to the program.
No data available
- Proportion of students who will achieve licensing, certification, or registration.
9.4 % of programs require licensing, certification or registration
- 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.
No data available
- Placement rates in related fields, in other fields, unemployed.
No data available
- Transfer rates, continuous study.
The Residential programs average transfer rate is %.

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.**
Higher Learning Commission

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys*.
No data available
- Expected satisfaction rates for employers, including timing and method of surveys.
No data available

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.
Historically committed to meeting the changing needs of women, Stephens College prepares students to become leaders and innovators in a rapidly changing world. Stephens engages lifelong learners in an educational experience characterized by intellectual rigor, creative expression and

professional practice, in an environment supported by accomplished faculty and dedicated alumnae. Graduates of Stephens are educated in the liberal arts, professionally prepared and inspired by our tradition of the Ten Ideals as core values that enrich women's lives.

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