

# **Program Modification**

## **B.A./B.S. in University Studies**

**Program Code:** UC-IDVP-BA/ UC-IDVP-BS

**College:** University College

**Department:** Interdisciplinary and Special Programs

**Contact:** Kimberly Pollauf

**Summary:** This proposal requests a name change only, from the current “**Individualized Program**” to the new title “**University Studies**”.

**Rationale:** This title better describes the nature of the program and the students' ability to incorporate course work into their program of study from throughout the University. This name change is part of a larger effort in University College to increase enrollment of adult and non-traditional students.

**Note:** This change is a change of Major title/code only. All other aspects of the program remain unchanged.

# Program Modification

## B.S. in Biology

**Program Code:** SM-BIOL-BS

**College:** Natural Sciences and Mathematics

**Department:** Biology

**Contact:** Robert Steven

**Summary:** The purpose is to create a concentration that includes the current BS in Biology degree in its entirety, unchanged from its present form. This concentration will be called "BIOL" (for BIOLOGical Sciences).

The Bachelor of Science in Biology offered by the Department of Biological Sciences is being renamed **BS in Biology** with a concentration in **Cellular/Molecular Biology (BIOL)**, distinguishing it from the **BS in Biology** with a concentration in **Ecology and Organismal Biology (BIOM)** offered by the Department of Environmental Sciences.

**Rationale:** Freshmen interested in biology are often confused at enrollment because there are two BS in Biology degrees offered by the university from two different departments. Every year there are a few students that mistakenly enroll in the wrong degree program. This revision will allow students to better differentiate between the two biology degrees since the degrees will now be associated with two different concentration labels, BIOM for the BS degree offered by the Department of Environmental Sciences and BIOL for the BS degree offered by the Department of Biological Sciences.

**Note:** This is not a curriculum change. It is an additional level of classification for the program to assist at the administrative level.

# **New Program**

## **Certificate in Organizational Communication**

**Program Code:** AR-ORCM-CER

**College:** Arts and Letters

**Department:** Communication

**Contact:** William Dunn-Myers

**Rationale:** The certificate in Organizational Communication will document organizational communication competency on student transcripts. This is a skill set that is in high demand in organizations. According to the National Association of Colleges and Employer 2019 Survey,\* communication skills and the ability to work in teams are among some of the most sought after attributes that employers look for in college students.

The Certificate is proposed for COMM and MCOM students as well as Non-Communication majors who are interested in a concentration in Organizational Communication.

### **Courses for Certificate**

COMM 2500 Social Media I (3)

COMM 2820 Group Communication (3)

COMM 2830 Organizational Communication (3)

COMM 3880 Professional Business Communication (3)

and one of the following:

COMM 4260 Communication in Non-Profit Organizations (3)

OR

COMM 2890 Crisis & Conflict in Organizations (3)

**Total credit hours: 15**

**Note:** The certificate is made up of courses that already exist.

\*<https://www.nacweb.org/talent-acquisition/candidate-selection/employers-want-to-see-these-attributes-on-students-resumes/>

# **New Program**

## **Certificate in Public Relations Communication**

**Program Code:** AR-PRCM-CER

**College:** Arts and Letters

**Department:** Communication

**Contact:** William Dunn-Myers

**Rationale:** The certificate in Public Relations Communication will document public relations competency on student transcripts. This is a fast growing industry. The U.S. Bureau of Labor Statistics projects a 6% increase in Public Relations jobs in the next 8 years.\*

The Certificate is proposed for COMM and MCOM students as well as Non-Communication majors who are interested in a concentration in Public Relations Communication.

### **Courses for Certificate**

COMM 2500 Social Media I	(3)
COMM 3720 Public Relations Theory	(3)
COMM 4630 Public Relations Practices	(3)
COMM 4640 Public Relations Case Studies	(3)

and one of the following:

COMM 4270 Special Events Planning	(3)
OR	
COMM 3610 Speech Writing	(3)

Note: COMM 2130 Media Writing 1 is a pre-requisite requirement for COMM 3720.

**Total credit hours: 15**

**Note:** The certificate is made up of courses that already exist.

\*<https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>

# **New Program**

## **Certificate in Media Production Communication**

**Program Code:** AR-PUCM-CER

**College:** Arts and Letters

**Department:** Communication

**Contact:** William Dunn-Myers

**Rationale:** The certificate in Media Production Communication will document communication production competency on student transcripts. Professional media production skills are becoming increasingly important as new venues regularly become available for content distribution. Producing high quality content requires the advanced technical skills taught in this certificate.

The Certificate is proposed for COMM and MCOM students as well as Non-Communication majors who are interested in a concentration in Media Production Communication.

### **Courses for Certificate**

COMM 2210 Audio Production I (3)

COMM 2160 Single Camera Production (3)

COMM 2220 Television Studio Production (3)

COMM 3260 Live Sports Production (3)

and one of the following:

COMM 4100 Multimedia Journalism (4)

OR

COMM 4220 Advanced Television Production (4)

**Total credit hours:** 16

**Note:** The certificate is made up of courses that already exist.

# **New Program**

## **Certificate in Social Media Communication**

**Program Code:** AR-SMCM-CER

**College:** Arts and Letters

**Department:** Communication

**Contact:** William Dunn-Myers

**Rationale:** Current estimates put 45% of the world's population on social media.\* Digital consumers spend an average of 2 hours and 22 minutes a day on social media.\*\* The ubiquity of social media has led organizations to take it much more seriously. Many jobs now require a significant amount of time on social media (public relations specialists, marketing managers, copywriter, customer service representatives, market research analyst, etc.). This program prepares students to effectively use social media toward organizational goals.

The Certificate is proposed for COMM and MCOM students as well as Non-Communication majors who are interested in a concentration in Social Media Communication.

### **Courses for Certificate**

COMM 2130 Media Writing I

COMM 2500 Social Media I

COMM 3500 Social Media II

COMM 3290 Content Management

COMM 4330 Integrated Media

**Total credit hours:** 15

**Note:** The certificate is made up of courses that already exist.

\*<https://wearesocial.com/global-digital-report-2019>

\*\*<https://www.globalwebindex.com/hubfs/Downloads/Social-H2-2018-report.pdf>