REPORT FOR THE UNIVERSITY SENATE

University Senate Committee: Academic Policies Committee

Brief History of Issue—why the issue is being considered (from the Department of Communication Journalism proposal):
As a result of the trend toward convergence [in Public Relations and Advertising], the communication industry has seen a rise in the number of companies and job postings for strategic communication professionals (a field that integrates many communication areas, specialties, and skills), and a decline in the more traditional titles of: public relations, advertising, or mass communication positions. While we already teach our students the skills necessary to thrive in strategic communication positions, they are at a disadvantage when their transcript does not say “strategic communication.” These functions are much better off integrated than they are being apart.

The www.simplyhired.com website illustrates the discrepancy in salaries based on position title:
Advertising: $51,000
Public Relations: $52,000
Mass Media: $60,000
Strategic Communication: $77,000

Points Discussed by Committee:
1. The Department of Communication and Journalism offers three different majors/minors: Communication, Journalism, and Mass Communication. Within Mass Communication, students can specialize in Advertising or Public Relations. This proposal is focused on the Mass Communication major and minor and the advertising and public relations emphases under Mass Communication.
2. Both Advertising and Public Relations will be retained as emphases.
3. The change from “Mass Communication” to “Integrated Strategic Communication” is a more accurate reflection of industry and the transitioning curriculum.
4. The Department of Communication and Journalism is currently revising the curriculum to reflect the changes in industry.
5. The theories and philosophies behind Advertising and Public Relations have also merged—especially with changes in social media and other technology.

Pros of Recommendation:
1. Students will be able to compete better for jobs with “Integrated Strategic Communication” on their transcripts.
2. The title will better fit the curriculum, once the curriculum revisions have been completed.

Cons of Recommendation:
None. Faculty are already working on revising the curriculum.

Technology/Human Resource Impact:
None. In fact, the associated curriculum changes will result in more seats available for students.

Committee Recommendation:
Rename Mass Communication within the Department of Communication and Journalism to Integrated Strategic Communication for the major, minor, public relations emphasis and advertising emphasis.
MOTION FOR THE UNIVERSITY SENATE

The Academic Policies Committee,

by a vote of _8_ in favor and _0_ against on October 21, 2014

recommends that the title Mass Communication within the Department of Communication and Journalism be renamed to Integrated Strategic Communication for the major, minor, public relations emphasis and advertising emphasis.

Specific text changes for the Undergraduate Catalog are provided below:

From: Page 100 of the Catalog Year 2014-2015

MAJOR: MASS COMMUNICATION, Liberal Arts
Advertising Emphasis (Code 584-205)

MINOR: MASS COMMUNICATION, Liberal Arts
Advertising (Code 584-405)

MAJOR: MASS COMMUNICATION, Liberal Arts
Public Relations Emphasis (Code 584-270)

MINOR: MASS COMMUNICATION, Liberal Arts
Public Relations (Code 584-470)

To:

MAJOR: INTEGRATED STRATEGIC COMMUNICATION, Liberal Arts
Advertising Emphasis (Code 584-2XX)

MINOR: INTEGRATED STRATEGIC COMMUNICATION, Liberal Arts
Advertising (Code 584-4XX)

MAJOR: INTEGRATED STRATEGIC COMMUNICATION, Liberal Arts
Public Relations Emphasis (Code 584-2XX)

MINOR: INTEGRATED STRATEGIC COMMUNICATION, Liberal Arts
Public Relations (Code 584-4XX)

Implementation Date: 2015-2016 Catalog

Signed: ______Jean A. Pratt_____
Chair of the Committee

Send to: University Senate Office