



- PUBLIC
- INDEPENDENT

NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW

When finished, please save and email to: he.academicprogramactions@dhe.mo.gov

Sponsoring Institution:

Program Title: Strategic Communication

Degree/Certificate:

If other, please list:

Options:

Delivery Site: Main Campus-Springfield, MO

CIP Classification: 90900

Implementation Date: 6/1/2016

Is this a new off-site location? Yes No

If yes, is the new location within your institution's current CBHE-approved service region?

**If no, public institutions should consult the comprehensive review process*

Is this a collaborative program? Yes No

**If yes, please complete the collaborative programs form on last page.*

Please list similar or comparable programs at Missouri public institutions of higher education.

**For public institutions only*

CERTIFICATIONS:

- The program is within the institution's CBHE approved mission. *(public only)*
- The program will be offered within the institution's CBHE approved service region. *(public only)*
- The program builds upon existing programs and faculty expertise
- The program does not unnecessarily duplicate an existing program in the geographically-applicable area.
- The program can be launched with minimal expense and falls within the institution's current operating budget. *(public only)*

AUTHORIZATION

Justin Leinaweaver, Director-Institutional Research and Effectiveness	Justin Leinaweaver	6/18/2018
Name/Title of Institutional Officer	Signature	Date

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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.

[Click here to enter text](#)

- Characteristics of a specific population to be served, if applicable.

[Click here to enter text](#)

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

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- 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.

[Click here to enter text](#)

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

[Click here to enter text](#)

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.

[Click here to enter text](#)

STUDENT ENROLLMENT PROJECTIONS

YEAR	1	2	3	4	5
Full Time					
Part Time					
Total					

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.

[Click here to enter text](#)

- Special skills specific to the program.

[Click here to enter text](#)

- Proportion of students who will achieve licensing, certification, or registration.

[Click here to enter text](#)

- 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.

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- Placement rates in related fields, in other fields, unemployed.

[Click here to enter text](#)

- Transfer rates, continuous study.

[Click here to enter text](#)

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 rationale.

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6. Program Structure

A. Total credits required for graduation: 124

B. Residency requirements, if any:

The last 30 hours of a degree must be completed at Drury.

C. General education: Total credits:

Minimum of 44 hours

Courses (specific courses OR distribution area and credits)

1. Common requirements include the following:

CORE-101: The Drury Seminar (3 hours)

Drury Foundations (3 hours)

CORE 103: Drury Explorations (0 hours)

Transfer Students: CORE 104: Drury By Design (0 hours)

CORE-201: Global Foundations (3 hours)

Ethical Foundations (3 hours)

Foreign Language (6 hours)

EXSP-220: Personal Wellness (2 hours) or BIOL 302: Human Nutrition (3 hours)

Writing in the Major (fulfilled through the major)

Engaged Learning (2 experiences)

2. Divisional Requirements include the following:

Six credit hours in the Social Sciences (three in Human Behavior; three in Institutions and Organizations)

Six credit hours in the Fine Arts (three in Interpretation; three in Invention)

Six credit hours in Science and Math (three in Science and Discovery; three in Exploring Mathematics)

Six credit hours in Humanities

D. Major requirements: Total credits: 43 hours

<i>Core Courses</i>		<i>18 hrs.</i>
COMM 211	Presentational Speaking	3 hrs.
COMM 215	Foundations of Communication Theory	3 hrs.
COMM 285	Communication and Ethics	3 hrs.
COMM 351	Principles of Persuasion and Influence	3 hrs.
COMM 493	Senior Seminar	3 hrs.
COMM 216	Multimedia Storytelling	3 hrs.
OR		
COMM 226	Multimedia Production I	3 hrs.
<i>Major Requirements</i>		<i>22 hrs.</i>
COMM 221	Multimedia Writing	3 hrs.
COMM 231	Integrated Brand Management	3 hrs.
COMM 340	Advertising and PR Research and Strategy	3 hrs.
COMM 386	Web Communication	3 hrs.
COMM 413	Campaigns	3 hrs.
COMM 435	Organizational Crisis and Change	3 hrs.
COMM 443	Communication & Civic Engagement	3 hrs.
COMM 443-L	Civic Engagement Lab	1 hr.
<i>Accepted Electives-Choose at least three (3) hours</i>		<i>3 hrs.</i>
ARTZ 210	Graphic Design I	3 hrs.
BSCI 275	Statistics for the Behavioral Sciences	3 hrs.
BSCI 275-L	Statistics for the Behavioral Sciences Lab	1 hr.
COMM 141	Radio Activities	1 hr.
COMM 161	PR Activities	1 hr.
COMM 181	Journalism Activities	1 hr.
COMM 226	Multimedia Production I	3 hrs.
COMM 271	TV Activities	1 hr.
COMM 322	Media Law	3 hrs.
COMM 332	Intercultural Communication	3 hrs.
COMM 387	Organizational Communication	3 hrs.
ENGL 253	Grammar and Style	3 hrs.
COMM 397, 497	Internship	3-6 hrs.
MKTG 337	Marketing	3 hrs.

E. Free elective credits: 37 hours
(sum of C, D, and E should equal A)

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

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G. Any unique features such as interdepartmental cooperation:

[Click here to enter text](#)

7. Need/Demand

Student demand

Market demand

Societal demand

I hereby certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful.

On July 1, 2011, the Coordinating Board for Higher Education began provisionally approving all new programs with a subsequent review and consideration for full approval after five years.

COLLABORATIVE PROGRAMS

- **Sponsoring Institution One:**
- **Sponsoring Institution Two:**
- **Other Collaborative Institutions:**
- **Length of Agreement:**
- **Which institution(s) will have degree-granting authority?**
- **Which institution(s) will have the authority for faculty hiring, course assignment, evaluation and reappointment decisions?**
- **What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?**
- **Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.?**
- **What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?**

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