

Changes to the Bachelor of Arts in Communication / Master of Arts in Strategic Communication 4+1 Program Policy Statement

Changed course numbers with newly created courses so that there is a more obvious differentiation between courses intended for the online MA in Strategic Communication program and the on the ground MA in Communication program. Those course changes are:

- COMM609: Public Relations Campaign Planning changed to COMM721: Public Relations Campaigns
- COMM613: Public Relations Management changed to COMM727: PR Management
- COMM652: Communication and Persuasion changed to COMM728: Strategic Communication and Persuasion
- COMM676: Social Media and Communication changed to COMM732: Social Media Campaigns
- COMM814: Communication Campaigns changed to COMM723: Strategic Communication Campaigns

Other changes include:

On pages 8-9 we have removed the requirement of the Graduate Record Examination (GRE). Due to the nature of the degree program and the increased evidence that the GRE scores show significant deviations across sex and race (and accessibility can be an issue due to its cost) we have decided to remove this requirement from the degree's application requirements.

On page 19, we have updated the members of our faculty for this program. We have included one new member of the faculty (Morgan Ellithorpe) and changed the ranks to professors that have received promotions (Scott Caplan and Lydia Timmins).