

Resolution for Approval of a new 4+1 BA Communication / MA Strategic Communication

- WHEREAS, the proposed 4+1 BA in Communication / MA in Strategic Communication degree offers a clear pathway for students who are interested in pursuing a Master of Arts in Strategic Communication while pursuing a BA in Communication, and
- WHEREAS, the Department of Communication is ideally positioned to develop such a program, building upon existing curricular strengths in the areas of Public Relations and Strategic Communication at the undergraduate and graduate levels, and
- WHEREAS, students would be able to obtain a MA in five years instead of six years without any reduction in any degree requirements, and
- WHEREAS, no additional resources are required due to the nature of the 4+1 degree program utilizing already existing courses and faculty, be it therefore
- RESOLVED, that the Faculty Senate recommends, provisionally for five years, the approval of the establishment of a new 4+1 BA in Communication and MA in Strategic Communication degree program.