

## **Changes to the Master of Arts in Strategic Communication 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 page 8 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 27, we have updated the members of our faculty for this program. We have included three new members of the faculty (Amy Bleakley, John Crowley, and Morgan Ellithorpe), removed one faculty member no longer at the University of Delaware (Danielle Catona), and changed the ranks to professors and instructors that have received promotions (Scott Caplan and Lydia Timmins) or have moved from being an adjunct to a permanent faculty position (Tara Smith).

Per the request of the registrar's office, as the Faculty Senate attempts to manage the student expectations when a program uses the word "concentration" in degree programs, the word concentration was been changed to the word specialization throughout this program policy statement.