

**UNDERGRADUATE COUNCIL
Request for Change(s)**

Originating unit requesting change

Department of Strategic Communication

Type of Change requested:

- | | | |
|---|--|---|
| <input type="checkbox"/> Course number(s) | <input type="checkbox"/> Course prerequisite(s) | <input type="checkbox"/> Program title |
| <input type="checkbox"/> Course title | <input type="checkbox"/> Drop course(s) | <input type="checkbox"/> Program description |
| <input type="checkbox"/> Course description | <input checked="" type="checkbox"/> Drop program(s) | <input type="checkbox"/> Program requirements |

Semester and year change(s) take effect:

June 2021

Appropriate computer abbreviation if
course title is more than 30 spaces:

Briefly summarize the change requested:

Please drop the three concentration programs for the Department of Strategic Communication:
Strategic Communication (BS)—Concentration in Advertising
Strategic Communication (BS)—Concentration in Public Relations
Strategic Communication (BS)—Concentration in Integrated

Programs Only

Current Title: Strategic Communication (BS), Concentrations in Advertising, Public Relations or Integrated

New Title: Strategic Communication (BS)

Current Code: STCO-BS Proposed New Code (list 2): _____ or _____
(ex: INDE-BFA)

Can have second major: ____ Yes ____ No

Current CIP Codes: 09.0900

If yes, what is the proposed CIP code? _____

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

Catalog copy

Present catalog copy (paste-up from catalog is acceptable).

Proposed change(s). (Include exact catalog copy as desired. Underline changes)

Request for Changes

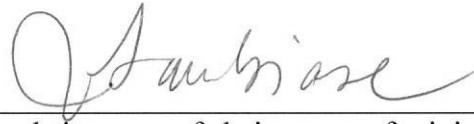
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1. What is the justification for the change(s) requested?
The Strategic Communication department dropped the concentration options in 2018, and the concentrations have not been listed in the catalog the past two years. Currently, three STCO students are scheduled to earn a STCO concentration, two in December 2020 and one May 2021. After that no remaining student will be working toward one of the concentrations. The concentrations need to be removed from PeopleSoft because they are no longer active.
 2. If applicable, explain how the change(s) will affect the current program outcomes and assessment mechanisms.
The Strategic Communication department continues to offer a BS in Strategic Communication, just no concentrations. Because the concentrations are inactive, they do not need to be assessed.
 3. **Faculty Resources:** How will the unit provide faculty support for this change and any other impact this change may have on other current departmental listings.
NA
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4. **Educational Resources:** Will this change require additional resources not currently available (e.g. space, equipment, library, other)? YES
If yes, list additional resources needed. NO

5. If this change affects other units of the University, include a statement signed by the chairperson(s) of the affected unit(s).

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



Approval signature of chairperson of originating unit