REPORT FOR THE UNIVERSITY SENATE

University Senate Committee: Academic Policies Committee

Brief History of Issue—why the issue is being considered:
The Department of Communication and Journalism currently offers a 24-credit minor in Integrated Strategic Communication. A 15-credit certificate would be more appealing to students in credit-intensive majors like music.

Points Discussed by Committee:
1. The 24-credit minor and the 15-credit certificate would both have the same name: Integrated Strategic Communication.
2. The certificate is very clearly focused on public relations and advertising.
3. 9 of the 15 credits for the certificate are also required of the minor; one of the elective courses for the certificate is required of the minor.
4. The CJ 300 Research Methods could be overhead by other departments, so students can take one four other research methods courses and still have 12 unique credits in the certificate.

Pros of Recommendation:
1. A 15-credit certificate is more attainable than a 24-credit minor.
2. The certificate content is applicable across fields.

Cons of Recommendation: None

Technology/Human Resource Impact: None. Faculty and courses currently exist.

Committee Recommendation:
Establish a certificate in Integrated Strategic Communication within the Department of Communication and Journalism.
MOTION FOR THE UNIVERSITY SENATE

The Academic Policies Committee,

by a vote of ___9___ in favor and ___0___ against on March 1, 2016,

recommends that a certificate in Integrated Strategic Communication within the Department of Communication and Journalism be established.

Implementation Date: 2016-2017 Catalog

Signed: ______Jean A. Pratt_____
    Chair of the Committee

Send to: University Senate Office