TO: College of Arts and Sciences Curriculum Committee

FROM: Mary Hoffman, Chair
Department of Communication and Journalism

DATE: January 12, 2016

RE: Integrated Strategic Communication (ISC) Program Change – ISC Minor

We request implementation of the following program change with the next possible Catalog.

Name of Program —
Minor - Integrated Strategic Communication, Liberal Arts, Advertising
Minor - Integrated Strategic Communication, Liberal Arts, Public Relations

Program Code — 585-401 & 585-402

Date of Department/Program Approval — October 14, 2015

From: page 104 of 2015-16 Catalog

To: Delete the two minor programs noted above and create a single Integrated Strategic Communication Minor (Code 585-4XX) (new program code to replace program codes above):

Integrated Strategic Communication minors must complete 24 credits that include:
- CJ 184 Multimedia Communication
- CJ 260 Introduction to Integrated Strategic Communication
- CJ 300 Research Methods
- CJ 362 Strategic Media Planning
- CJ 373 Writing for Public Relations
- CJ 413 Mass Media Law & Ethics

CJ electives: six credits*

*Note: Only one of CJ 202 or CJ 203 may count toward elective credits in the minor.

Why: The slightly redesigned minor will be more attractive to disciplines throughout the university, as the skills and knowledge taught could be directly applicable to the promotion of any field of study. The fields of advertising and public relations have become increasingly integrated and a single minor provides students with majors in other areas a broad foundation. In addition, due to budgetary restrictions leading to the cancellation of a faculty search, the inability to hire adjunct instructors, and the
voluntary separation of a faculty member, the curriculum needed to be redesigned to work successfully with the remaining faculty in the program.