

NEW PROGRAM PROPOSAL FORMSponsoring Institution(s): Northwest Missouri State UniversityProgram Title: BA in CommunicationDegree/Certificate: Bachelor of ArtsOptions: Public RelationsOrganizational CommunicationInterpersonal CommunicationRhetoricDelivery Site(s): Maryville campusCIP Classification: 09.0101 (Please provide a CIP code)Implementation Date: October 2012

Cooperative Partners:

Expected Date of First Graduation: Summer 2013**AUTHORIZATION**Douglas Dunham, Provost

Name/Title of Institutional Officer

Signature

Date

Gregory Haddock, Vice Provost

Person to Contact for More Information

(660) 562-1145

Telephone

1.

Need (Form SE - Student Enrollment Projections)

Student Demand:

i. Estimated enrollment each year for the first five years for full-time and part-time students
(Please complete Form SE.)

<i>Year</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Full-time</i>	<u>36</u>	<u>36</u>	<u>36</u>	<u>36</u>	<u>36</u>
<i>Part-time</i>					
<i>Total</i>	<u>36</u>	<u>36</u>	<u>36</u>	<u>36</u>	<u>36</u>

ii. Will enrollment be capped in the future?

No.

A. Market Demand:

. National, state, regional, or local assessment of labor need for citizens with these skills

This degree program is a reconfiguration of current curriculum. Placement rate has been 94.65%

B. Societal Need:

i. General needs which are not directly related to employment

C. Methodology used to determine "B" and "C" above.

Enrollment information above is based on three year average.

2. Duplication and Collaboration: (Form CL – Collaborative Programs)

If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools?

Existing and longstanding programs that have been attractive to students as destination as well as landing majors.

Does delivery of the program involve a collaborative effort with any external institution or organization?

No (If yes, please complete Form CL.)

3. Program Structure: (Form PS - Program Structure)

PROGRAM STRUCTURE

A. Total credits required for graduation: 124

B. Residency requirements, if any:

C. General education: Total credits: 42

Courses (specific courses OR distribution area and credits):

Core Requirements for Majors and Minors in Communication

COM 29-210 Communication Theory 3 cr.

COM 29-230 Public Speaking 3 cr.

COM 29-232 Small Group Communication 3 cr.

COM 29-332 Propaganda and Persuasion 3 cr.

COM 29-335 Interpersonal Communication 3 cr.

Total Hours 15 cr.

D. Major requirements: Total credits: 54

Communication Core 15 cr. (above)

Public Relations Option, 54 hours—No Minor Required

COM 29-260 Public Relations Techniques 3

COM 29-310 Communication Research Methods 3

COM 29-360 Principles of Public Relations 3

COM 29-460 Public Relations Problems: Cases, Concepts and Campaign 3

COM 29-469 Internship in Public Relations 3

COM 29-498 Senior Capstone 3

Cognate Courses

MCOM 20-130 Professional Media Writing 3

MCOM 20-333 Social Media Strategies 3

ENGL 10-315 Writing for the Professions OR

ENGL 10-430 Writing for the Online Age OR

ENGL 10-512 Publication Skills 3

MKTG 55-330 Principles of Marketing 3

Six hours from the following according to student's area of emphasis: 6

COM 29-420 Crisis Communication (3)

COM 29-402 Current Topics in Communication (3) (may be repeated)

3. Program Structure: (Form PS - Program Structure)

Three hours from the following to support the student's area of emphasis: 3

MCOM 20-303 Introduction to Web Publishing (3)

MCOM 20-313 Principles of Broadcast Advertising (3)

MCOM 20-353 Principles of Print Advertising (3)

COM 29-336 Nonverbal Communication (3)

COM 29-341 Argumentation and Debate (3)

COM 29-432 Organizational Communication (3)

ACCT 51-201 Accounting I (3)

MGMT 54-313 Principles of Management (3)

MKTG 55-332 Promotion (3)

MKTG 55-333 Consumer Behavior (3)

MKTG 55-432 Marketing Research (3)

Other courses as approved by advisor

Suggested Multicultural/Diversity Institutional Requirement

COM 29-225 Intercultural Communication (3)

Organizational Communication Option, 54 hours—No Minor Required

COM 29-225 Intercultural Communication 3

COM 29-240 Principles of Leadership 3

COM 29-310 Communication Research Methods 3

COM 29-325 Listening Behavior and Skills 3

COM 29-432 Organizational Communication 3

COM 29-467 Internship in Organizational Communication 3

COM 29-498 Senior Capstone 3

Three hours to be chosen from the following 3

COM 29-336 Nonverbal Communication (3)

COM 29-341 Argumentation and Debate (3)

COM 29-401 Special Topics (1-3)

Cognate Courses

PSYC 08-313 Industrial and Organizational Psychology 3

ENGL 10-311 Advanced Composition OR

ENGL 10-315 Writing for the Professions 3

MGMT 54-313 Principles of Management 3

MGMT 54-314 Human Resources Management 3

Three hours from the following 3

3. Program Structure: (Form PS - Program Structure)

PSYC 08-363 Psychology of Personality (3)

SOC 35-365 Social Psychology (3)

MGMT 54-310 Managerial Communication (3)

Interpersonal Communication Option, 33 hours—Minor Required

COM 29-225 Intercultural Communication 3

COM 29-310 Communication Research Methods 3

COM 29-325 Listening Behavior and Skills 3

COM 29-341 Argumentation and Debate 3

COM 29-498 Senior Capstone 3

Approved electives 3

Rhetoric Option, 33 hours—Minor Required

COM 29-225 Intercultural Communication 3

COM 29-310 Communication Research Methods 3

COM 29-341 Argumentation and Debate 3

COM 29-343 Rhetoric of American Issues 3

COM 29-498 Senior Capstone 3

Approved electives 3

E. Free elective credits: 28, including 6 institutional req. hours and 9 cr. of language
(Sum of C, D, and E should equal A.)

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

COM 29-498 Senior Capstone is required for all four options of this major.

G. Any unique features such as interdepartmental cooperation:

The discipline abbreviations in the major requirements listed above show that there is a medium level of interdepartmental cooperation with options in this program.

5. Program Characteristics and Performance Goals: (Form PG).

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name: Northwest Missouri State University

Program Name: BA in Communication with options

Date: May 30, 2012

(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.)

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.

None

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

NA

Faculty Characteristics

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

75% of faculty are terminally degreed, others with masters degree in discipline area.

- 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.

100% full time teaching in the major (some adjuncts used for general education, but not for the required courses in the major)

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

The faculty and deparment will ensure that academic programming is in alignment with university mission, vision, and values.

Enrollment Projections

- Student FTE majoring in program by the end of five years.

36 based on historical trend data

5. Program Characteristics and Performance Goals: (Form PG).

- Percent of full time and part time enrollment by the end of five years.
100% full time

Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
9 per year in the BA program after three and five years.
- Special skills specific to the program.
NA
- Proportion of students who will achieve licensing, certification, or registration.
NA
- 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.
Expectation is that over 50% will score at the 50th percentile on national test.
- Placement rates in related fields, in other fields, unemployed.
94.65% based on historical data.
- Transfer rates, continuous study.
roughly 15-20% continue education in graduate degrees (included in above placement)

6. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons.
Accreditation is at institution level.

Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys
Satisfaction rate based on historical data of existing programs is high.
- Expected satisfaction rates for employers, including timing and method of surveys
Employer satisfaction is expected to remain high.

7. Institutional Characteristics: Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program.

Existing programs have been successful. Aligning separate programs into a common major with separate emphases will allow continued success and efficiency in course rotation, advising, marketing, and other areas.

5. Program Characteristics and Performance Goals: (Form PG).

8. Any Other Relevant Information:

NA