

Form NP**1. NEW PROGRAM PROPOSAL FORM****Sponsoring Institution(s):** Lindenwood University**Program Title:** Advertising, Public Relations: Corporate Communications**Degree/Certificate:** Bachelor of Arts**CIP Classification:** 09.0100**Implementation Date:** August, 2011**Expected Date of First Graduation:** May, 2012**AUTHORIZATION**

Jann Weitzel/ VP for Academic Affairs

| Name/Title of Institutional Officer | Signature | Date |
|-------------------------------------|-----------|------|
|-------------------------------------|-----------|------|

| | | |
|---------------------|--------------|--|
| Jann Weitzel, Ph.D. | 636-949-4846 | |
|---------------------|--------------|--|

| Person to Contact for More Information | Telephone |
|--|-----------|
|--|-----------|

| | |
|--------------|--------------|
| Mike E. Wall | 636-949-4880 |
|--------------|--------------|

2. NEED

A. Student Demand

- i. Estimated enrollment: (Form SE attached)
- ii. No plans are in place for capping enrollment.

B. Market Demand

- i. Corporations in America are in great need of educated employees skilled in the communication arts. The ability to restore confidence in the business practices of companies is vital to the nation's economy and well-being.

C. Societal Need

- i. Students with a thorough understanding of ethical and legal advertising help keep consumers properly informed.

D. Methodology

The information addressing market demand and societal need was determined through printed and online research.

Form PG

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name: Lindenwood University

Program Name: Advertising, Public Relations: Corporate Communications

Date: August 1, 2011

Overview

Lindenwood University is an independent, liberal arts university serving over 14,000 students in a broad range of academic programs. The proposed Bachelor of Arts in Advertising, Public Relations: Corporate Communications will be offered as part of Lindenwood University's traditionally formatted daytime schedule. It will serve that audience of students who wish to pursue an undergraduate degree in which communications skills used in industrial and corporate settings are emphasized in an academic, liberal arts setting. The Bachelor of Arts in Advertising, Public Relations: Corporate Communications is both compatible and consistent with the goals and objectives the mission of the University.

Student Preparation

The Bachelor of Arts in Advertising, Public Relations: Corporate Communications program will accept any student who has met the general admission requirements of Lindenwood University.

Faculty Characteristics

All faculty for this program will possess a master's degree or higher from an accredited institution. They will also have job experience in the field of communications. Whenever possible, faculty will have teaching experience and professional writing experience.

This course work for this degree will be delivered by full time faculty. Candidates for the Bachelor of Arts in Advertising, Public Relations: Corporate Communications will be assigned academic advisors who are instructors in the program

Enrollment and Graduation Projections

| Year | 2011 | 2012 | 2013 | 2014 | 2015 |
|-----------------------------|------|------|------|------|------|
| Anticipated New Students | 30 | 20 | 22 | 26 | 29 |
| Anticipated Graduates | 0 | 10 | 20 | 22 | 25 |

Student and Program Outcomes

This degree will provide specific education and training for students who wish to enter a career in any one of a variety of business communication fields. Graduates will be prepared to assist large or small companies more effectively communicate both internally and externally. A traditional view of business is numbers-oriented. Corporate Communication degree-holders will assist Human Resource professionals with training programs, Public Relations officers with effective writing and aid in any area where good writing and oral communications is essential. As advertising professionals they will lead to profitable growth in companies through their skills as creating, buying and selling advertising.

There are no specific licenses or certifications for these students, although there are a number of professional organizations that they will have the option to join. A person with a Bachelor of Arts in Advertising, Public Relations: Corporate Communications will be prepared to pursue Masters of Arts degree in Business or Communications.

Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys
- Expected satisfaction rates for employers, including timing and method of surveys

Form PS

PROGRAM STRUCTURE for B. A. in Advertising, Public Relations: Corporate Communications

The degree is offered in a 128 hour program.

General education: Total credits: 49 semester hours

Courses:

ENG15000 English Composition I (3 semester hours)
 ENG15000 English Composition I (3)
 Communications (3)
 HIS10000 World History (3)
 Cross Cultural or Foreign Language (6)
 Philosophy or Religion (3)
 Literature (6)
 Fine Arts (3)
 U.S. History or American Government (3)
 PSY10000 Principles of Psychology (3)
 Sociology, Anthropology, Criminology or Economics (3)
 Mathematics (3)
 Science (7)

Major requirements: Total credits: 54 semester hours

Courses:

| | |
|----------|--|
| COM13000 | Survey of Professional Media (3) |
| COM15100 | Radio Production (3) |
| COM15400 | Video Production (3) |
| COM20200 | Design with Photoshop (3) |
| COM23300 | Fundamentals of the Internet (3) |
| COM24200 | Basic Reporting (3) |
| COM30200 | Seminar of Professional Practices and Ethics (3) |
| COM30700 | Writing for Electronic Media (3) |
| COM32700 | Media Literacy (3) |
| COM32800 | Fundamentals of Public Relations (3) |
| COM33500 | Buying and Selling Media (3) |
| COM36000 | Media Management (3) |
| COM36300 | Creative Advertising (3) |
| COM40100 | Mass Communications Law (3) |
| COM42700 | Advertising Campaign Management (3) |
| COM44200 | Copywriting (3) |
| COM46000 | Mass Communications Theory (3) |
| COM30100 | Applied Mass Communications or |
| COM45000 | Communications Internship (3) |

Free elective credits: No less than 25 semester hours

Students are required to successfully complete a minimum of 42 semester hours at a 300 or 400 level.

Students are required to complete all course work with a cumulative grade point average of no less than 2.0

Form SE

STUDENT ENROLLMENT PROJECTIONS for B.A. in Advertising, Public Relations: Corporate Communications

| Year | 1 | 2 | 3 | 4 | 5 |
|----------------------------|----|----|----|----|----|
| Full Time | 30 | 35 | 38 | 40 | 45 |
| Part Time (Not Applicable) | | | | | |
| Total | 30 | 35 | 38 | 40 | 45 |