

## GRADUATE COUNCIL

### PROPOSAL FOR CHANGE IN EXISTING COURSE/PROGRAM

#### ORIGINATING UNIT:

#### TYPE OF ACTION:

\_\_\_\_\_ Change in existing course  
\_\_\_X\_\_\_ Change in existing program

#### TYPE OF CHANGE REQUESTED:

_____ Number	_____ Title
_____ Description	_____ Prerequisite(s)
___X___ Drop course/program	___X___ Program Requirements
_____ Other (specify) _____	

#### Current CIP Code (programs only):

Does the change require a new or change in CIP Code: \_\_\_Yes \_\_\_X\_\_\_No

If yes, what is the proposed new CIP code? \_09.0900\_ (current CIP code)

\*for reference please visit: <https://nces.ed.gov/ipeds/cipcode/resources.aspx?y=56>

**Semester and Year Change(s) take effect: Fall 2020**

Is the program already considered TCU STEM? No

Does the change include a request to be a TCU STEM program? No

Appropriate Computer Abbreviation (30 spaces or less): MS in Strategic Communication

DESCRIPTION OF CHANGE – highlight, **bold**, *italics*, or otherwise identify parts that are changed in proposed copy (omit if dropping a course or program):

#### **Present catalog copy:**

The Master of Science in Strategic Communication require 36 hours.

All Strategic Communication graduate students take the following core courses.

<a href="#">STCO 50123</a>	Foundations	3
<a href="#">STCO 50183</a>	Management and Leadership	3
<a href="#">STCO 60113</a>	Research Methods	3
<a href="#">STCO 60133</a>	Ethics	3
<a href="#">STCO 60123</a>	Theory	3
<a href="#">STCO 60183</a>	Global Strategic Communication	3

Students may select up to 18 hours of strategic communication courses that best fit their career needs. With special permission from the graduate director, up to 6 approved graduate hours may be taken outside the Department of Strategic Communication.

Students may choose one of two tracks for graduation.

### **Proposed catalog copy:**

The Master of Science in Strategic Communication require 36 hours.

All Strategic Communication graduate students take the following core courses.

<a href="#">STCO 50123</a>	Foundations and Theory	3
<a href="#">STCO 50183</a>	Management and Leadership	3
<a href="#">STCO 60113</a>	Research Methods	3
<a href="#">STCO 60133</a>	Ethics	3
<a href="#">STCO 60123</a>	Theory	3
<a href="#">STCO 60183</a>	Global Strategic Communication	3

Students may select up to 21 hours of strategic communication courses that best fit their career needs. With special permission from the graduate director, up to 6 approved graduate hours may be taken outside the Department of Strategic Communication.

**Supporting EVIDENCE OR JUSTIFICATION:**

Currently, the curriculum offers separate Foundations and Theory courses. Students may find themselves taking Theory concurrently with their Thesis or Project course, or with other courses that use theory and/or would benefit from students' prior exposure to the foundational theories of the discipline. Currently, the foundations course offers analysis and discussion of significant issues in strategic communication, with a focus on related literature, research areas, and professional practice. The Theory course provides an introduction to the theories of advertising, public relations, and mass communication, with attention to how theories inform practice and practice informs theory.

This change is proposed to create an introductory course to the program that would provide graduate students with a strong theoretical foundation and to help them better align theory with significant issues, content areas, and practice throughout subsequent courses. Additionally, it is designed to ensure that students have this foundational content prior to beginning their Project or Thesis. Therefore, as part of this plan, we will drop STCO 60123: Theory from the catalogue.

**Explain how the change(s) will affect the current outcomes and assessment mechanisms?**

This revision will open up hours in the students' degree plans, which will allow the program to offer more courses in key content areas. The combined class will maintain the objectives of the two courses. Having piloted this process through a special topics course, we are confident that the learning outcomes can be achieved in through this proposed plan. Students still are required to take 36 hours to complete the program, 15 (instead of 18) of which are from core courses required for the program.

**ADDITIONAL RESOURCES REQUIRED:**

**Faculty: None**

**Space: None**

**Equipment: None**

**Library: None**

**Other: None**

***CHANGE IN TEACHING LOAD:***

**Does this change affect any other units of the University?    ☐ Yes   ☒ No**

**If yes, submit supporting statement signed by chair of affected unit.**

**If cross-listed, provide evidence of approval by all curriculum committees appropriate to both the originating and the cross-listed units.**

**Chair of Originating Unit:**

**Signature:** Jacque Lambiase

**Name:** Jacque Lambiase

**Unit:** Strategic Communication

**Revised 12/2019**