

Meeting: CAAL Meeting
Meeting Date: May 9,
2024 Agenda Item: 5E

New Program Proposal

Bachelor of Arts in Public Relations and Strategic Communication [CIP Code: 09.0909]

Coastal Carolina University [Site Code: 51001]

A. SUMMARY

Coastal Carolina University proposes a new Public Relations and Strategic Communication Bachelor of Arts (BA) program to educate students and gain skills in their chosen fields within Public Relations and Strategic Communication (e.g., social media, communication campaigns, event planning) and help them become productive, responsible, healthy citizens with a global perspective.

Students will gain a deeper understanding of public relations and related strategic communication career fields. The proposed program offers students education alongside direct practice of their knowledge through internships and courses, such as TEAL Nation Communications, a course housing a student-run public relations firm that works with real, paying clients.

This program requires 120 credit hours for degree completion. Core Curriculum is 36-40 credit hours. Major courses requirement are 15-18 hours. Major requirements are 24-27 credit hours.; minor requirements are 18 credits hours and electives are 11-22 credit hours. The program instructional modality will be face to face to begin in Fall 2024.

New Courses:

PRSC 425 – Crisis Communication (3 credits) (Prereq: PRSC 309): Introduces the fundamental elements of crisis and issues management, covering the key phases of before, during, and after a crisis. Students learn the crisis management process: prevention, preparation, response, and long-term (crisis recovery). Emphasis placed on the practical application of crisis communications theory, and may include real-life case studies, and guest lectures by crisis response experts and practitioners. Offered as needed.

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PRSC 436 – Public Relations Writing and Analysis (3 credits) (Prereqs: JOUR 200, PRSC 309):

Covers public relations/strategic communication writing and analysis. Students analyze and prepare materials for interactive media, issues management, strategic and tactical communication, public relations and organizational communication. Topics potentially include the use and ethics of artificial intelligence (AI)-generated content. Offered as needed.

Major course requirements are 15-18 credit hours. Major requirements are 24-27 credit hours and minor requirements are 18 credit hours. There are 11-22 required electives. This program will begin Fall 2024.

The target audience of this proposed program is two-fold. The first audience is current CCU students who have already demonstrated interest in working in public relations fields by majoring in Communication with a Public Relations/Integrated Communication concentration, many of whom are likely to switch to the proposed program. Shifting the concentration to its own major will alleviate confusion about the outcomes of a public relations concentration within a communications degree. The second audience is potential students who are interested in public relations fields but who would have struggled to find their appropriate degree path at CCU. The creation of this major will more clearly signal to these potential students that CCU offers that opportunity.

REACH Act Compliance:

As part of their graduation requirements, all students at CCU must complete either *HIST 201 - History of the United States from Discovery to the Present: Discovery through Reconstruction*, or *POLI 201 - Introduction to American Government*, which are both REACH Act compliant.

B. UNIVERSITY STUDENT AND PROGRAM DATA, Semester Year

Undergraduate: in-state (45%) /out-of-State (55%) Enrollment, Fall 2023
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*Source: Provisional Fall 2023 Enrollment Data

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C. INSTITUTIONAL APPROVALS AND DATES OF APPROVAL (include department through Provost/Chief Academic Officer, President, and Board of Trustees approval):

Internal Institutional Unit	Approval Date	Internal Institutional Unit	Approval Date
Department of CMC:	12/06/2022	Faculty Senate:	11/29/2023
Board of Trustees:	5/4/2023	Provost:	12/6/2023
College Dean:	10/25/2023	President:	12/7/2023
Academic Affairs:	11/10/2023		

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D. SIMILAR PROGRAMS IN SOUTH CAROLINA – PUBLIC AND PRIVATE INSTITUTIONS

Program Name and Designation	Total Credit Hours	Institution	Similarities	Differences
BAJMC: Advertising BAJMC: Broadcast Journalism BAJMC: Journalism BAJMC: Mass Communication BAJMC: Public Relations BAJMC: Visual Communications	48	University of South Carolina-Columbia	- USC-C programs offer BAJMC: Advertising and BAJMC: Public Relations - USC-C program contains some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program covers strategic communication more generally than either USC-C program
BA: Communication BA: Sports Communication	39	Clemson University	- Clemson program offers Public Relations emphasis area in BA: Communication - Clemson programs contain some courses similar to CCU proposed program's Major Courses foundation, electives	- CCU proposed program is a full degree, not an emphasis area

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BA: Communication; BA: Emerging Media	42	University of South Carolina-Aiken	- USC-A program contains some courses similar to CCU proposed program's Major Courses foundation, capstones	- CCU proposed program focuses public relations specifically
BA: Communication Studies	42	University of South Carolina-Beaufort	- USC-B program contains some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program focuses public relations specifically
BA: Communications <i>Concentrations</i> - Communication Studies - Mass Media - Public Relations	42	University of South Carolina-Upstate	- USC-U program contains some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program is a full degree, not a concentration
BA: Cinema and Media Arts BA: Communication BA: Multimedia Journalism BA: Public Relations BA: Visual Communication Design	36-53	Anderson University	- AU offers BA: Public Relations - AU program contains some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program covers strategic communication more generally than AU program

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BA: Mass Communication	30	Benedict College	- BC program contains some courses similar to CCU proposed program, capstones	- CCU proposed program focuses public relations specifically
BS: Multimedia Journalism <i>Concentrations</i> - Journalism - Multimedia Production - Public Relations Certificate: Public Relations	39	Bob Jones University	- BJU program offers Public Relations concentration in BA: Journalism and Mass Communication - BJU programs contain some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program is a full degree, not a concentration
BA: Mass Communication <i>Concentrations:</i> - Digital Media - Journalism - Public Relations	41	Claflin University	- CIU program offers Public Relations concentration in BA: Mass Communication - CIU program contains some courses similar to CCU proposed program, capstones	- CCU proposed program is a full degree, not a concentration
BA: Communication	37+	College of Charleston	- CofC program contains some courses similar to CCU proposed	- CCU proposed program focuses public relations specifically

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			program's Major Courses foundation	
Minor: Communication	N/A	Coker University	- CU program contains some courses similar to CCU proposed program's Major Courses foundation	- CU program is a minor
BA: Communication	30	Columbia College	- CC program contains some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program focuses public relations specifically
BA: Mass Communication <i>Concentrations</i> - Broadcast Journalism - Convergence Journalism - Public Relations	36	Francis Marion University	- FMU program offers Public Relations concentration in BA: Mass Communication - FMU program contains some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program is a full degree, not a concentration
BA: Communication Studies <i>Tracks</i> - Rhetoric & Advocacy	36	Furman University	- FU program contains some courses similar to CCU proposed	- CCU proposed program focuses public relations specifically

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- Media Studies			program's Major Courses foundation	
BS: Media and Communication BS: Digital Media Production	40-63	Lander University	- LU program contains some courses similar to CCU proposed program, capstones	- CCU proposed program focuses public relations specifically
BA: Professional Communication	51	Limestone University	- LU program contains some courses similar to CCU proposed program	- CCU proposed program covers strategic communication more specifically than professional communication
BFA: Mass Communications	36	Morris College	- MC program contains some courses similar to CCU proposed program, capstones	- CCU proposed program focuses public relations specifically
BA: Communications <i>Tracks</i> - Broadcasting - Journalism - Public Relations & Advertising - Sports Communications	33-47	Newberry College	- NC program offers Public Relations & Advertising track in BA: Communications - NC program contains some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program is a full degree, not a track

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<p>BA: Digital Media <i>Concentrations:</i></p> <ul style="list-style-type: none"> - Broadcast - Film - Journalism - Sports <p>BA: Strategic Communication <i>Concentrations:</i></p> <ul style="list-style-type: none"> - Public Relations - Communication Studies - Media Ministry 	58-59	North Greenville University	<ul style="list-style-type: none"> - NGU program offers Public Relations concentration in BA: Strategic Communication - NGU program contains some courses similar to CCU proposed program, capstones 	<ul style="list-style-type: none"> - CCU proposed program is a full degree, not a concentration
<p>BA: Media Communication <i>Concentrations</i></p> <ul style="list-style-type: none"> - Mass Media Studies - Media Production 	33	Southern Wesleyan University	<ul style="list-style-type: none"> - SWU program contains some courses similar to CCU proposed program, capstones 	<ul style="list-style-type: none"> - CCU proposed program focuses public relations specifically
<p>BA: Mass Communications</p>	60	Voorhees University	<ul style="list-style-type: none"> - VU program contains some courses similar to CCU proposed program, capstones 	<ul style="list-style-type: none"> - CCU proposed program focuses public relations specifically

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BS: Integrated Marketing Communication BA: Mass Communication Interest: - Broadcast - Journalism - Digital Sports Production	47.5- 65.5	Winthrop University	- WU program offers BA: Integrated Marketing Communication - NGU program contains some courses similar to CCU proposed program	- WU program focuses on integrated communication more broadly, including business courses not in CCU proposal
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E. ENROLLMENT PROJECTIONS

Projected Enrollment			
Year	Fall Headcount	Spring Headcount	Summer Headcount
	Total	Total	Total
2024-2025	98	100	0
2025-2026	108	109	0
2026-2027	116	116	0
2027-2028	122	121	0
2028-2029	126	125	0

We expect that many of the current students in the Public Relations/Integrated Communication concentration will change majors, and we also expect that new students will choose this major as incoming freshmen, based on admissions polling mentioned above. We expect an initial enrollment of 20 new students Fall 2024 and 30 new students each subsequent fall and 20 new students each spring, building on a base of current students expected to transition to the new program (the remainder of the students noted here). Note that the number of current students who will migrate is an estimate; starting with a current enrollment of 105, and assuming that some students will not change to the new major, we estimate 78 students will migrate. In years one through five, total headcounts are based on 90% returning fall to spring and 90% returning spring to fall and a 40% graduation rate of returning students.

F. INDUSTRY-RELATED OCCUPATIONAL WAGES AND PROJECTIONS IN SOUTH CAROLINA

Occupation	State		National		Data Type and Source
	Expected Number of Jobs	Employment Projection (Annual)	Expected Number of Jobs	Employment Projection (2020-2030)	
Advertising, Promotions, and Marketing Specialists	160	23%	347,000	10%	BLS Occupational Outlook Handbook (2021)
Entertainment and Recreation Managers, except gambling	90	27%	21,600	17%	BLS Occupational Outlook

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					Handbook (2021)
Fundraisers	680	5%	105,800	11%	BLS Occupational Outlook Handbook (2021)
Meeting, Convention, and Event Planners	890	6%	128,200	18%	BLS Occupational Outlook Handbook (2021)
Project Management Specialists	3,390	7%	781,400	7%	BLS Occupational Outlook Handbook (2021)

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Public Relations and Fundraising Managers	450	6%	98,100	8%	BLS Occupational Outlook Handbook (2021)
Public Relations Specialists	2,200	4%	276,800	8%	BLS Occupational Outlook Handbook (2021)
Sales Managers	4,360	5%	469,800	5%	BLS Occupational Outlook Handbook (2021)

G. CHE STAFF STAGES OF CONSIDERATION

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Considerations	Date	Comments
Program proposal received	1.11.2024	Original Proposal received via email. Assigned lead reviewer and second reader
Summary of staff comments, responses, and versions	1.30.2024	One revision request included: <ul style="list-style-type: none"> • Clarification on the need for this new degree/duplication of program. • Workforce Demand • Student Demand • Internships • Institutional Assessment • Concentration replacement/termination
ACAP Considerations	3/28/2024	ACAP questions: None Responses: None Vote: Approved
CAAL Considerations (See attached commissioner questions and responses)		CAAL questions Responses Vote
CHE Considerations		CHE questions Responses Vote

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Submission to IT for addition to inventory		Date completed
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H. STAFF, ACAP, CAAL AND CHE RECOMMENDATIONS

a. STAFF RECOMMENDED ACTION

Recommended

b. ACAP RECOMMENDATION

Approved

c. CAAL RECOMMENDATION

Choose an item.

d. CHE RECOMMENDATION

Choose an item.

Additional Comments:

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NEW PROGRAM PROPOSAL FORM

Name of Institution: Coastal Carolina University

Name of Program: Bachelor of Arts in Public Relations and Strategic Communication

Program Designation:

- Associate’s Degree
- Bachelor’s Degree: 4 Year
- Bachelor’s Degree: 5 Year
- Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.)
- Master’s Degree
- Specialist
- Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA)

Consider the program for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
- No

Proposed Date of Implementation: Fall 2024

CIP Code: 09.0909

Delivery Site(s): 51001

Delivery Mode:

- Traditional/face-to-face
*select if less than 25% online
- Distance Education
 - 100% online
 - Blended/hybrid (50% or more online)
 - Blended/hybrid (25-49% online)
 - Other distance education (explain if selected)

REACH Act Compliance: As part of their graduation requirements, all students must complete either *HIST 201* or *POLI 201*, which are both REACH Act compliant. Sample syllabi are available upon request.

Program Contact Information (name, title, telephone number, and email address):

Kyle J. Holody
 Professor and Chair, Department of Communication, Media, and Culture
 843-349-2946
kholody@coastal.edu

Institutional Approvals and Dates of Approval:

Internal Institutional Unit	Approval Date	Internal Institutional Unit	Approval Date
Department of CMC:	12/06/2022	Faculty Senate:	11/29/2023
Board of Trustees:	5/4/2023	Provost:	12/6/2023
College Dean:	10/25/2023	President:	12/7/2023

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Academic Affairs:	11/10/2023		
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Background Information

The purpose of the proposed *Public Relations and Strategic Communication* bachelor of arts degree program is to provide a clear educational progress and outcomes for students at Coastal Carolina University (CCU), consistent with the University’s mission to “develop students who are both knowledgeable in their chosen fields and prepared to be productive, responsible, healthy citizens with a global perspective” and “commit its resources to building undergraduate and graduate degree programs of national and/or regional significance in the arts and sciences, business, humanities, education, and health and human services.”¹ Currently, students in Department of Communication, Media, and Culture major in Communication, and choose among five concentrations. This can lead to confusion, as students who focus on public relations (within their major’s *Public Relations/Integrated Communication* concentration) ultimately receive a degree in Communication. The target audience of this proposed program is two-fold. The first audience is current CCU students who have already demonstrated interest in working in public relations fields by majoring in Communication with a Public Relations/Integrated Communication concentration, many of whom are likely to switch to the proposed program. Shifting the concentration to its own major will alleviate confusion about the outcomes of a public relations concentration within a Communication degree. The second audience is potential students who are interested in public relations fields but who would have struggled to find their appropriate degree path at CCU. The creation of this major will more clearly signal to these potential students that CCU offers that opportunity. For example, a CCU Office of Admissions poll of potential students’ interests included public relations as a write-in choice for majors that we do not have that they would like to see. This proposal directs students to additional opportunities for applying their knowledge and skills, such as working with the Department’s TEAL Nation Communications, a student-run public relations firm, the Teal Nation Social Media student club, University Marketing and Communication, Athletics, and the Chanticleer Athletics Network. These opportunities are currently available through classwork and through paid or internship opportunities, and the proposed program allows for clearer marketing of and student connection to them. Further, like many of the proposed program’s courses, the final capstone course students complete specifically requires direct application of their education, meaning graduates of the program will be both knowledgeable and able to apply that knowledge upon completion of their degree. The proposed program offers students education alongside direct practice of their knowledge through internships and courses, such as TEAL Nation Communications, a course housing a student-run public relations firm that works with real, paying clients.

Assessment of Need

The proposed program furthers student understanding of public relations and related fields on CCU’s campus and in the surrounding community, in South Carolina, and across the United States. The program is designed to grow student knowledge and skills in their chosen fields within Public Relations and Strategic Communication (e.g., social media, communication campaigns, event planning) and help them become productive, responsible, healthy citizens with a global perspective. Recent research shows that *communication (verbal and written), ability to work in a team, collaboration, and video production*

¹ <https://www.coastal.edu/aboutccu/mission/>

are among the traits most sought out by employers.^{2,3,4} By the nature of the program and the design of its curriculum, these traits are built into the proposed student experience. The current Communication major, with 428 students, is among the largest programs on campus and it is expected that a number of students in the *Public Relations/Integrated Communication* concentration ($N = 105$) will migrate to the proposed program. Advisers will work with the current Public Relations/Integrated Communication concentration students to help them assess if a move to the new major is the best choice for them. The proposed program contains many of the same courses required in the current *Public Relations/Integrated Communication* concentration—with slight adjustments in the curricular design to more clearly direct students through their progress toward graduation—so that students wishing to join the proposed major will be able to do so easily and without adding time towards graduation. Further, because the proposed program offers a clearer outcome—students majoring in Public Relations and Strategic Communication will finish with a *Public Relations and Strategic Communication* degree—it is expected that the number of students in the program will increase with time. This is in part because the greater ease with which students will be able to find a *Public Relations and Strategic Communication* program in CCU marketing media and materials (i.e., rather than having to find the Communication degree first) will act as a recruiting tool, since students interested in Public Relations and Strategic Communication can find and choose that as a major when applying to CCU.

Transfer and Articulation

Students who complete an Associate of Arts degree at a community or technical college may finish the Public Relations and Strategic Communication program within an additional two years, based on current state-level transfer articulations with the South Carolina Technical College System. See “Program of study for students transferring with Associate of Arts degree” below under Curriculum, page 7.

Employment Opportunities

Occupation	State		National		Data Type and Source
	Expected Number of Jobs	Employment Projection (Annual)	Expected Number of Jobs	Employment Projection (2020-2030)	
Advertising, Promotions, and Marketing Specialists	160	23%	347,000	10%	BLS Occupational Outlook Handbook (2021)
Entertainment and Recreation Managers, except gambling	90	27%	21,600	17%	BLS Occupational Outlook Handbook (2021)
Fundraisers	680	5%	105,800	11%	BLS Occupational Outlook Handbook (2021)

² <https://www.aacu.org/research/how-college-contributes-to-workforce-success>

³ <https://www.linkedin.com/pulse/top-10-employability-skills-2021-sfediawards>

⁴ <https://www.nacweb.org/research/reports/2021-nace-student-survey-product-suite/>

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Meeting, Convention, and Event Planners	890	6%	128,200	18%	BLS Occupational Outlook Handbook (2021)
Project Management Specialists	3,390	7%	781,400	7%	BLS Occupational Outlook Handbook (2021)
Public Relations and Fundraising Managers	450	6%	98,100	8%	BLS Occupational Outlook Handbook (2021)
Public Relations Specialists	2,200	4%	276,800	8%	BLS Occupational Outlook Handbook (2021)
Sales Managers	4,360	5%	469,800	5%	BLS Occupational Outlook Handbook (2021)

Supporting Evidence of Anticipated Employment Opportunities

Students in the current Public Relations/Integrated Communication Concentration have found employment in the following companies and organizations:

Employer	Position	Graduation Year
A-List Admin Assist, Houston, TX	Regional Sales Specialist	2016
Amazon Business, Arlington, VA	Senior Account Executive	2014
Black Bear Sports Group , Philadelphia PA	Marketing Manager	2022
Brandon Agency, Myrtle Beach, SC	Copywriter/Proofreader	2015
Bridgeport Islanders, Bridgeport, CT	Group Sales Representative	2020
Children’s Center for the Visually Impaired, Kansas City, MO	Marketing & Communications Manager	2019
The Citadel, Charleston, SC	Director of Video Productions	2021
Coastal Carolina University, Conway, SC	Social Media Coordinator	2021
CrossComm, Durham, NC	Content Marketing Associate	2012
Five Star Senior Living, Charlotte, NC	Regional Sales Specialist	2012
Gray Television, Killeen, TX	Media Strategy Consultant	2018
Horry County Government, Conway, SC	Public Information Officer	2017
LinkedIn, New York, NY	Senior Customer Success Analyst, Global Clients	2014
Live Nation, Charlotte, NC	Venue Marketing Coordinator	2016
Medical University of South Carolina, Charleston, SC	Public Affairs Coordinator	2014
MOD Pizza, Bellevue, WA	Field Marketing Manager	2018
MyHorryNews, Conway, SC	Digital Sales & Marketing Specialist	2018
New York State Assembly	Public Affairs Coordinator	2022
Salesforce, San Francisco, CA	Internal Communications Manager	2016

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This proposal is in alignment with the Coastal Carolina University Mission to serve as a regional center of economic and intellectual resources, as the major’s name (Public Relations & Strategic Communication) allows employers in Horry County and South Carolina to more easily identify program graduates’ expertise and work skills. It also allows graduates to more easily identify potential employment. As opposed to graduating with a degree in and then applying for jobs in “communication,” graduates can more easily connect their education experience with careers in their field. Creating a standalone public relations and strategic communication degree is also the first step in seeking accreditation with the Public Relations Society of America, Southern Public Relations Federation, and/or National School Public Relations Association. Standalone degrees and accreditation are not required for careers in public relations but provide substantial first steps toward employment, as well as program reputation and identifiability. Currently in Horry County, there are 4 public relations-related media jobs, 4 government jobs, and 7 customer relations jobs available.⁵ There are also 13 fulltime jobs currently within the state listed with the national and South Carolina chapters of the Public Relations Society of America.^{6,7} To further demonstrate possible employment opportunities, we have solicited letters of support from area businesses and organizations; see Appendix B, page 28.

Description of the Program

Projected Enrollment			
Year	Fall Headcount	Spring Headcount	Summer Headcount
	Total	Total	Total
2024-2025	98	100	0
2025-2026	108	109	0
2026-2027	116	116	0
2027-2028	122	121	0
2028-2029	126	125	0

Explain how the enrollment projections were calculated.

We expect that many of the current students in the Public Relations/Integrated Communication concentration will change majors, and we also expect that new students will choose this major as incoming freshmen, based on admissions polling mentioned above. We expect an initial enrollment of 20 new students Fall 2024 and 30 new students each subsequent fall and 20 new students each spring, building on a base of current students expected to transition to the new program (the remainder of the students noted here). Note that the number of current students who will migrate is an estimate; starting with a current enrollment of 105, and assuming that some students will not change to the new major, we estimate 78 students will migrate. In years one through five, total headcounts are based on 90% returning fall to spring and 90% returning spring to fall and a 40% graduation rate of returning students.

⁵ <https://www.sciway.net/jobs/myrtlebeach.html>

⁶ <https://jobs.prsa.org/jobs/>

⁷ <https://scprsa.org/classifieds.php>

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Besides the general institutional admission requirements, are there any separate or additional admission requirements for the proposed program? If yes, explain.

Yes

No

Curriculum

REACH Act Compliance: As part of their graduation requirements, all students at CCU must complete either *HIST 201 - History of the United States from Discovery to the Present: Discovery through Reconstruction*, or *POLI 201 - Introduction to American Government*, which are both REACH Act compliant. Sample syllabi are available upon request. These courses are highlighted in the curriculum plans presented below and a compliance statement is also highlighted at the end of the curriculum plans.

New Courses

The courses below have gone through the full approval process at Coastal Carolina University and will be in the course Catalog beginning in Fall 2024.

PRSC 425 – Crisis Communication (3 credits) (Prereq: PRSC 309): Introduces the fundamental elements of crisis and issues management, covering the key phases of before, during, and after a crisis. Students learn the crisis management process: prevention, preparation, response, and long-term (crisis recovery). Emphasis placed on the practical application of crisis communications theory, and may include real-life case studies, and guest lectures by crisis response experts and practitioners. Offered as needed.

PRSC 436 – Public Relations Writing and Analysis (3 credits) (Prereqs: JOUR 200, PRSC 309): Covers public relations/strategic communication writing and analysis. Students analyze and prepare materials for interactive media, issues management, strategic and tactical communication, public relations and organizational communication. Topics potentially include the use and ethics of artificial intelligence (AI)-generated content. Offered as needed.

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Total Credit Hours Required: 120 credits. The complete program catalog description, including the Core Curriculum, is found in Appendix A.

Curriculum by Year					
Course Name	Credit Hours	Course Name	Credit Hours	Course Name	Credit Hours
Year 1					
Fall		Spring		Summer	
ENGL 101	3	ENGL 102	3		
COMM 160	3	EDLL 200	3		
UNIV 110A	3	COMM 275	3		
COMM 101	3	COMM 276	3		
COMM 150	3	Elective	3		
Total Semester Hours	15	Total Semester Hours	15	Total Semester Hours	
Year 2					
Fall		Spring			
SCIE 101	3	MATH 139	4		
SCIE 101L	1	PRSC 311	3		
ARTH 110	3	PRSC 312	3		
DCD 231	3	Minor requirement	3		
COMM 340	3	Minor requirement	3		
PRSC 309	3				
Total Semester Hours	16	Total Semester Hours	16	Total Semester Hours	
Year 3					
Fall		Spring		Summer	
SPAN 115	5	PRSC 326	3		
HIST 201 or POLI 201*	3	PRSC 419	3		
COMM 308	3	PRSC 495Q	3		
Minor requirement	3	Minor requirement	3		
Elective	1	Minor requirement	3		
Total Semester Hours	15	Total Semester Hours	15	Total Semester Hours	
Year 4					
Fall		Spring		Summer	
COMM 492Q*	3	COMM 301	3		
Minor requirement	3	COMM 373	3		
Minor requirement	3	Elective	3		
Elective	3	Elective	3		
Elective	3	Elective	3		
Total Semester Hours	15	Total Semester Hours	15	Total Semester Hours	

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Program of study for students transferring in with Associate of Arts degree.

Curriculum by Year					
Course Name	Credit Hours	Course Name	Credit Hours	Course Name	Credit Hours
Year 1					
Core Curriculum waived.					
Year 2					
Core Curriculum waived.					

Year 3					
Fall		Spring		Summer	
COMM 101	3	COMM 275	3		
COMM 150	3	COMM 276	3		
Minor requirement	3	COMM 340	3		
Minor requirement	3	PRSC 309	3		
Elective or HIST 201/POLI 201* (if needed)	3	Minor requirement	3		
Total Semester Hours	15	Total Semester Hours	15	Total Semester Hours	
Year 4					
Fall		Spring		Summer	
COMM 301	3	COMM 492Q	3		
COMM 308	3	PRSC 495Q	3		
COMM 373	3	Minor requirement	3		
PRSC 419	3	Minor requirement	3		
Minor requirement	3	Elective	3		
Total Semester Hours	18	Total Semester Hours	15	Total Semester Hours	

***REACH Act Compliance:** As a graduation requirement, all students at CCU must complete either *HIST 201 - History of the United States from Discovery to the Present: Discovery through Reconstruction*, or *POLI 201 - Introduction to American Government* for REACH Act compliance. If a transfer student has not completed a REACH Act compliant class before transferring, they will do so here. Sample syllabi are available upon request. See Appendix A.

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Similar Programs in South Carolina offered by Public and Independent Institutions

Identify the similar programs offered and describe the similarities and differences for each program.

Program Name and Designation	Total Credit Hours	Institution	Similarities	Differences
BAJMC: Advertising BAJMC: Broadcast Journalism BAJMC: Journalism BAJMC: Mass Communication BAJMC: Public Relations BAJMC: Visual Communications	48	University of South Carolina-Columbia	- USC-C programs offer BAJMC: Advertising and BAJMC: Public Relations - USC-C program contains some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program covers strategic communication more generally than either USC-C program
BA: Communication BA: Sports Communication	39	Clemson University	- Clemson program offers Public Relations emphasis area in BA: Communication - Clemson programs contain some courses similar to CCU proposed program's Major Courses foundation, electives	- CCU proposed program is a full degree, not an emphasis area
BA: Communication; BA: Emerging Media	42	University of South Carolina-Aiken	- USC-A program contains some courses similar to CCU proposed program's Major Courses foundation, capstones	- CCU proposed program focuses public relations specifically
BA: Communication Studies	42	University of South Carolina-Beaufort	- USC-B program contains some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program focuses public relations specifically
BA: Communications <i>Concentrations</i> - Communication Studies - Mass Media - Public Relations	42	University of South Carolina-Upstate	- USC-U program contains some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program is a full degree, not a concentration
BA: Cinema and Media Arts BA: Communication BA: Multimedia Journalism BA: Public Relations BA: Visual Communication Design	36-53	Anderson University	- AU offers BA: Public Relations - AU program contains some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program covers strategic communication more generally than AU program

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BA: Mass Communication	30	Benedict College	- BC program contains some courses similar to CCU proposed program, capstones	- CCU proposed program focuses public relations specifically
BS: Multimedia Journalism <i>Concentrations</i> - Journalism - Multimedia Production - Public Relations Certificate: Public Relations	39	Bob Jones University	- BJU program offers Public Relations concentration in BA: Journalism and Mass Communication - BJU programs contain some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program is a full degree, not a concentration
BA: Mass Communication <i>Concentrations:</i> - Digital Media - Journalism - Public Relations	41	Clafin University	- CIU program offers Public Relations concentration in BA: Mass Communication - CIU program contains some courses similar to CCU proposed program, capstones	- CCU proposed program is a full degree, not a concentration
BA: Communication	37+	College of Charleston	- CofC program contains some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program focuses public relations specifically
Minor: Communication	N/A	Coker University	- CU program contains some courses similar to CCU proposed program's Major Courses foundation	- CU program is a minor
BA: Communication	30	Columbia College	- CC program contains some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program focuses public relations specifically
BA: Mass Communication <i>Concentrations</i> - Broadcast Journalism - Convergence Journalism - Public Relations	36	Francis Marion University	- FMU program offers Public Relations concentration in BA: Mass Communication - FMU program contains some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program is a full degree, not a concentration
BA: Communication Studies <i>Tracks</i> - Rhetoric & Advocacy - Media Studies	36	Furman University	- FU program contains some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program focuses public relations specifically

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BS: Media and Communication BS: Digital Media Production	40-63	Lander University	- LU program contains some courses similar to CCU proposed program, capstones	- CCU proposed program focuses public relations specifically
BA: Professional Communication	51	Limestone University	- LU program contains some courses similar to CCU proposed program	- CCU proposed program covers strategic communication more specifically than professional communication
BFA: Mass Communications	36	Morris College	- MC program contains some courses similar to CCU proposed program, capstones	- CCU proposed program focuses public relations specifically
BA: Communications <i>Tracks</i> - Broadcasting - Journalism - Public Relations & Advertising - Sports Communications	33-47	Newberry College	- NC program offers Public Relations & Advertising track in BA: Communications - NC program contains some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program is a full degree, not a track
BA: Digital Media <i>Concentrations:</i> - Broadcast - Film - Journalism - Sports BA: Strategic Communication <i>Concentrations:</i> - Public Relations - Communication Studies - Media Ministry	58-59	North Greenville University	- NGU program offers Public Relations concentration in BA: Strategic Communication - NGU program contains some courses similar to CCU proposed program, capstones	- CCU proposed program is a full degree, not a concentration
BA: Media Communication <i>Concentrations</i> - Mass Media Studies - Media Production	33	Southern Wesleyan University	- SWU program contains some courses similar to CCU proposed program, capstones	- CCU proposed program focuses public relations specifically
BA: Mass Communications	60	Voorhees University	- VU program contains some courses similar to CCU proposed program, capstones	- CCU proposed program focuses public relations specifically

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BS: Integrated Marketing Communication BA: Mass Communication Interest: - Broadcast - Journalism - Digital Sports Production	47.5-65.5	Winthrop University	- WU program offers BA: Integrated Marketing Communication - NGU program contains some courses similar to CCU proposed program	- WU program focuses on integrated communication more broadly, including business courses not in CCU proposal
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The proposed program serves an important need in northwest South Carolina and specifically in Horry County and surrounding regions. While University of South Carolina-Columbia, Anderson University, and Limestone University have named degree programs in public relations or related fields and University of South Carolina-Upstate, Bob Jones University, Claflin University, Francis Marion University, Newberry College, and North Greenville University have concentrations within larger degree programs, the proposed program will be the only full program in public relations and strategic communication in the Horry County area. Most of the courses in the program have been taught regularly since the public relations/integrated communication concentration began in 2012. Developing a few new courses, a new structure for the curriculum, and formulating the curriculum as a standalone degree program ensures it helps contribute to the Coastal Carolina University Mission to serve as a regional center, in this case for strategic communication industries such as public relations, advertising, media strategy, and public information. We also believe the proposed degree program will fulfill a built-in demand as represented by the 105 students currently in the public relations/integrated communication concentration. Graduates of the program will be able to more effectively and efficiently communicate how their skills and experience fulfill workforce needs with no additional costs for program operation.

Faculty

Rank and Full- or Part-time	Courses Taught for the Program	Academic Degrees and Coursework Relevant to Courses Taught, Including Institution and Major	Other Qualifications and Relevant Professional Experience (e.g., licensures, certifications, years in industry, etc.)
Professor, Full	<ul style="list-style-type: none"> - Communication Capstone: Project - Introduction to Public Relations and Strategic Communication - Principles of Advertising - Media Planning - Brand Strategy and Advertising - Strategic Communication Campaigns - Electives 	PhD in Communication (University of Colorado Boulder) Relevant courses taken: <ul style="list-style-type: none"> - Public Media & Entertainment - Personnel Management 	Associated Graduate Faculty Former Vice Provost, Acting Dean, Interim Provost, Director of Graduate School at previous institutions
Professor, Full	<ul style="list-style-type: none"> - Signs Among Us: The Semiotics of Culture - Electives 	PhD in Spanish Culture & Literature (Syracuse University) Relevant courses taken: <ul style="list-style-type: none"> - Semiotics courses - Rhetoric courses 	Associated Graduate Faculty

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<p>Professor, Full</p>	<ul style="list-style-type: none"> - Media, Self, & Society - Communication Theory - Communication Research - Communication Capstone: Project - Communication Capstone: Thesis - Electives 	<p>PhD in Communication (University of Kentucky)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Health Communication Campaigns - Quantitative Methods in Communication Research - Qualitative Methods in Communication Research - Research Design and Analysis 	<p>Associated Graduate Faculty</p> <p>Co-development and analysis of on-campus and South Carolina health campaigns</p> <p>Multiple awards for teaching distance learning courses</p>
<p>Professor, Full</p>	<ul style="list-style-type: none"> - Media, Self, & Society - Communication Theory - Media Effects - Communication Research - Communication Capstone: Thesis - Electives 	<p>PhD in Media & Communication (Bowling Green State University)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Media Effects - Social Movements - Politics and Mass Media - Interpersonal Communication - Social Science Research - Mixed Methods Research 	<p>Associated Graduate Faculty</p> <p>Associated Women's & Gender Studies Faculty</p> <p>Co-development and analysis of on-campus and South Carolina health campaigns</p>
<p>Associate Professor, Full</p>	<ul style="list-style-type: none"> - Media, Self, & Society - Communication Theory - Communication Research - Media Effects - Electives 	<p>PhD in Communication Science (University of Alabama)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Human Communication Theory - Entertainment & Communication Theory - Attention and Communication - Mass Communication Theory - Communication Research Methods - Qualitative Research Epistemology 	<p>Associated Graduate Faculty</p> <p>Experience in information technology and management</p>

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Associate Professor, Full	<ul style="list-style-type: none"> - Media, Self, & Society - Communication Theory - Communication Research - Organizational Communication - Communication Capstone: Project - Communication Capstone: Thesis - Electives 	PhD in Communication & Media Studies (Rutgers University) Relevant courses taken: <ul style="list-style-type: none"> - Foundations in Organizational Communication - Mediated Communication in Organizations - Communication Research in Organizations - Knowledge Management in Organizations - Information & Communication Processes - Research Foundations - Qualitative Research Methods - Quantitative Research Methods - Mediated Communication 	Graduate Coordinator Communication Specialist for the Marine and Coastal Sciences at Rutgers University, Jacques Cousteau National Estuarine Research Reserve
Associate Professor, Full	<ul style="list-style-type: none"> - Communication Theory - Communication Research - Communication Capstone: Project - Electives 	PhD in Mass Communication & Media Arts (Southern Illinois University Carbondale) Relevant courses taken: <ul style="list-style-type: none"> - Qualitative Research - Inferential Statistics - Discourse Analysis - Phenomenology - Rhetoric - Visual Rhetoric - Political Economy of Media 	Associated Graduate Faculty Associated Women’s & Gender Studies Faculty <i>Chanticleer</i> student newspaper faculty advisor LGBTQ Resource Center Coordinator <u>Certifications:</u> <ul style="list-style-type: none"> - Women, Gender, & Sexuality Studies
Associate Professor, Full	<ul style="list-style-type: none"> - Media, Self, & Society - Communication Theory - Communicating with Cultural Awareness: Diversity, Difference, and Inclusion - Intercultural Communication - Electives 	PhD in Communication Studies (University of Iowa) Relevant courses taken: <ul style="list-style-type: none"> - Ethnography courses - Film & Culture courses - Communication theory courses - Rhetoric courses 	Associated Graduate Faculty Diversity, equity, inclusivity, and open educational resources training Founder and co-director of “The Artist as an Evolving Process” International and national presentations of films

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Associate Professor, Full	<ul style="list-style-type: none"> - Media, Self, & Society - Communication Theory - Communication Research - Communication Capstone: Project - Communication Capstone: Thesis - Media Effects - Electives 	PhD in Communication (University of Massachusetts Amherst) Relevant courses taken: <ul style="list-style-type: none"> - Media Effects - Mass Communication Theory - Advanced Quantitative Methods - Gender/Intersectionality (Race, Class, Gender) - Communication Theory 	Associated Graduate Faculty Director of the Women in Leadership Certificate Program
Associate Professor, Full	<ul style="list-style-type: none"> - Communication Theory - Communication Research - Communicating with Cultural Awareness: Diversity, Difference, and Inclusion - Intercultural Communication - Electives 	PhD in Media & Communication (Bowling Green State University) Relevant courses taken: <ul style="list-style-type: none"> - Introduction to Media and Communication - Philosophical Foundations of Communication Theory - Social Scientific Research Methods - Humanistic Research Methods - Theory of Race/Ethnicity/ - Multiculturalism - Race and Communication 	Associated Graduate Faculty Associated Women’s & Gender Studies Faculty YWCA Development Director Diversity & Inclusion Consultant for the Classroom (community pre-school)
Associate Professor, Full	<ul style="list-style-type: none"> - Communication Capstone: Project - Introduction to Public Relations and Strategic Communication - Principles of Advertising - Public Relations Event Planning - Media Planning - Brand Strategy and Advertising - Strategic Communication Campaigns - TEAL Nation Communications (CCU Agency) - Electives - Internships 	PhD in Mass Communication (University of South Carolina-Columbia) Relevant courses taken: <ul style="list-style-type: none"> - Public Relations courses - Strategic Communication courses 	Associated Graduate Faculty Internship Coordinator Founder of Center for Strategic Communication Founder of Carolina Agency

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Assistant Professor, Full	<ul style="list-style-type: none"> - Media, Self, & Society - Electives 	PhD in Journalism and Mass Communication (University of Oklahoma) Relevant courses taken: <ul style="list-style-type: none"> - Communication & Technology - Advanced Qualitative and Quantitative Methods - Maximum Likelihood Estimation 	Associated Graduate Faculty 11 years' experience in international award-winning magazine journalism (<i>Time, People</i>) and publishing 23 years' experience in internationally award-winning newspaper and magazine journalism (Highlights: <i>Time, People, Village Voice Media, Dallas Morning News</i>)
Assistant Professor, Full	<ul style="list-style-type: none"> - Media, Self, & Society - Electives 	PhD in Communication and Information Sciences (University of Alabama) Relevant courses taken: <ul style="list-style-type: none"> - Mass Communication Theory - Theory Construction and Epistemology - Quantitative Communication Research Methods - Media Processes & Effects - Sports Business Management - Social Media Research 	McNair Scholar
Assistant Professor, Full	<ul style="list-style-type: none"> - Communication Theory - Communication Research - Organizational Communication - Introduction to Public Relations and Strategic Communication - Principles of Advertising - Public Relations Event Planning - Media Planning - Brand Strategy and Advertising - Strategic Communication Campaigns - Electives 	PhD in Journalism (University of Missouri) Relevant courses taken: <ul style="list-style-type: none"> - Quantitative Research Methods in Journalism - Advanced Topics in Quantitative Methods - Strategic Conflict Management - Topics in Communication (Persuasion) 	Associated Graduate Faculty Online content management 4 years' experience in journalism & public relations Brand and media consultant

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Assistant Professor, Full	<ul style="list-style-type: none"> - Communication Theory - Communication Research - Social Media Analysis - Electives 	PhD in Communication & Journalism (Texas A&M University) Relevant courses taken: <ul style="list-style-type: none"> - Health Communication Campaigns - Quantitative Methods in Communication Research - Qualitative Methods in Communication Research 	College of Arts & Sciences Award for Outstanding Achievement in Graduate Research
Director of Professional Communication, Full (expected Fall 2024)	<ul style="list-style-type: none"> - Introduction to Public Relations and Strategic Communication - Media Relations - Social Media Analytics - Strategic Communication Campaigns 	MA in Communication or related field	
Senior Lecturer, Full	<ul style="list-style-type: none"> - Media, Self, & Society - Electives 	MA in Television/Radio (Syracuse University) Relevant courses taken: <ul style="list-style-type: none"> - Social Effects of TV - Law of the Press - Public Opinion and Communication - TV News and Public Affairs - TV Principles & Practices 	16 years' experience as a news anchor, locally and in other media markets
Senior Lecturer, Full	<ul style="list-style-type: none"> - Introduction to Communication - Media, Self, & Society - Organizational Communication - Organizational Media Design - Imagery of Advertising - Electives 	MA in Communication Management (Webster University) Relevant courses taken: <ul style="list-style-type: none"> - Media Communications - Strategic Communication - Media Organization and Research - Organizational Communication - Media Production Management 	14 years' service to local community

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Senior Lecturer, Full	<ul style="list-style-type: none"> - Introduction to Communication - Media, Self, & Society - Introduction to Public Relations and Strategic Communication - Public Relations Event Planning - Brand Strategy and Advertising - Strategic Communication Campaigns - Electives 	<p>EdD in Adult and Community College Education</p> <p>MA in Communication, Technology, & Society (Clemson University)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Methods of Professional Communication - Communication and Culture Social Networks - Communication Theory 	<p>7 years' experience with Toastmasters, for public presentation and public relations</p> <p>8 years' experience with Enveritas Group for content marketing and digital solutions</p> <p>3 years' experience with AirBnB hosting webinars</p> <p>Regular participation at national higher education pedagogy conference</p>
Senior Lecturer, Full	<ul style="list-style-type: none"> - Media, Self, & Society - Persuasion - Communication Theory - Communication Research - Disinformation and Propaganda - Communication Activism - Introduction to Public Relations and Strategic Communication - Electives 	<p>PhD in Political Science (University of Washington)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Public Opinion 	<p>More than 18 credits in Communication from MA and PhD coursework</p>
Lecturer, Full	<ul style="list-style-type: none"> - Introduction to Communication - Media, Self, & Society - Media Effects - Electives 	<p>MA in Communication (East Carolina University)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Communication Theory - Organizational Communication - Media and Health Communication 	

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Lecturer, Full	<ul style="list-style-type: none"> - Media, Self, & Society - Electives 	MA in New Media Journalism (Full Sail University) Relevant courses taken: <ul style="list-style-type: none"> - New Media & Communications - Writing for Interactive Media - Legal Aspects of Media - Multimedia Development and Editing - Social Media and Online Engagement 	22 years' professional experience as a news producer, locally and in other media markets
Lecturer, Full	<ul style="list-style-type: none"> - Media, Self, & Society - Media Relations - Electives 	MA in Communication: Journalism & Public Affairs (American University) Relevant courses taken: <ul style="list-style-type: none"> - Audio Storytelling - Video Storytelling - Legal Aspects of Communication - Reporting of Public Affairs 	
Lecturer, Full (expected Fall 2024)	<ul style="list-style-type: none"> - Sports Media - Sports Media Industry - Introduction to Journalism - Principles of Journalism - Writing for Broadcast 	MA in Sports Media, Journalism, Mass Communication, or related field	
Teaching Associate, Part	<ul style="list-style-type: none"> - Media, Self, & Society - Introduction to Public Relations and Strategic Communication - Principles of Advertising - Public Relations Event Planning - Media Planning - Brand Strategy and Advertising - Strategic Communication Campaigns - Electives 	MS in Advertising (University of Tennessee, Knoxville) Relevant courses taken: <ul style="list-style-type: none"> - Advertising & Society - Advertising Research - Advertising Planning - Advertising/ Communication Theory 	

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Teaching Associate, Part	<ul style="list-style-type: none"> - Introduction to Communication - Electives 	MA in Communication Management (University of Alabama—Birmingham) Relevant courses taken: <ul style="list-style-type: none"> - Source Credibility - Message Construction - Communication and the Law 	
Teaching Associate, Part	<ul style="list-style-type: none"> - Media, Self, & Society - Introduction to Public Relations and Strategic Communication - Principles of Advertising - Public Relations Event Planning - Media Planning - Brand Strategy and Advertising - Strategic Communication Campaigns - Electives 	MA in Public Relations/Advertising (DePaul University) Relevant courses taken: <ul style="list-style-type: none"> - Strategic Communications - Public Relations - Special Topics: Corporate Communication - Communication Law and Ethics 	14 years' experience in marketing & public relations

Total FTE needed to support the proposed program: 7.26
 Faculty: 6.99
 Staff: .14
 Administration: .13

Faculty, Staff, and Administrative Personnel

Because the proposed program is building from the existing Public Relations/Integrated Communication concentration, necessary staff and administrative personnel are already available in the department. All courses in this proposal exist in the CCU Catalog and will be taught by current faculty members and two new faculty for whom the department is currently searching. Faculty in this program will also continue to contribute to the major courses required for students in all of the department's existing majors.

Resources

Library and Learning Resources

Explain how current library/learning collections, databases, resources, and services specific to the discipline, including those provided by PASCAL, can support the proposed program. Identify additional library resources needed.

Coastal Carolina University Libraries (CCUL) have holdings of approximately 1.1 million items in all formats, including more than 375,000 eBooks provided by PASCAL, a statewide consortium. The library currently subscribes to approximately 230,000 periodicals, including magazines, newspapers, scholarly journals and proceedings in print and online formats. The library provides access to its print holdings, as well as 175 online citation, full-text, and reference resources, via the library website at

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www.coastal.edu/library. All electronic resources, including books, articles and videos, are available to Coastal students, faculty and staff from off campus.

Course-integrated library instruction sessions are available to all academic departments; the library also offers one-credit information literacy courses. Librarians offer appointments for in-depth research help. CCUL is open 98 hours per week during the fall and spring semesters; during that time, library staff members are available to assist students via phone, chat, or in-person at the help desk.

Teaching faculty provide input regarding selection of library resources, including both print and electronic resources. The Department of Communication, Media, & Culture has a designated library liaison who takes order requests and communicates with faculty when new resources are available. Library holdings are as follows:

Monographs

Subject areas for *Public Relations and Strategic Communications* were identified for this program. CCUL currently has access to more than 2100 ebook or print titles with *Public Relations and Strategic Communication* as a subject.

Audiovisual

The library provides access to streaming videos in support of the Public Relations or Strategic Communications curriculum, and currently has access to more than 330 such films.

Serials and Subscriptions

CCUL currently provides access to over 130 journals pertaining to Public Relations and/or Strategic Communications. Some selected titles include:

- *International Journal of Communication*
- *Journalism and Media*
- *Journal of Applied Journalism & Media Studies*
- *Journal of Public Relations Research*
- *Public Relations Journal*
- *Public Relations Quarterly*
- *Public Relations Review*
- *Strategic Change*

Current access points for Communication journals include, but are not limited to:

- Academic Search Complete
- AP Stylebook Online
- Communication Source
- Humanities Source
- JSTOR
- MLA International Bibliography
- Project Muse

Student Support Services

Explain how current academic support services will support the proposed program. Identify new services needed and provide any estimated costs associated with these services.

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Students in this program will have access to an extensive network of support services currently in existence at the university. These include, but are not limited to, library services and technology support (e.g., the main help desk, student computing services, and distance learning resources). In addition, accessibility and disability services are currently available for any student who might need them. All CCU students have access to university sponsored student support services including Accessibility and Disability Services, Student Computing Services, Kimbel Library, Student Health Services, and the Coastal Student Success Center including the Tutoring and Learning Center. Because these services are already sufficient, there will be no additional costs.

Physical Resources/Facilities

Identify the physical facilities needed to support the program and the institution's plan for meeting the requirements.

The program will continue to be supported by CCU's current facilities. No extraordinary physical facilities will be needed to support this proposed program. The program will continue to be housed Brittain Hall, a 49,146 square-foot building that contains most of the classrooms and faculty offices that will support this program. Brittain Hall includes 103 faculty/staff offices, three large classrooms with tiered seating, and twelve 25- to 30-seat classrooms.

Equipment

The program will continue to be supported by CCU's current equipment, updated and upgraded for attrition of and progression of media technologies (e.g., video cameras for several course offerings are regularly purchased to keep up with professional standards in media fields). Teaching, research, and writing within this program are supported with software packages and available instructional technologies. Teaching spaces on campus already include current technologies with regularly upgraded software. All classrooms to be used are connected to the Internet and have video projectors and/or Smart board/Promethean technology.

Impact on Existing Programs

Will the proposed program impact existing degree programs or services at the institution (e.g., course offerings or enrollment)? If yes, explain.

Yes

No

The proposed degree program is for a new major that has been updated from the Public Relations and Integrated Communication concentration of the Communication major. A separate proposal requests termination of the concentration; students in the concentration will be encouraged to change majors to the proposed degree program but will also be able to complete their current program as planned because of shared curricula between the concentration and the proposed degree. No courses in the proposed degree program come from other programs at the University. We will encourage our students to minor in relevant areas, such as those in the E. Craig Wall Jr. College of Business Administration. Our students will benefit from courses offered by other programs but we do not expect seats to be held for our students.

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Sources of Financing for the Program by Year												
Category	1 st		2 nd		3 rd		4 th		5 th		Grand Total	
	New	Total	New	Total	New	Total	New	Total	New	Total	New	Total
Tuition Funding	\$327,324	\$1,611,283	\$417,338	\$1,804,508	\$425,685	\$1,964,205	\$434,199	\$2,096,506	\$442,883	\$2,214,413	\$2,047,428	\$9,690,914
Program-Specific Fees											\$0	\$0
Special State Appropriation											\$0	\$0
Reallocation of Existing Funds											\$0	\$0
Federal, Grant or Other Funding											\$0	\$0
Total	\$327,324	\$1,611,283	\$417,338	\$1,804,508	\$425,685	\$1,964,205	\$434,199	\$2,096,506	\$442,883	\$2,214,413	\$2,047,428	\$9,690,914
Estimated Costs Associated with Implementing the Program by Year												
Category	1 st		2 nd		3 rd		4 th		5 th		Grand Total	
	New	Total	New	Total	New	Total	New	Total	New	Total	New	Total
Program Administration and Faculty/Staff Salaries	\$76,680	\$673,424		\$705,387		\$762,205		\$809,396		\$849,283	\$0	\$3,799,695
Facilities, Equipment, Supplies, and Materials											\$0	\$0
Library Resources											\$0	\$0
Other											\$0	\$0
Total	\$76,680	\$673,424		\$705,387		\$762,205		\$809,396		\$849,283	\$76,680	\$3,799,695
Net Total (Sources of Financing Minus Estimated Costs)	\$250,644	\$937,859	\$417,338	\$1,099,121	\$425,685	\$1,202,001	\$434,199	\$1,287,109	\$442,883	\$1,365,129	\$1,970,748	\$5,891,219

Financial Support

Note: New costs - costs incurred solely as a result of implementing this program. Total costs - new costs; program's share of costs of existing resources used to support the program; and any other costs redirected to the program.

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Budget Justification

Provide an explanation for all costs and sources of financing identified in the Financial Support table. Include an analysis of cost-effectiveness and return on investment and address any impacts to tuition, other programs, services, facilities, and the institution overall.

Program cost-effectiveness and return-on-investment are evaluated institutionally using an induced revenue/expense model. As shown in the Financial Support table, tuition revenues are based on a 15-credit course load for each student projected to enroll in the program. These revenues represent course revenues derived from all courses taken by the student, including both departmental-fielded courses and cross-department electives. The expenses shown in the Financial Support table represent only direct expenses necessary for delivering program courses and administration. This program will be housed entirely within the Department of Communication, Media, and Culture, which is fully funded. The beginning program administration and faculty/staff salaries total are determined by using average faculty and administration salaries of faculty and staff supporting the program based on FTEs for the program. The expenses listed as “new” represent the part of the department budget that will be used to support the new program, but do not represent new expenditures to the University. The expenses for new faculty or administration salaries are determined by using a proportion of the CUPA salary averages based on FTE for new positions in the year being hired. The university uses a 50% gross academic margin assessment to ensure that new undergraduate and certificate programs will provide sufficient revenues to support their expense impact on institutional operations.

To derive gross academic margin, total induced revenue (\$9,690,914 for the period) is calculated minus total direct expenses (\$3,799,695 for the period) divided by total induced revenue (\$9,690,914 for the period). [(Revenue-Expenses)/Revenue]

For a program to be considered cost-effective, the University looks for undergraduate and certificate programs to produce a gross academic margin of 50% or better. This program’s gross academic margin is 60.79% for the period, which indicates that this program has a high likelihood of producing sustainable revenues.

Evaluation and Assessment

Program Objectives	Student Learning Outcomes Aligned to Program Objectives	Methods of Assessment
PO1 Understand the processes of human interaction	<ul style="list-style-type: none"> - demonstrate familiarity with and comprehension of communication theories, principles, and concepts - recognize the field of communication as “the study of human interaction” in a variety of contexts - identify communication problems 	30-item survey assessed using PO 1 rubric - Pre-Test: COMM 101 (introduction course in Major Courses foundation) - Post-Test COMM 491/COMM 492 (capstone course options Major Courses foundation)

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PO2 Engage in the study of human interaction	<ul style="list-style-type: none"> - evaluate communication processes and messages for their effectiveness, strengths, and weaknesses - think critically about human interaction and how professional and popular use of communication and media affect society - analyze principles of communication, identifying underlying values and assumptions 	Final papers/Final portfolios from a random sampling of students assessed using PO2 rubric - COMM 491/COMM 492 (Capstone course options in Major Courses foundation)
PO3 Demonstrate effective communication practices	<ul style="list-style-type: none"> - apply principles and best practices to engage audiences and solve communication problems - research, create and deliver effective, strategic, and ethical messages or stories appropriate for the communication professions - demonstrate competence in public relations and strategic communication 	Final presentations from a random sampling of students assessed using PO3 rubric - COMM 491/COMM 492 (Capstone course options in Major Courses foundation) A selection of the students' final presentations from the capstone courses will be assessed using the PO3 rubric.

Note: COMM 491 = Communication Capstone: Thesis; COMM 492 = Communication Capstone: Project

Explain how the proposed program, including all program objectives, will be evaluated, along with plans to track employment. Describe how assessment data will be used.

The Department of Communication, Media, and Culture will evaluate and assess the proposed program using the same objectives, student learning outcomes, and methods of assessment currently used to assess Coastal Carolina University's existing Communication and the existing Journalism and Sports Media degree programs. Both will be assessed in part via students completing the same foundational set of Major Courses and capstone options between the three degrees. All students in the department complete an introduction course (COMM 101) and each degree ends with a required choice between two capstone options (COMM 491 or COMM 492). Each year, *Program Objective 1* is assessed with a pre-test given to all students enrolled in COMM 101 and a post-test given to all students enrolled in COMM 491 and COMM 492. The data from the capstone courses is compared to COMM 101 data from three years prior. Each year, the major's *Program Objective 2* and *Program Objective 3* are assessed using a random sampling of students in COMM 491 and COMM 492, following rubrics designed based on each program objective's goals. These assessments are used to determine the attainment of the learning outcomes for students in the degree programs and to identify any needed adjustments to the curricula for each degree program.

Programmatic student learning outcome assessment is completed yearly, and is reviewed and evaluated at the college level by a college assessment committee. The college assessment committee makes recommendations for improvement to the department concerning both the structure of the assessment plan, and the outcomes of the assessment. At the University level, completion of yearly assessment is monitored by the University-Wide Assessment Committee – Educational Programs (UWAC-EP) Subcommittee. In addition, every three years, each program completes a three-year summary of their assessment outcomes, including an evaluation of the degree to which the program is meeting its

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student learning outcomes, and plans for improvements based on these outcomes. The three-year summaries are evaluated by the UWAC-EP, who also provides feedback and suggestions for improvement. In this way, the University ensures that yearly program assessment is completed, and also that programs close the loop leading to learning improvements.

Employment data is tracked through the post-test given in capstone classes and through direct contact with alumni via survey and social media, the Coastal Carolina Alumni Association, and the office of Advancement and Alumni Engagement.

Accreditation and Licensure/Certification

Will the institution seek program-specific accreditation (e.g., CAEP, ABET, NASM, etc.)? If yes, describe the institution's plans to seek accreditation, including the expected timeline.

Yes

No

Will the proposed program lead to licensure or certification? If yes, identify the licensure or certification.

Yes

No

Explain how the program will prepare students for this licensure or certification.

Not applicable.

If the program is an Educator Preparation Program, does the proposed certification area require national recognition from a Specialized Professional Association (SPA)? If yes, describe the institution's plans to seek national recognition, including the expected timeline.

Yes

No

The proposed program does not require certification or national recognition, but accreditation from organizations such as Public Relations Society of America, Southern Public Relations Federation, and/or National School Public Relations Association are not possible without a standalone degree program. Accreditation or certification from these programs would increase the program's reputation and students/alumni networking opportunities. Employment in the fields served by this program is improved by, but not dependent on accreditation or certification. If the proposed degree program is approved, the Department of Communication, Media, and Culture will research any additional curricular, instructor, and/or structural changes that would be necessary for national recognition from an SPA.

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Appendix A: BA in Public Relations and Strategic Communication

Public Relations and Strategic Communication, B.A.

Degree Requirements (120 Credits)

Core Curriculum Requirements (36 to 40 credits)

[Core Curriculum \(36-40 Total Credit Hours\)](#)

[Graduation Requirements \(3 to 6 credits\)](#)

- UNIV 110 - The First-Year Experience (3 credits)
- HIST 201 - History of the United States from Discovery to the Present: Discovery through Reconstruction (3 credits) or POLI 201 - Introduction to American Government (3 credits)
REACH Act Compliance: As a graduation requirement, all students at CCU must complete either HIST 201 - History of the United States from Discovery to the Present: Discovery through Reconstruction, or POLI 201 - Introduction to American Government for REACH Act compliance. Sample syllabi are available upon request.

Major Courses (15 to 18 credits)

Students must earn a grade of 'C' or better in each of the courses used to satisfy major courses requirements. Final responsibility for satisfying degree requirements, as outlined in the University Catalog, rests with the student. For *public relations and strategic communication* majors, no course can be counted for major courses and major requirements and no more than six credits can be counted for major courses, major requirements, and minor requirements.

Complete the following courses

- COMM 101 - Introduction to Communication (3 credits)
- COMM 150 - Media, Self and Society (3 credits)*
- COMM 275 - Communication Theory (3 credits)
- COMM 276 - Communication Research (3 credits)
- Any COMM, JOUR, or PRSC course at the 300-400 level (3 credits)
- Any COMM, JOUR, or PRSC course at the 300-400 level (3 credits)

*Course credit hours only count once toward the total university graduation credit hour requirements.

Major Requirements (24 to 27 credits)

Students must earn a grade of 'C' or better in each of the courses used to satisfy major requirements. Final responsibility for satisfying degree requirements, as outlined in the University Catalog, rests with the student. For *public relations and strategic communication* majors, no course can be counted for major courses and major requirements and no more than six credits can be counted for major courses, major requirements, and minor requirements.

- PRSC 309 - Introduction to Public Relations and Strategic Communication (3 credits)
- PRSC 419 - Strategic Communication Campaigns (3 credits)
- Complete 1 (3 credits)
 - COMM 372 - Organizational Communication (3 credits)

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- PRSC 311 - Organizational Communication and Advertising (3 credits)
- PRSC 436 - Public Relations Writing and Analysis
- Complete 1 (3 credits)
 - COMM 433 - Persuasion and Influence in the Digital Age (3 credits)
 - PRSC 312 - Media Relations (3 credits)
 - PRSC 319 Q* - Public Relations Event Planning (3 credits)
 - PRSC 425 - Crisis Communication (3 credits)
- Complete 1 (3 credits)
 - COMM 340 - Media Effects (3 credits)
 - COMM 451 - Interactive Media & Society (3 credits)
 - PRSC 326 - Brand Strategy and Advertising (3 credits)
- Complete 1 (3 credits)
 - COMM 301 - Intercultural Communication (3 credits)
 - COMM 345 - Communication Activism (3 credits)
 - COMM 380 - Signs Among Us: The Semiotics of Culture (3 credits)
- Complete 1 (3 to 6 credits)
 - COMM 373 - Organizational Media Design (3 credits)
 - PRSC 314 - Social Media Analytics (3 credits)
 - PRSC 433 Q - Student-Run Public Relations Agency (1 to 6 credits)
 - PRSC 495 Q - Public Relations Internship (1 to 6 credits)
- Complete 1 (3 credits)
 - COMM 491 - Communication Capstone: Thesis (3 credits)
 - COMM 492 Q* - Communication Capstone: Project (3 credits)

Minor Requirements (18 Credits)

Final responsibility for satisfying degree requirements, as outlined in the University Catalog, rests with the student. Students select a minor in consultation with their advisors. They choose from any minors listed in the Coastal Carolina University Catalog, including, but not limited to: communication, film and production studies, graphic design minor (for non-art studio majors), health communication, journalism studies, marketing, new media and digital culture, social media, sport studies, or web application development.

No more than six credits can be counted for major courses, major requirements, and minor requirements.

Electives (11-22 Credits)

Total Credits Required: 120 credits

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Appendix B: Letters of Local Business Support for Program



Greetings,

My name is Scott Lee and I am the President at Amslee Agency.

Recently, the Communication, Media, and Culture department at Coastal Carolina University let us know about the Public Relations and Strategic Communication major they are proposing. We are excited about this proposed new program and believe it can prepare students for entry-level positions in the local job market.

Though dependent on our needs and what students gain expertise in, we encourage students graduating from this program to seek jobs at our organization directly, such as applying to be a Content Writer/Creator, Digital Marketing Strategist, and other opportunities appropriate for recent college graduate students in our field.

Thank you,

Scott Lee
Amslee Agency
www.amslee.com
info@amslee.com
843.283.3651

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June 1, 2023

Dr. Kyle Holody
Professor/Chair
Department of Communication, Media & Culture
Thomas W. & Robin W. Edwards College of Humanities & Fine Arts
Coastal Carolina University

Dear Dr. Holody:

I am writing to support Coastal Carolina University's plan to create a new Public Relations and Strategic Communication major for the 2024 academic school year.

As our city and the Grand Strand region diversifies its economy beyond tourism into healthcare, technology, management, and other industries the need to have qualified public relations and strategic communications professionals in our workforce will be vital to our continued growth. Here at the Myrtle Beach Area Chamber of Commerce and Visit Myrtle Beach, which serves as the region's destination marketing organization, we already employ full time public relations and communications personnel and anticipate the need growing for our area businesses.

The Myrtle Beach Area Chamber of Commerce supports the addition of this major to the Coastal Carolina University academic program for the 2024 academic year.

If you have any questions, please do not hesitate to contact me at karen.riordan@visitmyrtlebeach.com or 843-916-7241. Thank you.

Sincerely,

A handwritten signature in black ink that reads "Karen Riordan". The signature is written in a cursive, flowing style.

Karen Riordan, President and CEO

1200 N. Oak Street Myrtle Beach, SC 29577
www.myrtlebeachareachamber.com

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Greetings,

My name is Mindy Nicodemus and I am the owner and publisher at SC Off the Grid Communications and SC Off the Grid Magazine. Recently, the Communication, Media, and Culture department at Coastal Carolina University let us know about the Public Relations and Strategic Communication major they are proposing. We are excited about this proposed new program and believe it can prepare students for entry-level positions in the local job market. Though dependent on our needs and what students gain expertise in, we encourage students graduating from this program to seek jobs at our organization directly, such as applying to be writers, graphic designers, and advertising sales coordinators along with other opportunities appropriate for recent college graduate students in our field.

Thank you,

Mindy C Nicodemus
SC Off the Grid Communications
843-591-6863

offthegrid.mindy@gmail.com