

## Resolution for Approval of a new MA degree in Strategic Communication

- WHEREAS, there is a well-documented need for Strategic Communication, Public Relations, Digital Media, and Social Media professionals and a nation-wide demand for these professionals, with a projected growth of 9-10% through 2026 by the United States Bureau of Labor and Statistics, and
- WHEREAS, the Department of Communication is ideally positioned to develop such a program, drawing upon the strengths of our existing faculty as well as professionals in the field to support the program, and
- WHEREAS, the Department of Communication has brought in consultants who have expertise in developing online educational programs, including those like this one in Strategic Communication, to provide expert advice for the development of the program curriculum, and
- WHEREAS, the Department of Communication has the support of the College of Arts and Science's Office of the Dean, and
- WHEREAS, the proposed program will contribute in the support of the major academic initiatives of both the College of Arts and Sciences and the University of Delaware, be it therefore
- RESOLVED, that the Faculty Senate recommends, provisionally for five years, the establishment of a new MA degree in Strategic Communication.