September 12, 2014

TO: College of Arts and Sciences Curriculum Committee

FROM: Department of Communication & Journalism
Mary Hoffman, Chair, hoffmanm@uwec.edu

RE: Program Change: Name Changes

We request implementation of the following program name changes with the next possible Catalog. These changes were approved by the Department on September 3, 2014.

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)

Why: Social media and other technology have changed the media environment in such a way that the functions traditionally assigned to public relations and advertising have become much more integrated. In a document entitled “Convergence Ahead,” communication firm Weber Shandwick summarizes, “Ultimately, because of the media environment we live in, with blurred lines brought forth by technology and social media, these functions are much better off integrated than they are being apart. Having “silo-ization” just doesn’t make sense any more.” The term used to refer to this overlap of skills and knowledge—the opposite of this silo-ization—is Integrated Strategic Communication.

As a result of the trend toward convergence, 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.

A change in the name of the major from Mass Communication to Integrated Strategic Communication (along with the forthcoming revision of the curriculum) will better reflect the skills and knowledge associated with a degree in this area, and help give UWEC graduates better access to the job market. Although students will still select an advertising or PR emphasis within the Integrated Strategic Communication major or minor the overall framework of the program and the courses within the program will provide a stronger focus on the integrated nature of the field.

According to www.simplyhired.com (a site that uses data compiled by millions of job listings), there is a discrepancy in salaries based on title:

| Average salary for jobs with titles containing: | Advertising: $51,000 | Public Relations: $52,000 | Mass Media: $60,000 | Strategic Communication: $77,000 |