



DEPARTMENT OF  
HIGHER EDUCATION &  
WORKFORCE DEVELOPMENT

**New Program Report**

**Date Submitted:**

11/03/2020

**Institution**

College of The Ozarks

**Site Information**

**Implementation Date:**

8/24/2020 12:00:00 AM

**Added Site(s):**

**Selected Site(s):**

College of The Ozarks, P.O. Box 17, Point Lookout, MO, 65726-0017

**CIP Information**

**CIP Code:**

090101

**CIP Description:**

A program that focuses on the scientific, humanistic, and critical study of human communication in a variety of formats, media, and contexts. Includes instruction in the theory and practice of interpersonal, group, organizational, professional, and intercultural communication; speaking and listening; verbal and nonverbal interaction; rhetorical theory and criticism; performance studies; argumentation and persuasion; technologically mediated communication; popular culture; and various contextual applications.

**CIP Program Title:**

Speech Communication and Rhetoric

**Institution Program Title:**

Speech 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

**Student Preparation**

**Special Admissions Procedure or Student Qualifications required:**

None



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### New Program Report

Specific Population Characteristics to be served:

None

#### Faculty Characteristics

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

Masters degree or higher in field of study.

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

95%

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

Advising duties.

#### Student Enrollment Projections Year One-Five

|        |               |              |                           |
|--------|---------------|--------------|---------------------------|
| Year 1 | Full Time: 5  | Part Time: 0 |                           |
| Year 2 | Full Time: 8  | Part Time: 0 |                           |
| Year 3 | Full Time: 8  | Part Time: 0 | Number of Graduates:<br>5 |
| Year 4 | Full Time: 10 | Part Time: 0 |                           |
| Year 5 | Full Time: 10 | Part Time: 0 | Number of Graduates:<br>8 |

#### Percentage Statement:

n/a

#### Program Accreditation

Institutional Plans for Accreditation:

N/A

#### Program Structure

##### Total Credits:

120

##### Residency Requirements:

The last 30 hours of credit must be completed at College of the Ozarks unless a waiver is granted in writing from the Dean of the College.

##### General Education Total Credits:

46

##### Major Requirements Total Credits:

52

##### Course(s) Added

| COURSE NUMBER | CREDITS | COURSE TITLE  |
|---------------|---------|---------------|
| MCC & SPC     | 3       | See attached. |

##### Free Elective Credits:

22



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## New Program Report

**Internship or other Capstone Experience:**

SPC 451 Portfolio and Career Preparation: In this course, students will compile their course projects into a portfolio format, prepare career seeking documents, and discuss ways in which faith impacts communication professions.

**Assurances**

I certify that the program will not unnecessarily duplicate an existing program within the geographically applicable area.

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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## College of the Ozarks

## 2020-2021 College Catalog

## Speech Communication Major, B.A.

**General Information:***Bachelor of Arts*

The student majoring in journalism, public relations, speech communication, or video production at College of the Ozarks will:

- acquire knowledge of the principles and theories underlying the study of communication and assess the appropriate application of these theories (Academic);
- learn how to employ words and images to fulfill the calling God places on each of our lives (Vocational);
- develop an understanding that "all on the side of truth" listen to Jesus (John 18:37) and represent the incarnate Word in their communication (Christian);
- appreciate the communicative freedoms and responsibilities guaranteed by the American Constitution, and understand how citizens can employ them to improve our nation (Patriotic);
- realize the power that words and images can have in shaping understandings of the world, and commit to using them for the good (Cultural).

A student may major in more than one area in the Communication Arts department, but not in both public relations and speech communication. Additionally, students majoring in public relations or speech communication may not minor in speech communication.

**Speech Communication Major Requirements: 52 credit hours****General Education Courses Specified by Major:**

- [DRM 163 - Vocal Training for the Stage](#)

**Required Major Courses: 37 credit hours**

- [MCC 103 - Foundations of Mass Media](#)
- [MCC 343 - Media in Society](#)
- [MCC 403 - Communications Law and Ethics](#)
- [MPR 213 - Video Production I](#)
- [SPC 203 - Interpersonal Communication](#)
- [SPC 303 - Intercultural Communication](#)
- [SPC 313 - Business and Professional Speaking](#)
- [SPC 333 - Persuasive Speaking](#)
- [SPC 343 - Argumentation and Debate](#)
- [SPC 413 - Reputational and Crisis Communication](#)
- [SPC 451 - Portfolio and Career Preparation](#)

**Choose One Journalism Elective:**

- [MJR 213 - Introduction to Journalism](#)
- [MJR 223 - Journalism Fundamentals](#)

**Choose One Speech Elective:**

- [SPC 353 - Organizational Communication](#)
- [SPC 363 - Public Relations](#)
- [SPC 48V - Communication Arts Internship \(3 credit hours\)](#)
- [SPC 49V - Special Problems in Communication Arts \(3 credit hours\)](#)

**Required Collateral Courses: 15 credit hours****Choose Three Collateral Electives:**

- [CSC 123 - Fundamentals of Web Site Design](#)
- [ENG 323 - Creative Writing: Nonfiction](#)
- [ENG 393 - Advanced Grammar](#)
- [PHI 213 - Logic and Language](#)

**Choose One First Level Foreign Language:**

- [GRK 203 - Grammar of the Greek New Testament I](#)
  - [HEB 403 - Biblical Hebrew I](#)
  - [LAT 103 - Classical Latin I](#)
  - [SPA 113 - Spanish for Public Safety Professions](#)
  - [SPA 123 - Spanish for Agriculture](#)
  - [SPA 143 - Elementary Spanish I](#)
- (Students who begin in a higher level SPA course may request a substitution.)

**Choose One Second Level Foreign Language:**

- [GRK 213 - Grammar of the Greek New Testament II](#)
- [HEB 413 - Biblical Hebrew II](#)
- [LAT 113 - Classical Latin II](#)