



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

01/28/2021

Institution

Missouri Western State University

Site Information

Implementation Date:

6/1/2021 12:00:00 AM

Added Site(s):

Selected Site(s):

Missouri Western State University, 4525 Downs Drive, St. Joseph, MO, 64507

CIP Information

CIP Code:

090101

CIP Description:

A program that focuses on the scientific, humanistic, and critical study of human communication in a variety of formats, media, and contexts. Includes instruction in the theory and practice of interpersonal, group, organizational, professional, and intercultural communication; speaking and listening; verbal and nonverbal interaction; rhetorical theory and criticism; performance studies; argumentation and persuasion; technologically mediated communication; popular culture; and various contextual applications.

CIP Program Title:

Speech Communication and Rhetoric

Institution Program Title:

Convergent Journalism and Public Relations

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Science

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Hybrid

Online



DEPARTMENT OF HIGHER EDUCATION & WORKFORCE DEVELOPMENT

New Program Report

Student Preparation

Special Admissions Procedure or Student Qualifications required:

This is a curriculum revision of an existing program (BS in Strategic Communication).

No special preparation required

Specific Population Characteristics to be served:

n/a

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:

Terminal degree in the related field.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:

100% of credit hours will be taught by full-time faculty.

Expectations for professional activities, special student contact, teaching/learning innovation:

JOU 311: Griffon Media, knowledge and experience in a professional environment or teaching news publication and/or video.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 15	Part Time: 3	
Year 2	Full Time: 17	Part Time: 2	
Year 3	Full Time: 20	Part Time: 2	Number of Graduates: 8
Year 4	Full Time: 23	Part Time: 4	
Year 5	Full Time: 25	Part Time: 4	Number of Graduates: 13

Percentage Statement:

100.00

Program Accreditation

Institutional Plans for Accreditation:

The program will not seek specialized accreditation above and beyond institutional accreditation by HLC.

Program Structure

Total Credits:

120

Residency Requirements:

n/a

General Education Total Credits:

42

Major Requirements Total Credits:

63

Course(s) Added



DEPARTMENT OF
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New Program Report

COURSE NUMBER	CREDITS	COURSE TITLE
COM 205	3	Intro to Mass Media

Free Elective Credits:

15

Internship or other Capstone Experience:

Senior Project: 3 credits Internship: 3 credits 6 credits total

Assurances

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus, CBHE-approved service region or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program within the geographically applicable area.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

First and Last Name: YEN TO

Email: yto@missouriwestern.edu

Phone: 816-271-4548

Missouri Western State University

Major Declaration Form

Student Name _____

Address _____

Street

Address _____

City

State

ZIP

Telephone _____ G# _____

Advisor _____ Department _____

SIGNATURES REQUIRED:

Student _____ Date _____

Advisor _____ Date _____

Chairperson _____ Date _____

Dean _____ Date _____

Registrar _____ Date _____

Degree/Program:	B.S. – Strategic Communication
Major:	Strategic Communication
Concentration:	
Catalog Year: 2020-2021	Expires: 2025-2026

DEGREE REQUIREMENTS

- Earn a minimum of 120 credit hours (100 level and higher, maximum of 6 CED credit hours applicable).
- Earn a minimum of 30 credit hours in upper division courses. Lower division transfer courses accepted as meeting upper division departmental-course requirements cannot be used to fulfill this requirement.
- Earn 30 of the last 45 credit hours at MWSU in institutional course work (exclusive of credit by examination).
- Participate in required departmental and campus wide assessments.
- Earn an overall and major GPA of at least 2.0.
- Fulfill the Missouri Constitution requirement.
- Successfully pass the Missouri Higher Education Civics Achievement exam.

GENERAL STUDIES REQUIREMENTS

General Education focuses on a broad range of courses that help students acquire academic skills and knowledge necessary for understanding, communicating and performing in a diverse and complex world. Bachelor degrees require a general studies curriculum with a minimum of 42 credit hours. Specific course options can be found through the student's GPS record in Goldlink or at missouriwestern.edu/registrar/gened.

MAJOR REQUIREMENTS		(58 Credits)	
		Credit	Grade
COM 205	Introduction to Mass Media	3	
COM 210	Presentational Communication	3	
COM 215	Introduction to Strategic Communication	3	
COM 222	Communication Theory	3	
COM 311	Crisis & Risk Communication	3	
COM 320	Research Methods in Communication	3	
COM 382	Strategic Communication Writing	3	
JOU 227 COM 410	Publication Design Organizational Communication	3	
COM 415	Strategic Communication Campaigns	3	
COM 444	Strategic Communication Practices	3	
JOU 402 COM 460	Senior Project Internship	33	
JOU 403	Media Law & Ethics	3	
JOU 214	Journalism Practicum: Broadcast Prod.	2	
JOU 227	Publication Design	3	
JOU 324	Web Content & Design	3	
JOU 402	Senior Project	3	
COM 314	Persuasion	OR	

	Any COM 300 level or higher	3	
JOU 432	Social Media Branding	3	
TOTAL		58	

No more than one D is permitted in the major.

All students should seek the advice of an MWSU advisor. The student is responsible for knowing the regulations and policies in the current Uni-

Missouri Western State University
Major Declaration Form

Student Name _____
 Address _____
 Street _____
 Address _____
 City _____ State _____ ZIP _____
 Telephone _____ C# _____
 Advisor _____ Department _____

SIGNATURES REQUIRED:

Student _____ Date _____
 Advisor _____ Date _____
 Chairperson _____ Date _____
 Dean _____ Date _____
 Registrar _____ Date _____

Degree/Program:	B.S. – Convergent Journalism & Public Relations/Strategic Communication
Major:	Convergent Journalism & PR/Strategic Communication
Concentration:	→
Catalog Year: 2020-2021	Expires: 2025-2026

GENERAL REQUIREMENTS

- Earn a minimum of 120 credit hours (100 level and higher, maximum of 6 CED credit hours applicable).
- Earn a minimum of 30 credit hours in upper division courses. Lower division transfer courses accepted as meeting upper division departmental course requirements cannot be used to fulfill this requirement.
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GENERAL STUDIES REQUIREMENTS

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MAJOR REQUIREMENTS (6358 Credits)		Credit	Grade
COM 205	Introduction to Mass Media	3	
COM 210	Presentational Communication	3	
COM 305/215	Interpersonal Communication/Introduction to Strategic Communication	3	
COM 311	Crisis & Risk Communication	3	
COM 342/222	Intercultural Communication/Communication Theory	3	
COM 410	Organizational Communication	3	
COM 420	Research Methods in Communication	3	
COM 460/COM 311	Internship/Crisis & Risk Communication	3/3	
JOU 104/COM 320	Digital Photography/Research Methods in Communication	3/3	
JOU 204/COM 382	Digital Videography/Strategic Communication-Writing	3/3	
JOU 227/COM 440	Media/Publication Design/Organizational Communication	3/3	
JOU 311	Griffon Media	6	
COM 415	Strategic Communication Campaigns	3	
JOU	Web Content & Design/Strategic	3/3	

COM 215	Introduction to Public Relations Reporting for the Media	OR	
JOU 202		3	
COM 482	PR Writing Advanced Reporting Any COM 300 level or higher	OR	
JOU 322		3/3	
COM 415	PR Campaigns	OR	
JOU 428/JOU 432	Multimedia Storytelling/Social Media Branding	3/3	
TOTAL		6358	

No more than one D is permitted in the major.

All students should seek the advice of a MWSU advisor. The student is responsible for knowing the regulations and policies in the current University Catalog and Student Handbook and for meeting the requirements.

No more than one D is permitted in the major.

All students should seek the advice of an MWSU advisor. The student is responsible for knowing the regulations and policies in the current University Catalog and Student Handbook and for meeting the requirements

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- PUBLIC
 INDEPENDENT

NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW

When finished, please save and email to: he.academicprogramactions@dhe.mo.gov

Sponsoring Institution: Missouri Western State University

Program Title: Convergent Journalism and Public Relations

Degree/Certificate: BS-Bachelor of Science

If other, please list: Click here to enter text

Options: Click here to enter text

Delivery Site: Missouri Western State University

CIP Classification: 90101

Implementation Date: Spring 2020

Is this a new off-site location? [] Yes [x] No

If yes, is the new location within your institution's current CBHE-approved service region? []

*If no, public institutions should consult the comprehensive review process

Is this a collaborative program? [] Yes [x] No

*If yes, please complete the collaborative programs form on last page.

Please list similar or comparable programs at Missouri public institutions of higher education.

*For public institutions only

UMKC- Communication Studies: Journalism and Mass Communication, Northwest- Communication: Public Relations;
Communication: Broadcasting; Mass Media: Multimedia Journalism,

CERTIFICATIONS:

- [x] The program is within the institution's CBHE approved mission. (public only)
[x] The program will be offered within the institution's CBHE approved service region. (public only)
[x] The program builds upon existing programs and faculty expertise
[x] The program does not unnecessarily duplicate an existing program in the geographically-applicable area.
[x] The program can be launched with minimal expense and falls within the institution's current operating budget. (public only)

AUTHORIZATION

Empty rectangular box for authorization signature or stamp.

Name/Title of Institutional Officer

Signature

Date

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below.

Quantification of performance goals should be included wherever possible.

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.
No special preparation required
- Characteristics of a specific population to be served, if applicable.
N/A

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Terminal degree in related field
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
100% of credit hours will be taught by full time faculty
- Expectations for professional activities, special student contact, teaching/learning innovation.
JOU 311: Griffon Media, knowledge and experience in professional environment or teaching news publication and/or video.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
27 students
- Percent of full time and part time enrollment by the end of five years.
84% full time and 16% part time

STUDENT ENROLLMENT PROJECTIONS

YEAR	1	2	3	4	5
Full Time	15	17	20	23	25
Part Time	3	2	2	4	4
Total	16	18	21	25	27

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
3 yrs: 8 graduates
5 yrs: 13 graduates
- Special skills specific to the program.
Video, design, webpage creation, news studio equipment, adobe premier, photoshop

- Proportion of students who will achieve licensing, certification, or registration.
100% will get certification in Adobe Photoshop, Google analytics, HTML, CSS, & Javascript,
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
We expect 60% of students to score above the 50th percentile on the general education exit exam
- Placement rates in related fields, in other fields, unemployed.
Related fields: 85%,
other fields: 11%,
unemployed 1% or less based on previous placement rates of graduates.
- Transfer rates, continuous study.
Less than 10% will likely transfer and about 3% go onto graduate school based on previous years data.

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide rationale.

N/A

6. Program Structure

A. Total credits required for graduation: 120

B. Residency requirements, if any:

N/A

C. General education: Total credits: 42

Courses (specific courses OR distribution area and credits)

Course Number	Credits	Course Title
Oral COM	3	
Math	3	
Written COM	6	
Natural Sciences	7	
Social & Behavior	9	
Humanities/Fine art	9	
electives	5	

D. Major requirements: Total credits: 63

Course Number	Credits	Course Title
COM 205	3	Intro to Mass Media
COM 210	3	Presentational Communication

COM 305	3	Interpersonal Communication
COM 342	3	Intercultural Communication
COM 420	3	Research Methods in Communication
COM 410	3	Organizational Communication
COM 311	3	Crisis & Risk Communication
COM 460	3	Internship
JOU 104	3	Digital Photography
JOU 204	3	Digital Videography
JOU 227	3	Media Design
JOU 311	6	Griffon Media
JOU 324	3	Web Content and Design
JOU 402	3	Senior Project
JOU 403	3	Media Law
JOU 432	3	Social Media Branding
ENG 303	3	Grammar for writing and Editing
COM 215/ JOU 202	3	Intro to PR or Reporting for the Media
COM 482 /JOU 382	3	PR writing or Advanced Reporting
COM 415/ JOU 428	3	PR campaigns or Multimedia storytelling

E. Free elective credits: 15

(sum of C, D, and E should equal A)

F. Requirements for thesis, internship or other capstone experience:

Senior Project: 3 credits

Internship: 3 credits

6 credits total

G. Any unique features such as interdepartmental cooperation:

N/A

7. Need/Demand

Student demand: We have 15 students prepared to declare the new degree upon approval (even as the degree was not advertised) while we continuously graduated about 10-15 students/year across the 3 degrees that used to be housed in the department.

Market demand. As of 2020Q1, total employment for occupations linked to Speech Communication and Rhetoric in Missouri was 8,771. Over the past three years, linked occupations shed 320 jobs in the region and are expected to need in aggregate approximately 6,213 newly trained workers over the next seven years.

Societal demand: Communication is a top rated skill that is needed by all industries and our degree is designed to utilize the evolving technology to keep the students not only possessing soft skills such as writing and verbal communication skills but learning the technologies of today.

I hereby certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful.

On July 1, 2011, the Coordinating Board for Higher Education began provisionally approving all new programs with a subsequent review and consideration for full approval after five years.