

NEW PROGRAM PROPOSAL

Name of Institution
Coastal Carolina University

Name of Program (include concentrations, options, and tracks)
Master of Arts in Communication

- Communication Leadership concentration
- Communication Activism concentration

Program Designation

- Associate's Degree
- Master's Degree
- Bachelor's Degree: 4 Year
- Specialist
- Bachelor's Degree: 5 Year
- Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA)
- Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.)

Does the program qualify for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
- No

Proposed Date of Implementation
Fall 2019

CIP Code
09.0900

Delivery Site(s)
Coastal Carolina University (main campus)

Delivery Mode

- Traditional/face-to-face*
*select if less than 50% online
- Distance Education
 - 100% online
 - Blended (more than 50% online)
 - Other distance education

Program Contact Information (name, title, telephone number, and email address)
Wes Fondren, PhD, Chair/Associate Professor, (843) 349-6656, wfondren@coastal.edu

Institutional Approvals and Dates of Approval

Internal Institutional Body	Date of Approval
Academic Program	October 23, 2017
College of Humanities & Fine Arts Graduate Committee	
Dean, College of Humanities & Fine Arts	
Graduate Council	
Faculty Senate	
Provost	

Background Information

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State the nature and purpose of the proposed program, including target audience and centrality to institutional mission. (1500 characters)

The proposed MA's concentrations are Communication Leadership and Communication Activism. *Leadership* focuses students' communication and organizational skills, *Activism* teaches best use of public relations/communication theories and practices to advocate for others, and both benefit students' current or future careers.

As *leadership* and *communication* are "essential" for students seeking employment (American Association of Colleges and Universities, 2010; LindedIn, 2016; National Association of College and Employers, 2016; National Communication Association, n.d.) and corporate leaders are engaging in activism (McCrimmon, 2010; McGregor, 2017), these concentrations are crucial for for-profit and nonprofit organizations.

Target audiences include early to mid-level communication workers in business, legal, medical, technology, or various levels of government seeking marketability or advancement and recent regional undergraduates seeking further education in communication study and practices. As CCU's BA has had consistent growth—603 majors, 1,021 alumni as of May 2017—and 28.67% of recent graduates surveyed were attending or had attended graduate school, many lamenting not doing so at CCU, there is a base target on which the MA can build.

CCU's mission is to develop "productive, responsible, healthy citizens with a global perspective", knowledgeable in their fields. The MA aligns with this through graduates' careers options and understanding of targeting information for diverse audiences. Students will lead and advocate in interpersonal, public, and media environments. As the mission also stresses mentoring students in collaborative research, the MA seeks graduate assistants to increase this likelihood.

List the program objectives. (2000 characters)

The following program objectives are elaborated upon further in the context of program assessment. The proposed program will:

1. Enrich students' understanding of issues and theoretical approaches in the field of communication.
2. Advance students' ability to interpret qualitative and quantitative scientific literature.
3. Prepare students to conduct communication research.
4. Challenge students to demonstrate competencies in oral, written, and visual communication that are essential to success in communication practice.
5. Engage students in the design of strategic approaches to a wide range of communication challenges.
6. Explore principles of ethical responsibility and challenge students to apply these principles to the community, society, discipline, and profession.
7. Prepare students for professional work in the field of communication leadership and/or activism.

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Assessment of Need

Provide an assessment of the need for the program for the institution, the state, the region, and beyond, if applicable. (1500 characters)

The proposed program, with concentrations in Leadership and Activism, is first of its kind in South Carolina. The Communication BA is the 4th largest major at CCU and has grown 20% in the last 5 years. Recognizing this high enrollment and continued growth, we anticipate similar popularity in advanced study of the field. In a survey of current majors and recent alumni in Communication, Computer Science, Graphic Design, Hotel and Resort Management, Information Systems, Intelligence and National Security, Information Technology, Management, Marketing, Political Science, Public Health, and Sociology at CCU, 73.1% of respondents strongly agreed or agreed they would be interested in a Communication MA if offered at CCU. This included 83.9% undergraduates and 85.5% alumni in Communication, many of whom stated they would have stayed in South Carolina for this MA. The few respondents who indicated they would not pursue the degree themselves explained they understood its purpose and appeal, or knew others who would want to pursue it. Several respondents also suggested areas that could be offered as concentrations in the future, such as public relations, advertising, sports communication, journalism, and health communication (all of which are offered in the department's undergraduate program). Respondents indicated the departments' professors' passion and care will draw students to the MA, and that both existing students and professionals will benefit from the MA. Many predicted the two concentrations will benefit professionals in a variety of careers, giving them experience and a degree they need for career advancement, and that graduates will be able to benefit the Horry County and South Carolina community directly.

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Employment Opportunities

Is specific employment/workforce data available to support the proposed program?

Yes

No

If yes, complete the table and the component that follows the table on page 4. If no, complete the single narrative response component on page 5 beginning with "Provide supporting evidence."

Masters in Communication Job Openings in South Carolina	
Occupation Name and Description (Leadership Concentration)	Job Openings Statewide
<p><u>Chief Executives</u>: Determine and formulate policies and provide overall direction of companies or private and public sector organizations within guidelines set up by a board of directors or similar governing body. Plan, direct, or coordinate operational activities at the highest level of management with the help of subordinate executives and staff managers. Six percent projected growth from 2014 - 2024. <i>Estimated annual state median income: \$145,290</i></p>	83
<p><u>Advertising, Promotions, and Marketing Managers</u>: Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services. Nine percent projected growth from 2014 - 2024. <i>Estimated annual state median income: \$68,780</i></p>	80
<p><u>Administrative Service Managers</u>: Plan, direct, or coordinate one or more administrative services of an organization, such as records and information management, mail distribution, facilities planning and maintenance, custodial operations, and other office support services. Eight percent projected growth from 2014 - 2024. <i>Estimated annual state median income: \$74,810</i></p>	81
<p><u>Management Analyst</u>: Conduct organizational studies and evaluations, design systems and procedures, conduct work simplification and measurement studies, and prepare operations and procedures manuals to assist management in operating more efficiently and effectively. Includes program analysts and management consultants. Fourteen percent projected growth from 2014 - 2024. <i>Estimated annual state median income: \$66,860</i></p>	100
<p><u>Public Relations and Fundraising Managers</u>: Plan, direct, or coordinate activities designed to create or maintain a favorable public image or raise issue awareness for their organization or client; or if engaged in fundraising, plan, direct, or coordinate activities to solicit and maintain funds for special projects or nonprofit organizations. Seven percent projected growth from 2014 - 2024. <i>Estimated annual state median income: \$72,050</i></p>	22
Occupation Name and Description (Activism Concentration)	Job Openings Statewide
<p><u>Healthcare Social Workers</u>: Provide individuals, families, and groups with the psychosocial support needed to cope with chronic, acute, or terminal illnesses. Services include advising family care givers, providing patient education and counseling, and making referrals for other services. May also provide care and case management or interventions designed to promote health, prevent disease, and address barriers to access to healthcare. Twelve percent projected growth from 2014 - 2024. <i>Estimated annual state median income: \$47,950</i></p>	51
<p><u>Registered Nurse</u>: Assess patient health problems and needs, develop and implement nursing care plans, and maintain medical records. Administer nursing care to ill, injured, convalescent, or disabled patients. May advise patients on health maintenance and</p>	2,512

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disease prevention or provide case management. Licensing or registration required. Sixteen percent projected growth from 2014 - 2024. <i>Estimated annual state median income: \$59,340</i>	
Child, Family and School Social Workers: Provide social services and assistance to improve the social and psychological functioning of children and their families and to maximize the family well-being and the academic functioning of children. May assist parents, arrange adoptions, and find foster homes for abandoned or abused children. In schools, they address such problems as teenage pregnancy, misbehavior, and truancy. May also advise teachers. Twelve percent projected growth from 2014 -2024. <i>Estimated annual state median income: \$35,600</i>	19
Mental Health and Substance Abuse Social Workers: Assess and treat individuals with mental, emotional, or substance abuse problems, including abuse of alcohol, tobacco, and/or other drugs. Activities may include individual and group therapy, crisis intervention, case management, client advocacy, prevention, and education. Twelve percent projected growth from 2014 - 2024. <i>Estimated annual state median income: \$39,710</i>	36
Mental Health Counselors: Counsel with emphasis on prevention. Work with individuals and groups to promote optimum mental and emotional health. May help individuals deal with issues associated with addictions and substance abuse; family, parenting, and marital problems; stress management; self-esteem; and aging. Nineteen percent projected growth from 2014 - 2024. <i>Estimated annual state median income: \$35,820</i>	24
Paralegals and Legal Assistants: Assist lawyers by investigating facts, preparing legal documents, or researching legal precedent. Conduct research to support a legal proceeding, to formulate a defense, or to initiate legal action. <i>Estimated annual state median income: \$40,850</i>	51
Total Job Openings Statewide	3,059

Note: Data collected from SC Works Online

Provide additional information regarding anticipated employment opportunities for graduates. (1000 characters)

In CHE's 2016 10-year projection, 3 of the top 5 jobs were in *leadership* or *activism*: marketing, management, and healthcare. Advertising, public relations, fundraising, social work, and social science salaries are \$35,600-\$145,290 (Public Health Online, 2016; SC Works Online, 2017). In September 2017, there were 1,400 Horry County openings in or requiring *communication*, 1,400 for *leadership*, and 48 focused on *activism*. There were 802 new academic positions in Communication in 2015—20,050 total—during modest growth in similar disciplines. Academic salaries trend higher than similar disciplines, including for lecturers, a position students will be eligible for upon graduation (National Communication Association, n.d.).

The 2013 median with a Masters was \$68,000—a \$12,000 premium over a Bachelors. For marketing/sales managers, the premium was \$30,000; office supervisors/support, \$15,000; and editors, \$13,000 (US Bureau of Labor Statistics, 2015). Communication/media jobs average \$54,780, significantly higher than other areas. An MA increases this for students employed or beginning careers upon graduation (US Bureau of Labor Statistics, 2017).

Provide supporting evidence of anticipated employment opportunities for graduates, including a statement that clearly articulates what the program prepares graduates to do, any documented

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citations that suggest a correlation between this program and future employment, and other relevant information. Please cite specific resources, as appropriate. (3000 characters)

Note: Only complete this if the Employment Opportunities table and the section that follows the table on page 4 have not previously been completed.

Will the proposed program impact any existing degree programs and services at the institution (e.g., course offerings or enrollment)?

Yes

No

If yes, explain. (500 characters)

The MA features one course from the Masters of Arts in Liberal Studies and two from the Masters of Business Administration at CCU. Enrollment in the MA is not expected to affect or compete with these programs, nor any other Masters programs at CCU, because of each programs' unique offerings, approaches, and areas of expertise. Rather, it is expected, with time, that the MA will be adaptable for students wishing to take electives in other programs and for students in other programs to utilize courses in the MA. The only expected impact on existing programs will be mutually beneficial.

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List of Similar Programs in South Carolina

Institution / Program Name	Similarities	Differences
<p>University of South Carolina - Columbia - Master of Arts in Journalism and Mass Communication (MA) - Master of Mass Communication (MMC) - joint MMC-Law degree</p>	<p><u>Foundation Courses</u> - Research Methods in Mass Communication - Communication Theory</p> <p><u>MMC Courses</u> - Issues in Mass Communication Management - Strategic Communication - Communication Strategies/Campaigns - Crisis Communications - Public Relations Theory - Organizational Communication</p>	<p>Only some overlap in course offerings (primarily in foundation courses found in any MA in Communication) - MA and MMC are much more focused on journalism and/or mass communication and do not compete with the proposed MA</p>
<p>Clemson University - Master of Arts in Communication, Technology, & Society (MACTS) - Master of Art in Professional Communication (MAPC) - Master of Science in Graphic Communications (MS)</p>	<p><u>MACTS Courses</u> - Communication Theory I & II - Communication Research Methods I & II - Organizational Communication courses - Health Communication (1 certificate, 3 courses) - Public Relations Theory and Research - Leadership Communication - Communication Pedagogy</p> <p><u>MAPC Courses</u> - Health Communication (1 cognate, 2 courses) - Special Topics: Public Relations</p>	<p>MACTS is much more focused on communication technology - Some overlap in terms of foundation and electives, but there is little overlap or competition in terms of the degrees' purposes - There is only one course on Leadership, whereas the proposed MA has an entire concentration - Many courses are on film theory/criticism or health communication, neither of which are foci of the proposed MA</p> <p>MAPC is out of English, not Communication - Approaches from rhetoric perspective, unlike proposed MA - Very few overlapping areas of focus or courses (e.g., Health Communication is not a proposed concentration)</p> <p>MS is out of Business, not Communication - Focused on graphic arts, design, etc., which is a different discipline from Communication (i.e., Communication and Communications are different) and does not compete with the proposed MA</p>
<p>College of Charleston - Master of Arts in Communication (MCOM)</p>	<p><u>MCOM Courses</u> - Communication Theory - Research Methods courses - Leadership (1 elective, 1 optional cognate) - Issues in Communication Management - Communication Campaigns - Uses and Effects of Media - Communication Pedagogy - Non-Profit Organizations (2 optional cognates)</p>	<p>Only some overlap in course offerings (primarily in foundation courses), but MCOM is a more general degree program - Approaches from rhetoric perspective, unlike proposed MA - Many courses are on film theory/criticism, which is not a focus of the proposed MA - Proposed MA is more directed, at least in part, to professionals seeking terminal degree</p>

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Enrollment and Degrees Awarded at Similar Programs in South Carolina

University of South Carolina - Columbia										
	2011-12		2012-13		2013-14		2014-15		2015-16	
	Fall Enrollment	Degrees Awarded	Fall Enrollment	Degrees Awarded	Fall Enrollment	Degrees Awarded	Fall Enrollment	Degrees Awarded	Fall Enrollment	Degrees Awarded
MA Journalism	43	16	32	23	33	13	32	20	29	12
BA Journalism	143	27	124	25	139	21	137	25	147	36
BA Broadcast Journalism	286	44	304	41	311	48	292	45	305	55
BA Digital Communication	280	64	249	58	232	57	217	60	183	49

Clemson University										
	2011-12		2012-13		2013-14		2014-15		2015-16	
	Fall Enrollment	Degrees Awarded	Fall Enrollment	Degrees Awarded	Fall Enrollment	Degrees Awarded	Fall Enrollment	Degrees Awarded	Fall Enrollment	Degrees Awarded
MA Communication	7	--	14	6	16	6	21	8	18	10
BA Sports Communication	--	--	--	--	--	--	19	4	51	4

College of Charleston										
	2011-12		2012-13		2013-14		2014-15		2015-16	
	Fall Enrollment	Degrees Awarded	Fall Enrollment	Degrees Awarded	Fall Enrollment	Degrees Awarded	Fall Enrollment	Degrees Awarded	Fall Enrollment	Degrees Awarded
MA Organizational Communication	21	10	21	8	18	5	13	8	15	7
BA Speech Communication	676	220	633	239	559	213	483	203	413	155

Although the degrees at the three institutions above may offer tangential overlap, the focus of each degree is distinct and unique from the proposed MA. Only two programs in South Carolina resemble the proposed, and both are from private universities. Bob Jones University's Leadership concentration is fundamentally from a religious perspective. South University's MS degrees in Leadership and in Public Relations are more distinctly dedicated (the former focuses on coaching, organizational communication, and human resources management; the latter is also not at the university's Columbia campus). No program in the state offers a comparable MA in Communication Activism; the closest in our region and most directly related are the MA in Communication and Advocacy at CCU's aspirant institution James Madison University and the MA in Strategic Communication at American University—although both approach the topic from different perspectives. No program in the state offers a comparable MA in Leadership; the closest is an MA in Strategic Communication at the University of Colorado-Denver.

List of Similar Programs at Peer and Aspirant Institutions

Peer Institution Program Name	Similarities	Differences
Florida Gulf Coast University	N/A	No MA currently offered
Salisbury University	N/A	No MA currently offered
Stephen F. Austin State University - Master of Arts in Communication Studies - <i>Interpersonal Communication</i> - <i>Organizational Communication</i> - <i>Media Studies</i> - <i>Public Communication</i>	<u>Courses</u> - Communication Theory - Persuasive Leadership - Interpersonal Crisis Communication - Issues in Management and Crisis	Focus is on Leadership in organizational settings, unlike in proposed MA - Focus is on Interpersonal Communication in crisis, not activism
University of West Florida - Master of Arts in Strategic Communication & Leadership	<u>Courses</u> - Advanced Leadership Communication - Strategic Public Speaking - Communication Law and Ethics	Focus is on organizational and non-profit leadership, which proposed MA extends beyond - Requires summer course attendance
Valdosta State University - Master of Arts in Communication Sciences & Speech Disorders	N/A	Different degree allocation and program
Western Carolina University	N/A	No MA currently offered
Aspirant Institution Program Name	Similarities	Differences
Appalachian State University	N/A	No MA currently offered
James Madison University - Master of Arts in Communication and Advocacy - <i>Environmental Communication</i> - <i>Health Communication</i>	<u>Courses</u> - Advocacy focus - Applied Organizational Communication - Communication Theory (Critical) - Communication Research - Health Communication	Focus is on advocacy; few foundation courses offered - Concentration required in health or environmental advocacy - Focus is more interpersonal in nature, not on mediated or public activism
University of North Carolina-Wilmington - Master of Arts in Conflict Management and Resolution	<u>Courses</u> - Conflict Management and Resolution	Most attention is on negotiation, decision-making within political and nation-state contexts, not in Communication discipline
University of North Florida - Master of Science in Communication Management - <i>Business</i> - <i>Leadership</i> - <i>Nonprofit Management</i> - <i>Public Health</i> - <i>Public Management</i>	<u>Courses</u> Business leadership and Management focus - Theories of Persuasion - Strategic Communication/Theory - Research Methods in Mass Communication - Organizational Theory	Focus is on business and management strategic leadership and communication, which is more specific than in proposed MA - Research methods focused on mass media, not activist involvement or leadership
Western Washington University	N/A	No MA currently offered

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Description of the Program

The Master of Arts in Communication is a 33-credit degree program designed to that combines Communication foundation courses with two concentrations: Communication Leadership or Communication Activism. Communication Leadership focuses students' communication and organizational skills and Communication Activism teaches best use of public relations/communication theories and practices to advocate for others. Both concentrations benefit students' current or future careers or will prepare students for further study. The degree culminates in a capstone (six credit hours) requiring students to demonstrate applied communication understanding and acquired skills. The nature of this capstone is designed collaboratively between each student and the student's advisor.

MASTER OF COMMUNICATION (33 Credits)

- I. Foundation 9
 - a. COMM 500 Foundations of the Communication Discipline 3
 - b. COMM 575 Communication Theory 3
 - c. MALS 650 Graduate Research Methods 3
 - d. COMM 599 Teaching Assistant Pedagogy 0*

- II. Concentration (choose one) 9
 - a. Communication Leadership
 - i. COMM 501 Communication Leadership 3
 - ii. COMM 519 Communication & Media Campaigns 3
 - iii. MBA 610 Leading People 3
 - b. Communication Activism
 - i. COMM 502 Communication Activism 3
 - ii. COMM 519 Communication & Media Campaigns 3
 - iii. COMM 530 Communication to Targeted Audiences 3

- III. Choose any 9 credit hours 9
 - a. COMM 509 Public Relations 3
 - b. COMM 511 Communication in Health Contexts 3
 - c. COMM 531 Communication for Diverse Audiences 3
 - d. COMM 540 Media Uses and Effects 3
 - e. COMM 560 Persuasion 3
 - f. MBA 655 Sustainability & Social Responsibility 2

- IV. Capstone 6
 - a. COMM 691 Applied Communication Capstone 6

* Is required each semester for all Graduate Teaching Assistants

Total Credit Hours: **33**

Projected Enrollment

Year	Fall Semester		Spring Semester		Summer Semester	
	Total Headcount	Credit Hours	Total Headcount	Credit Hours	Total Headcount	Credit Hours
2019-2020	15	90	19	111	0	0
2020-2021	30	181	32	193	0	0
2021-2022	32	194	31	187	0	0
2022-2023	32	189	30	182	0	0
2023-2024	31	185	30	179	0	0

Note 1: Based on enrollment of 15 new students each fall and 5 new students each spring.

Note 2: Credit hours based on 6 hours per semester.

Note 3: First year total headcount based on 85% returning fall to spring and 90% returning spring to fall

Note 4: Years 2-5 headcount based on 60% graduation rate of returning students after spring semester, 90% of students returning fall to spring and 82% of students returning spring to fall.

Besides the general institutional admission requirements, are there any separate or additional admission requirements for the proposed program?

Yes

No

If yes, explain. (1000 characters)

In addition to general university graduate admission requirements, applicants to the MA in Communication program must also submit:

1. Two letters of recommendation from persons who are familiar with the applicant's academic ability and potential for successful completion of Masters studies.
2. A personal statement of no more than 500-words demonstrating the applicant's interest and compatibility with the program, understanding of the field, and future career goals.
3. Graduate Record Exam (GRE) scores that indicate potential for success in the program

Completed applications will be reviewed by the Graduate Admissions Committee. Before meeting to discuss the applications, committee members will evaluate the applicants' personal statements according to a common rubric.

Are there any special articulation agreements for the proposed program?

Yes

No

If yes, identify. (1000 characters)

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Curriculum by Year

Course Name	Credit Hours	Course Name	Credit Hours	Course Name	Credit Hours
Year 1					
Fall 2019		Spring 2020		Summer 2020	
COMM 500: Foundations of the Communication Discipline	3	COMM 575: Graduate Studies in Communication Theory	3	*Summer courses offerings are unknown at this time*	
MALS 650: Graduate Research Methods	3	COMM 509: Public Relations	3		
COMM 519: Communication & Media Campaigns	3	COMM 560: Persuasion	3		
COMM 599: Teaching Assistant Pedagogy	0	COMM 599: Teaching Assistant Pedagogy	0		
Total Semester Hours	9	Total Semester Hours	9	Total Semester Hours	
Year 2					
Fall 2020 (select 3 courses)		Spring 2021 (select 3 courses)		Summer 2021	
COMM 500: Foundations of the Communication Discipline	3	COMM 575: Graduate Studies in Communication Theory	3	*Summer courses offerings are unknown at this time*	
MALS 650: Graduate Research Methods	3	COMM 691: Applied Communication Project	6		
COMM 501: Communication Leadership	3	MBA 610: Leading People	3		
COMM 502: Communication Activism	3	COMM 511: Communication in Health Contexts	3		
COMM 540: Media Uses & Effects	3	COMM 530: Communication to Targeted Audiences	3		
COMM 531: Communication for Diverse Audiences		MBA 655: Sustainability & Social Responsibility			
COMM 599: Teaching Assistant Pedagogy	0	COMM 599: Teaching Assistant Pedagogy	0		
Total Semester Hours	9	Total Semester Hours	9	Total Semester Hours	
Year 3					
Fall 2021 (select 3 courses)		Spring 2022 (select 3 courses)		Summer 2022	
COMM 500: Foundations of the Communication Discipline	3	COMM 575: Communication Theory	3	*Summer courses offerings are unknown at this time*	
MALS 650: Graduate Research Methods	3	COMM 691: Applied Communication Project	3		
COMM 519: Communication & Media Campaigns	3	COMM 509: Public Relations	3		
COMM 530: Communication to Targeted		COMM 560: Persuasion			

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Audiences	3		3		
COMM 511: Communication in Health Contexts	3	MBA 655: Sustainability & Social Responsibility	3		
COMM 599: Teaching Assistant Pedagogy	0	COMM 599: Teaching Assistant Pedagogy	0		
Total Semester Hours	9	Total Semester Hours	9	Total Semester Hours	
Year 4					
Fall 2022 (select 3 courses)		Spring 2023 (select 3 courses)		Summer 2023	
COMM 500: Foundations of the Communication Discipline	3	COMM 575: Communication Theory	3	*Summer courses offerings are unknown at this time*	
MALS 650: Graduate Research Methods	3	COMM 691: Applied Communication Project	6		
COMM 501: Communication Leadership	3	MBA 610: Leading People	3		
COMM 502: Communication Activism	3	COMM 511: Communication in Health Contexts	3		
COMM 509: Public Relations	3	COMM 530: Communication to Targeted Audiences	3		
COMM 531: Communication for Diverse Audiences		MBA 655: Sustainability & Social Responsibility			
COMM 599: Teaching Assistant Pedagogy	0	COMM 599: Teaching Assistant Pedagogy	0		
Total Semester Hours	9	Total Semester Hours	9	Total Semester Hours	
Year 5					
Fall 2023 (select 3 courses)		Spring 2024 (select 3 courses)		Summer 2024	
COMM 500: Foundations of the Communication Discipline	3	COMM 575: Communication Theory	3	*Summer courses offerings are unknown at this time*	
MALS 650: Graduate Research Methods	3	COMM 691: Applied Communication Project	6		
COMM 519: Communication & Media Campaigns	3	COMM 540: Media Uses & Effects	3		
COMM 530: Communication to Targeted Audiences	3	COMM 560: Persuasion	3		
COMM 511: Communication in Health Contexts	3	MBA 610: Leading People	3		
COMM 599: Teaching Assistant Pedagogy	0	COMM 599: Teaching Assistant Pedagogy	0		
Total Semester Hours	9	Total Semester Hours	9	Total Semester Hours	

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Course Descriptions for New Courses

Course Name	Description
COMM 500 Foundations of the Communication Discipline (3)	*Focuses on developing an understanding of the communication discipline, including the field's intellectual history, and establishes the foundation for graduate inquiry within the discipline. F, S, M, Su, W
COMM 501 Communication Leadership (3)	***Prepares students to assume leadership roles in various contexts and organizations, through the study of effective communication strategies for leadership, structure, and culture. F, S, M, Su, W
COMM 502 Communication Activism (3)	*Students work with non-governmental, governmental and/or grass roots advocacy groups to engage in public service, social justice, and/or other applied communication projects. Students research, publicize, advocate for, and/or intervene in a social justice project with a community service organization. This course combines theory and practice to evaluate the use of media as a creative and tactical tool. Students integrate theory, research, writing and discussion to map, document, perform, and critique advocacy, activist, and/or social movements. F, S, M, Su, W
COMM 509 Public Relations (3)	***A survey of concepts, strategies, and tactics in public relations and how the field relates to journalism, advertising, and marketing. Topics include best practices and principles for creating targeted messages and events for various organizations. F, S, M, Su, W
COMM 511 Communication in Health Contexts (3)	*This course examines current issues in health and their relation to communication. Topics could include health care reform, for-profit and not-for-profit healthcare, health campaigns, novel or growing public health concerns, etc., examined from communication perspectives. F, S, M, Su, W
COMM 519 Communication & Media Campaigns (3)	*An in-depth and applied study of using communication theories and strategies for campaigns; topics may include research, planning, implementation, and evaluation. F, S, M, Su, W
COMM 530 Communication to Targeted Audiences (3)	*This course provides an overview of current issues relevant to particular groups in their relation to communication tactics, theories, relationships, etc. Topics may include issues relating to effecting communication with members of various ethnicities, races, genders, and other groups. F, S, M, Su, W
COMM 531 Communication for Diverse Audiences (3)	*Course examines the influences of culture, race, ethnicity, and other identity categories on the effectiveness of communication artifacts. Students review theories and practices related to the design, implementation, and evaluation of campaigns aimed at diverse populations. F, S, M, Su, W
COMM 540 Media Uses and Effects (3)	*Examines audiences' uses for and effects from media for individuals and societies. It covers topics such as: trends in media content and effects, personal and social characteristics facilitating effects, and the personal and social implications of effects. F, S, M, Su, W
COMM 560 Persuasion (3)	***Examines the study and practice of persuasive discourse using both the rhetorical and social science traditions. Issues examined include: strategic planning and organization, audience analysis, motives and values, effective use of language, propaganda and the abuse of persuasion, campaign planning, effective presentation techniques, and the application of theory and research on persuasion to practical situations. F, S, M, Su, W
COMM 575 Communication Theory (3)	*Provides an in-depth survey of theories and relevant criticism in communication and prepares students for theoretical application in other areas of their education. F, S, M, Su, W
COMM 599 Teaching Assistant Pedagogy (0)	***(Prereq: Graduate standing) Training in teaching University Core or as-needed courses offered by the Department of Communication, Media, and Culture. Topics include preparing course plans and materials and responding to student needs. Required each semester for all Graduate Teaching Assistants. F, S, M, Su, W
COMM 691 Applied Communication Capstone (6)	*(Prereq: COMM 500, COMM 575, MALS 650) The culmination of the program, wherein students, under the direction of a faculty advisor, synthesize coursework and apply their knowledge and education to a significant project based on the students' plan of study and interests. The nature of this capstone is designed collaboratively

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	between each student and the student's advisor (e.g., fundraising events, theory-driven research). Students must pass an oral defense in order to successfully complete this course. F, S, M, Su, W
MALS 650 Graduate Research Methods (3)	** <i>(Prereq: Admission to MALS Program and MALS 600 prereq or coreq)</i> Course introduces students to the skills necessary to explore a range of topics suitable for study in the program. In addition to providing practice in locating and synthesizing information from a variety of academic resources, the course will also introduce students to other research methodologies (field, research, ethnographic studies, statistical analysis) and to theoretical and conceptual issues associated with humanities research. F, S
MBA 610 Leading People (3)	** <i>The examination of leadership theory and practical application of 169 Coastal Carolina University 2016-2017 Graduate Studies Catalog leadership skills at an interpersonal level. Emphasis will be on self-awareness and building leadership skills in order to prepare students to manage interpersonal relationships in an organizational setting. Topics covered may include management of the interview and hiring process, negotiation and conflict management, performance management and discipline, communication and perspective taking, leading high performance teams, motivation, and decision-making. This course extends students' existing background and awareness of the problems involved in managing people by providing structured exercises, cases, and discussion of human capital issues. F</i>
MBA 655 Sustainability and Social Responsibility (2)	** <i>An interdisciplinary examination of the role of the corporation in the United States and the world over the long term. The relationship between the corporation and its constituencies is considered in the context of ethics, economics, and politics. F</i>

* *Note 1:* Course currently exists in CCU Graduate Catalog, but minor changes (e.g., changes in course number) have been submitted in preparation of proposed MA.

** *Note 2:* Course currently exists in CCU Graduate Catalog.

*** *Note 2:* Course does not currently exist in CCU Graduate Catalog.

NEW PROGRAM PROPOSAL

Faculty

Rank / Full-or Part-time	Courses Taught or To-be-Taught, Course Number & Title, Credit Hours	Academic Degrees and Coursework Relevant to Courses Taught, Including Institution and Major	Other Qualifications and Comments (i.e., explain role and/or changes in assignment)
Associate Professor / Full	<ul style="list-style-type: none"> - COMM 500 Foundations of the Communication Discipline - COMM 530 Communication to Targeted Audiences - COMM 540 Media Uses and Effects - COMM 560 Persuasion - COMM 575 Communication Theory - COMM 599 Teaching Assistant Pedagogy - COMM 691 Applied Communication Capstone - MALS 650 Graduate Research Methods 	<p>PhD in Communication Science (University of Alabama)</p> <p><u>Relevant courses taken:</u></p> <ul style="list-style-type: none"> - Human Communication Theory - Entertainment & Communication Theory - Attention and Communication - Mass Communication Theory - Communication Research Methods - Qualitative research - Epistemology & Communication Pedagogy 	<p><u>Graduate courses taught:</u></p> <ul style="list-style-type: none"> - Graduate Research Methods <p><u>Undergraduate courses taught:</u></p> <ul style="list-style-type: none"> - Media, Self, & The World - Communication Theory - Communication Research - Communication & Technology
Associate Professor / Full	<ul style="list-style-type: none"> - COMM 500 Foundations of the Communication Discipline - COMM 511 Communication in Health Contexts - COMM 519 Communication & Media Campaigns - COMM 530 Communication to Targeted Audiences - COMM 540 Media Uses and Effects - COMM 575 Communication Theory - COMM 599 Teaching Assistant Pedagogy - COMM 691 Applied Communication Capstone - MALS 650 Graduate Research Method 	<p>PhD in Media & Communication (Bowling Green State University)</p> <p><u>Relevant courses taken:</u></p> <ul style="list-style-type: none"> - Media Effects - Human Rights - Social Movements - Politics and Mass Media - Interpersonal Communication - Religion and Communication - Social Science Research - Mixed Methods Research - Advanced statistics cognate 	<p><u>Graduate courses taught:</u></p> <ul style="list-style-type: none"> - Graduate Research Methods <p><u>Undergraduate courses taught:</u></p> <ul style="list-style-type: none"> - Media, Self, & The World - Communication Research - Media Effects - Health Communication - Health & The Media - Communication Capstone: Thesis
Professor / Full	<ul style="list-style-type: none"> - COMM 500 Foundations of the Communication Discipline - COMM 501 Communication Leadership - COMM 502 Communication Activism - COMM 511 Communication in Health Contexts - COMM 530 Communication to Targeted Audiences - COMM 531 Communication for Diverse Audiences - COMM 560 Persuasion - COMM 575 Communication Theory 	<p>PhD in Communication (University of South Florida)</p> <p><u>Relevant courses taken:</u></p> <ul style="list-style-type: none"> - Space Time & Subjectivity Narrative - Communication Pedagogy - Social Structures - Intercultural Communication - Advanced Qualitative Methods - Narrative Reasoning 	<p><u>Certifications:</u></p> <ul style="list-style-type: none"> - Women & Gender Studies - Leadership <p><u>Graduate courses taught:</u></p> <ul style="list-style-type: none"> - Communication Activism - Graduate Research Methods <p><u>Undergraduate courses taught:</u></p> <ul style="list-style-type: none"> - Communication Activism - Communication Research

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	<ul style="list-style-type: none"> - COMM 599 Teaching Assistant Pedagogy - COMM 691 Applied Communication Capstone - MALS 650 Graduate Research Methods 	<ul style="list-style-type: none"> - Interviews & Focus Groups - Family Communication - Role of Critical Theory 	<ul style="list-style-type: none"> - Gender Communication - Communication Theory - Interpersonal Communication Foundations - Communication Campaigns - Communication Law & Ethics - Business & Professional Communication - Organizational Communication - Communication Capstone: Thesis
Professor / Full	<ul style="list-style-type: none"> - COMM 500 Foundations of the Communication Discipline - COMM 501 Communication Leadership - COMM 519 Communication & Media Campaigns - COMM 530 Communication to Targeted Audiences - COMM 575 Communication Theory - COMM 599 Teaching Assistant Pedagogy - COMM 691 Applied Communication Capstone - MALS 650 Graduate Research Methods 	<p>PhD in Communication (University of Southern Mississippi)</p> <ul style="list-style-type: none"> - Organizational Communication, Studies in Management <p><u>Relevant courses taken:</u></p> <ul style="list-style-type: none"> - Public Relations - Organizational Management - Problems in Management - Labor Management Relations - Teaching in Communication 	<p><u>Certifications:</u></p> <ul style="list-style-type: none"> - Mediation <p><u>Undergraduate courses taught:</u></p> <ul style="list-style-type: none"> - Modern Human Communication: Principles & Practices - Interpersonal Communication Foundations - Organizational Communication - Communication Capstone: Project - Conflict Management
Professor / Full	<ul style="list-style-type: none"> - COMM 500 Foundations of the Communication Discipline - COMM 509 Public Relations - COMM 519 Communication & Media Campaigns - COMM 530 Communication to Targeted Audiences - COMM 560 Persuasion - COMM 575 Communication Theory - COMM 599 Teaching Assistant Pedagogy - COMM 691 Applied Communication Capstone - MALS 650 Graduate Research Methods 	<p>PhD in Communication (University of Colorado Boulder)</p> <p><u>Relevant courses taken:</u></p> <ul style="list-style-type: none"> - Marxist economy - Public Media & Entertainment - Personnel Management 	<p><u>Undergraduate courses taught:</u></p> <ul style="list-style-type: none"> - Introduction to Public Relations & Integrated Communication - Strategic Communication Campaigns
Associate Professor / Full	<ul style="list-style-type: none"> - COMM 575 Communication Theory - COMM 502 Communication Activism - COMM 560 Persuasion - COMM 599 Teaching Assistant Pedagogy - COMM 691 Applied Communication Capstone 	<p>PhD in Spanish Culture & Literature (Syracuse University)</p> <p><u>Relevant courses taken:</u></p> <ul style="list-style-type: none"> - Semiotics courses - Rhetoric courses 	<p><u>Undergraduate courses taught:</u></p> <ul style="list-style-type: none"> - Semiotics of Culture - 'Screens': Communication Systems in Global Media - Popular Culture in the World
Associate Professor / Full	<ul style="list-style-type: none"> - COMM 500 Foundations of the Communication Discipline - COMM 511 Communication in Health Contexts 	<p>PhD in Communication (University of Kentucky)</p> <ul style="list-style-type: none"> - Health Communication 	<p><u>Certifications:</u></p> <ul style="list-style-type: none"> - Health Communication

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	<ul style="list-style-type: none"> - COMM 519 Communication & Media Campaigns - COMM 530 Communication to Targeted Audiences - COMM 575 Communication Theory - COMM 599 Teaching Assistant Pedagogy - COMM 691 Applied Communication Capstone - MALS 650 Graduate Research Methods 	<p><u>Relevant courses taken:</u></p> <ul style="list-style-type: none"> - Seminar in Health Communication - Health Communication Campaigns - Social Support/Interpersonal Health Communication - Aging and Family Values - Hospice/End of Life Care - Health Communication Research Methods - Quantitative Methods in Communication Research - Qualitative Methods in Communication Research - Basic Statistical Analysis - Research Design and Analysis - Regression and Correlation 	<p><u>Graduate courses taught:</u></p> <ul style="list-style-type: none"> - Graduate Research Methods <p><u>Undergraduate courses taught:</u></p> <ul style="list-style-type: none"> - Media, Self, & The World - Communication Research - Communication Capstone: Thesis - Health Communication - Health & The Media - Interpersonal Health Communication
Assistant Professor / Full	<ul style="list-style-type: none"> - COMM 500 Foundations of the Communication Discipline - COMM 519 Communication & Media Campaigns - COMM 530 Communication to Targeted Audiences - COMM 540 Media Uses and Effects - COMM 560 Persuasion - COMM 575 Communication Theory - COMM 599 Teaching Assistant Pedagogy - COMM 691 Applied Communication Capstone - MALS 650 Graduate Research Methods 	<p>PhD in Communication & Media Studies (Rutgers University)</p> <p><u>Relevant courses taken:</u></p> <ul style="list-style-type: none"> - Foundations in Organizational Communication - Mediated Communication in Organizations - Communication Research in Organizations - Knowledge Management in Organizations - Information & Communication Processes - Research Foundations - Qualitative Research Methods - Quantitative Research Methods - Mediated Communication 	<p>Communication Specialist for the Marine and Coastal Sciences at Rutgers University</p> <ul style="list-style-type: none"> - Jacques Cousteau National Estuarine Research Reserve - Graduate Faculty <p><u>Undergraduate courses taught:</u></p> <ul style="list-style-type: none"> - Media, Self, & The World - Communication Research - Foundations of Journalism & Mass Communication - Communication Theory - Interactive Media & Society
Assistant Professor / Full	<ul style="list-style-type: none"> - COMM 500 Foundations of the Communication Discipline - COMM 502 Communication Activism - COMM 519 Communication & Media Campaigns - COMM 530 Communication to Targeted Audiences - COMM 531 Communication for Diverse Audiences - COMM 575 Communication Theory - COMM 599 Teaching Assistant Pedagogy - COMM 691 Applied Communication Capstone - MALS 650 Graduate Research Methods 	<p>PhD in Mass Communication & Media Arts (Southern Illinois University Carbondale)</p> <p><u>Relevant courses taken:</u></p> <ul style="list-style-type: none"> - Qualitative Research - Inferential Statistics - Discourse Analysis - Phenomenology - Rhetoric - Visual Rhetoric - Philosophies of Gender, Gender & 	<p>Southern Illinois University Carbondale</p> <ul style="list-style-type: none"> - LGBTQ Resource Center Coordinator <p><u>Certifications:</u></p> <ul style="list-style-type: none"> - Women, Gender, & Sexuality Studies <p><u>Undergraduate courses taught:</u></p> <ul style="list-style-type: none"> - Communication Research - Gender Communication

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Assistant Professor / Full	<ul style="list-style-type: none"> - COMM 500 Foundations of the Communication Discipline - COMM 530 Communication to Targeted Audiences - COMM 575 Communication Theory - COMM 691 Applied Communication Capstone - MALS 650 Graduate Research Methods 	<p>Anthropology</p> <p>PhD in Communication Studies (University of Iowa)</p> <p><u>Relevant courses taken:</u> Ethnography courses Film & Culture courses</p>	<ul style="list-style-type: none"> - Foundations of Journalism <p>University of Iowa</p> <ul style="list-style-type: none"> - Graduate Faculty <p><u>Undergraduate Courses Taught:</u></p> <ul style="list-style-type: none"> - Media, Self, & The World - Intercultural Communication - Our Stories, Our Cultures - Ethnographic Film
Assistant Professor / Full	<ul style="list-style-type: none"> - COMM 500 Foundations of the Communication Discipline - COMM 501 Communication Leadership - COMM 502 Communication Activism - COMM 519 Communication & Media Campaigns - COMM 530 Communication to Targeted Audiences - COMM 540 Media Uses and Effects - COMM 575 Communication Theory - COMM 599 Teaching Assistant Pedagogy - COMM 691 Applied Communication Capstone - MALS 650 Graduate Research Methods 	<p>PhD in Communication (University of Massachusetts Amherst)</p> <p><u>Relevant courses taken:</u></p> <ul style="list-style-type: none"> - Media Effects - Mass Communication Theory - Advanced Quantitative Methods - Gender/Intersectionality (Race, Class, Gender) - Communication Theory 	<p>Franklin Pierce University</p> <ul style="list-style-type: none"> - Director of the Women in Leadership Certificate Program <p>Southern New Hampshire University</p> <ul style="list-style-type: none"> - Graduate Faculty <p><u>Undergraduate courses taught:</u></p> <ul style="list-style-type: none"> - Media, Self, & The World - Communication Theory - Communication Research - Gender Communication - Communication Capstone: Project
Assistant Professor / Full	<ul style="list-style-type: none"> - COMM 500 Foundations of the Communication Discipline - COMM 502 Communication Activism - COMM 519 Communication & Media Campaigns - COMM 530 Communication to Targeted Audiences - COMM 531 Communication for Diverse Audiences - COMM 560 Persuasion - COMM 575 Communication Theory - COMM 599 Teaching Assistant Pedagogy - COMM 691 Applied Communication Capstone - MALS 650 Graduate Research Methods 	<p>PhD in Communication Science (University of Wisconsin-Madison)</p> <ul style="list-style-type: none"> - Educational Psychology Quantitative Statistics minor <p><u>Relevant courses taken:</u></p> <ul style="list-style-type: none"> - Persuasion - Communication and Conflict Resolution - Interpersonal Communication - Intercultural Communication - Communication Theory - Communication Pedagogy - Group Communication - Computer-Mediated Communication - Research Methods - Quantitative Methods - Advanced statistics courses 	<p>Former curriculum consultant for ESTEEM: Communication for Life nonprofit organization (personal safety, leadership/empowerment, conflict resolution, collaboration)</p> <p><u>Certifications:</u> Victim Advocacy Services (in progress)</p> <p><u>Undergraduate Courses Taught:</u></p> <ul style="list-style-type: none"> - Modern Human Communication - Public Speaking - Persuasion (Theory & Communication Campaigns) - Interpersonal Communication - Intercultural Communication - Communication Research Methods - Professional Communication - Small Group Communication

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			<ul style="list-style-type: none"> - Family Communication - Communication Capstone: Project - Senior Thesis
<p>Assistant Professor / Full</p>	<ul style="list-style-type: none"> - COMM 500 Foundations of the Communication Discipline - COMM 509 Public Relations - COMM 519 Communication & Media Campaigns - COMM 530 Communication to Targeted Audiences - COMM 531 Communication for Diverse Audiences - COMM 575 Communication Theory - COMM 599 Teaching Assistant Pedagogy - COMM 691 Applied Communication Capstone - MALS 650 Graduate Research Methods 	<p>PhD in Mass Communication (University of South Carolina-Columbia)</p> <p><u>Relevant courses taken:</u></p> <ul style="list-style-type: none"> - Public Relations courses - Strategic Communication courses 	<p>University of South Carolina-Columbia</p> <ul style="list-style-type: none"> - Founder of Center for Strategic Communication - Founder of the Carolina Agency <p><u>Undergraduate courses taught:</u></p> <ul style="list-style-type: none"> - Principles of Advertising - Brand Strategy & Advertising - Strategic Communication Campaigns

NEW PROGRAM PROPOSAL

Total FTE needed to support the proposed program (i.e., the total FTE devoted just to the new program for all faculty, staff, and program administrators):

Faculty	Staff	Administration
13	1	1

Faculty /Administrative Personnel Changes

Provide a brief explanation of any additional institutional changes in faculty and/or administrative assignment that may result from implementing the proposed program. (1000 characters)

There are 13 tenured/tenure-track faculty members, and several slotted members who teach BA program requirements. These resources and necessary new hires will be central to the staffing and development of the MA. CCU Administration has shown considerable support in funding recent faculty hires and the media studio with editing lab in Edwards 255. Due to the continued growth of the BA, along with planned additions (Sports Communication concentration, Health Communication minor), faculty demands are high. The department requires four future faculty hires for this degree—one in Organizational Communication and Communication Leadership, another in PR/Integrated Communication, and two additional faculty members to assist with foundation courses—to successfully offer the proposed curriculum while considering current faculty loads and responsibilities. Cost and income projections below are based on new faculty hires, administrative support, three graduate assistants, and enrollment starting with 18 and growing to 36 by year two. The program director will be chosen from existing tenured/tenure-track faculty.

Library and Learning Resources

Identify current library/learning collections, resources, and services necessary to support the proposed program and any additional library resources needed. (1000 characters)

In response to the changing nature of information, the library provides access to resources in various formats, including print, audiovisual, electronic, and streaming media materials. Library holdings are supplemented with other library collections available through the statewide consortia (PASCAL, DISCUS) and interlibrary loan. Journals are provided via publisher and aggregator databases and direct subscription. In addition to general subject databases, *Communication Source* specifically supports the proposed program. All content owned or provided by the library is accessible via the library's online catalog, through a discovery service (EDS) and through the A- Z journal list. Access to full-text serial content is provided via an open-URL link resolver. The library's webpage can be accessed via: <http://www.coastal.edu/library>.

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Student Support Services

Identify academic support services needed for the proposed program and any additional estimated costs associated with these services. (500 characters)

Students in this program will have access to an extensive network of support services currently in existence at the university. These include, but are not limited to, library services and technology support (e.g., the main help desk, student computing services, and distance learning Moodle resources). In addition, accessibility and disability services are currently available for any student who might need them. Since these services are already in existence, there will be no additional costs.

Physical Resources

Identify any new instructional equipment needed for the proposed program. (500 characters)

The MA will be supported by CCU's current equipment. Teaching, research, and writing within this program is fully supported with conventional computer labs, software packages, and available instructional technologies. Teaching spaces on campus already include current technologies with regularly upgraded software. All classrooms to be used are connected to the Internet and have Smart board/Promethean technology.

Will any extraordinary physical facilities be needed to support the proposed program?

Yes

No

Identify the physical facilities needed to support the program and the institution's plan for meeting the requirements, including new facilities or modifications to existing facilities. (1000 characters)

No extraordinary physical facilities will be needed to support this proposed program. The MA in will be housed primarily in Brittain Hall, a 48,995 square-foot building that contains most of the classrooms and faculty offices that will support this program. Brittain Hall includes 103 faculty/staff offices, three large classrooms with tiered seating, and twelve 25- to 30-seat classrooms.

NEW PROGRAM PROPOSAL

Financial Support

Estimated New Costs by Year						
Category	1st	2nd	3rd	4th	5th	Total
Program Administration (1)	\$11,886	\$12,123	\$12,366	\$12,613	\$12,865	\$61,854
Faculty and Staff Salaries (2)	\$93,714	\$156,206	\$146,964	\$162,516	\$165,767	\$725,167
Graduate Assistants	\$39,000	\$65,000	\$65,000	\$65,000	\$65,000	\$299,000
Equipment						\$0
Facilities						\$0
Supplies and Materials	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$7,500
Library Resources	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$7,500
Other						\$0
Total	\$147,600	\$236,329	\$227,330	\$243,130	\$246,632	\$1,101,021
Sources of Financing						
Category	1st	2nd	3rd	4th	5th	Total
Tuition Funding	\$130,831	\$248,264	\$257,989	\$256,536	\$256,689	\$1,150,309
Program-Specific Fees						\$0
State Funding						\$0
Reallocation of Existing Funds						\$0
Federal Funding						\$0
Other Funding	\$16,769					\$16,769
Total	\$147,600	\$248,264	\$257,989	\$256,536	\$256,689	\$1,167,079
Net Total (i.e., Sources of Financing Minus Estimated Costs)	\$0	\$11,935	\$30,659	\$13,407	\$10,057	\$66,058

*Provide an explanation for these costs and sources of financing in the budget justification.

Note 1: Program administration based on .14 of Director's salary plus 28% fringe for year one. Years 2-5 are based on a 2% increase.

ACAP

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Note 2: Faculty and staff salaries include 28% fringe benefits. Years 2-5 are also based on a 2% increase.

Note 3: Estimated costs are based on having 3 graduate teaching assistants during year one and 5 graduate teaching assistants in years 2-5. Graduate teaching assistants will be asked to assist a faculty member teaching a graduate course (maximum 5 graduate courses taught per semester) and also to assist with large undergraduate courses.

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Budget Justification

Provide a brief explanation for the other new costs and any special sources of financing (state funding, reallocation of existing funds, federal funding, or other funding) identified in the Financial Support table. (1000 characters)

Note: Institutions need to complete this budget justification *only* if any other new costs, state funding, reallocation of existing funds, federal funding, or other funding are included in the Financial Support table.

*Other refers to costs related to clerical/support personnel.

NEW PROGRAM PROPOSAL

Evaluation and Assessment

Programmatic Assessment: Provide an outline of how the proposed program will be evaluated, including any plans to track employment. Identify assessment tools or software used in the evaluation. Explain how assessment data will be used. (3000 characters)

Assessment during the program

The following assessment practices will take place each year:

1. The Assessment Committee will collect data from graduate courses in order to assess key student learning outcomes. The courses from which data is collected each year will be determined by current course offerings during a given semester.
 - a. Quantitative data will be collected in the form of exams from three required courses, which include: (1) COMM 500 (Foundations of the Communication Discipline) and (2) COMM 575 (Communication Theory). The Assessment Committee will guide instructors of these courses on data collection procedures and specific content areas for evaluation.
 - b. Quantitative data will also be collected from COMM 691 (Applied Communication Capstone).
2. All enrolled students will be asked to complete course evaluations. After the Office of Institutional Research has compiled this data, it will be made available to the MA in Communication program coordinator and department chair for review. This data will allow for continuous improvement of graduate instruction of the individual instruction and will also aid with the selection of future instructors of MA in Communication graduate courses.
3. Academic advisors will identify MA of Communication students who have earned a C or lower in any graduate class. Together with the student and the program coordinator, the academic advisor will determine a plan to improve future academic performance in the program.
4. During the last semester of the program, students in the MA in Communication program will submit a portfolio containing one of the following from COMM 691 (Applied Communication Capstone): (1) a portfolio for an applied project which partners Coastal with local organizations and/or the community at large; (2) a thesis including data collection and analysis; (3) an equivalent project design approved by the students' advisors. They will work closely with graduate faculty, to ensure all program objectives are met.

Assessment upon completion of the program

Students will complete a survey upon completion of the program that will evaluate their overall satisfaction with the program, as well as their future career plans (i.e., continuation with current profession, entry into a new position or profession) and/or educational plans (i.e., continued education). The program director will use this information to guide MA in Communication program improvements.

Assessment after graduation

Alumni will be asked to complete a voluntary, annual survey in order to identify where alumni are working and the degree to which this program prepared them for their current position. The program director will use this information to guide future programmatic improvements.

The Assessment Committee in the Department of Communication, Media, and Culture will evaluate the data collected each year (using the methods of data collection listed above) in order to make systematic changes to the program. Suggestions will be made by the Assessment Committee to continually improve the Master of Arts in Communication program's curriculum, to improve instructional strategies, as well as to increase overall graduate student learning within the field of communication. The program used for by the department for undergraduate assessment, TealOnline, will be utilized as the method to retain annual assessment reports in order to designate important areas for improvement.

Student Learning Assessment

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Expected Student Learning Outcomes	Methods of/Criteria for Assessment
<p>Objective #1: The proposed program will enrich students' understanding of issues and theoretical approaches in the field of communication.</p> <ul style="list-style-type: none"> - <i>Demonstrate knowledge of current issues and perspectives in communication.</i> - <i>Demonstrate an awareness of the role that communication plays in communication leadership and activism.</i> 	<ul style="list-style-type: none"> - Exams and written literature reviews in COMM 500 or 575
<p>Objective #2: The proposed program will advance students' ability to interpret qualitative and quantitative scientific literature.</p> <ul style="list-style-type: none"> - <i>Demonstrate knowledge of research methodologies employed in the communication discipline.</i> - <i>Articulate the scientific concepts underlying leadership and/or activism communication.</i> 	<ul style="list-style-type: none"> - Research proposal in COMM 575 - Capstone projects & presentations in COMM 691
<p>Objective #3: The proposed program will prepare students to conduct communication research.</p> <ul style="list-style-type: none"> - <i>Propose, evaluate, interpret communication research.</i> - <i>Utilize communication research strategy, methods, and technology to conduct original research in communication leadership or activism.</i> 	<ul style="list-style-type: none"> - Research proposal in COMM 575 - Capstone projects & presentations in COMM 691
<p>Objective #4: The proposed program will challenge students to demonstrate competencies in oral, written, and visual communication that are essential to success in communication practice.</p> <ul style="list-style-type: none"> - <i>Evaluate, interpret, and create campaign messages for activism and public consumption.</i> - <i>Utilize communication strategy, methods, and technology to convey information, influence audiences, or change behavior on communication leadership and activism topics.</i> 	<ul style="list-style-type: none"> - Class projects in COMM 519 - Class projects, exams in COMM 560 or 501/502
<p>Objective #5: The proposed program will engage students in the design of strategic approaches to a wide range of communication challenges.</p> <ul style="list-style-type: none"> - <i>Apply basic communication theory and strategy to the practice of communication.</i> - <i>Evaluate the importance of traditional, social, and emerging digital media to the field of communication.</i> - <i>Demonstrate interpersonal communication and media literacy skills.</i> 	<ul style="list-style-type: none"> - Capstone projects, presentations in COMM 691 - Exams in COMM 519 or 540 - Class projects, exams in COMM 519 or 530
<p>Objective #6: The proposed program will explore principles of ethical responsibility and challenge students to apply these principles to the community, society, discipline, and profession.</p> <ul style="list-style-type: none"> - <i>Demonstrate cultural sensitivity to the practice of leadership and/or activism communication.</i> - <i>Be sensitive to and respectful of cultural differences in communication and media practices.</i> 	<ul style="list-style-type: none"> - Capstone projects, presentations in COMM 691 - Class projects, exams in COMM 500 or 519
<p>Objective #7: The proposed program will prepare students for professional work in the field of communication leadership and/or activism.</p> <ul style="list-style-type: none"> - <i>Attain professional positions in communication leadership, communication activism, and/or related fields.</i> 	<ul style="list-style-type: none"> - Alumni survey

Will the proposed program seek program-specific accreditation?

- Yes
 No

If yes, provide the institution's plans to seek accreditation, including the expected timeline for accreditation. (500 characters)

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Will the proposed program lead to licensure or certification?

Yes

No

If yes, explain how the program will prepare students for licensure or certification. (500 characters)

Teacher or School Professional Preparation Programs

Is the proposed program a teacher or school professional preparation program?

Yes

No

If yes, complete the following components.

Area of Certification

Please attach a document addressing the South Carolina Department of Education Requirements and SPA or Other National Specialized and/or Professional Association Standards.

NEW PROGRAM PROPOSAL

References

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- United States Department of Labor. Bureau of Labor Statistics. (2015). *Employment projections: 2014-2024*. Retrieved from <http://www.bls.gov/news.release/pdf/ecopro.pdf>