

NEW PROGRAM PROPOSAL EXECUTIVE SUMMARY

Bachelor of Arts in Communication

University of South Carolina Columbia

WORKFORCE DEVELOPMENT:

Is this program recognized as a **PRIORITY OCCUPATION** according to the South Carolina Unified State Plan for Education and Workforce Development for 2024-2025? If so, please select the appropriate career cluster.

☐ Yes

☒ No

CAREER CLUSTER:

☐ Agriculture, Food, & Natural Resources

☐ Architecture &

Construction

☒ Arts, Audio/Video Technology, & Communications

☐ Business Management

&Administration

☐ Education & Training

☐ Finance

☐ Government & Public Administration

☐ Health Science

☐ Hospitality & Tourism

☐ Human Services

☐ Information Technology

☐ Law, Public Safety, Corrections, &

Security

☐ Manufacturing

☐ Marketing

☐ Science, Technology, Engineering, & Mathematics

☐ Transportation, Distribution,

& Logistics

A. SUMMARY

University of South Carolina proposes a new Bachelor of Arts in Communication program. The program is formulated to focus on the comprehensive study of communication that spans human communication, social and political applications of communications, and public communication. The program includes instruction in interpersonal, group, organizational, and intercultural communication; theories of communication; critical thinking, argumentation, and persuasion; written communication; printed and digital media; consequences and effects of mass media; and quantitative and qualitative methods of inquiry.

The program will require 16 new courses and the hiring of 1 new faculty and 1 program coordinator. There are currently 18 similar programs within the state. Program requirements include a minimum of 120 credits. The program fulfills the REACH Act requirement and received all institutional approval on March 1, 2025. The program will be delivered in a traditional face-to-face model and will begin Fall 2025.

B. UNIVERSITY ENROLLMENT

In-state 18,032 (60%)	Out-of-State 12,126 (40%)
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SC CHE Headcount Enrollment Data Provisional Fall 2024

C. ENROLLMENT PROJECTIONS

Projected Enrollment			
Year	Fall Headcount	Spring Headcount	Summer Headcount
2025-2026	20	20	0
2026-2027	38	38	0
2027-2028	56	56	0
2028-2029	74	74	0
2029-2030	74	74	0

The enrollment projection itself is based on similar enrollment growth with the launch of recent majors in the College. The projections are conservative and estimate 20 new students per year with 18 continuing in year 2 and beyond.

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

Occupation	State		National		Data Type and Source
	Expected Number of Jobs	Employment Projection	Expected Number of Jobs	Employment Projection	
Promotions Managers	10 annually	120; 2-% increase from 2020-2030	1800 annually	21,700; -3%	US Department of Labor Projections on O*Net
Media and Communication	10 annually	80; 14% increase from 2020-2030	2600 annually	29,100; 8% increase	US Department of Labor Projections on O*Net
Public Relations Specialist	410 annually	4,250; 12% increase from 2020-2030	27,100 annually	327,200; 6% increase	US Department of Labor Projections on O*Net
Communications Specialists	315 (regional)				Kennedy Report ¹
Communications Manager	190 (regional)				Kennedy Report
Communications Coordinator	110 (regional)				Kennedy Report
Copywriter	172 (regional)				Kennedy Report
Communications Director	102 (regional)				Kennedy Report

¹ The Kennedy Report (Kennedy & Company, 2023) is an independent market report sourced by the CIC in preparation for this Communication BA proposal.

E. CHE STAFF STAGES OF CONSIDERATION

[illegible]

		<ul style="list-style-type: none"> • Job opportunities across similarities between current communication degree offerings and the proposed general communication degree. • Entry level wages • Additional justification needed on the program and specific fees line of the financial support table.
ACAP Considerations		ACAP questions: none Responses: n/a Vote: Approved
CAAL Considerations (See attached commissioner questions and responses)		CAAL questions Responses Vote
CHE Considerations		CHE questions Responses Vote
Submission to IT for addition to inventory		Date completed

F. ACAP, CAAL, AND CHE RECOMMENDATIONS

a. ACAP RECOMMENDATION

Approved

b. CAAL RECOMMENDATION

Choose an item.

c. CHE RECOMMENDATION

Choose an item.

Additional Comments:

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NEW PROGRAM PROPOSAL FORM

Name of Institution: University of South Carolina Columbia

Name of Program (include degree designation and all concentrations, options, or tracks): Bachelor of Arts in Communication

Program Designation:

- | | |
|-----------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <input type="checkbox"/> Associate's Degree | <input type="checkbox"/> Master's Degree |
| <input checked="" type="checkbox"/> Bachelor's Degree: 4 Year | <input type="checkbox"/> Specialist |
| <input type="checkbox"/> Bachelor's Degree: 5 Year | <input type="checkbox"/> Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA) |
| <input type="checkbox"/> Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.) | |

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

- ☐ Yes
☒ No

Proposed Date of Implementation: Fall 2025

CIP Code: 09.0100 Communication General

Delivery Site(s): 51102

Delivery Mode:

- | | |
|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Traditional/face-to-face
*select if less than 25% online | <input type="checkbox"/> Distance Education |
| | <input type="checkbox"/> 100% online |
| | <input type="checkbox"/> Blended/hybrid (50% or more online) |
| | <input type="checkbox"/> Blended/hybrid (25-49% online) |
| | <input type="checkbox"/> Other distance education (explain if selected) |

REACH Act Compliance: All undergraduate students must take a 3-credit course or its equivalent with a passing grade in the subject areas of History, Political Science, or African American Studies that covers the founding documents including the United State Constitution, the Declaration of Independence, the Emancipation Proclamation and one or more documents that are foundational to the African American Freedom struggle, and a minimum of five essays from the Federalist papers. This course may count as a requirement in any part of the program of study including the Carolina Core, the major, minor or cognate, or as a general elective.

Students in this program will be advised to take a REACH Act course that also satisfies a Carolina Core requirement: AFAM 200 Freedom Papers: Narratives of Race and Nation (3 credits, VSR); HIST 201 American Founding Documents (3 Credits, GHS); HIST 111 United States History to 1865 (3 Credits, GHS); POLI 201 American National Government (3 Credits, GSS and VSR); or POLI 304 Contemporary Political Theory (3 Credits, VSR).

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

Trena Houp, Executive Director, Academic Program Planning and Decision Support, 803-777-0460 and thoup@sc.edu

Kim Thompson, Associate Dean for Academic Affairs, 803-777-0224, kthompso@mailbox.sc.edu

Institutional Approvals and Dates of Approval (include department through Provost/Chief Academic Officer, President, and Board of Trustees approval):

Provost Pre-authorization: 12/30/2023

College of Information and Communications: 8/23/2024

Faculty Senate Committee on Curricula and Courses: 11/29/2024

Faculty Senate: 12/5/2024

Provost: 2/12/2025

President: 2/17/2025

Board of Trustees Academic Excellence and Student Experience: Expected March 17, 2025

Board of Trustees: Expected March 17, 2025

Background Information

State the nature and purpose of the proposed program, including target audience, centrality to institutional mission, and relation to the strategic plan.

USC's mission is to serve and educate the state's citizenry, to "promote the dissemination of knowledge, cultural enrichment, and enhance quality of life." The study of communication is one of the seven classic areas fundamental to liberal arts education. This new communication major serves the state of South Carolina by providing a foundation for graduates to communicate personal ideas and points of view. It will also strengthen the workforce with critical skills such as working in teams for successful collaboration, analyzing communication problems and questions in society, and management in communication contexts to transform personal and public livelihood. In addition, it is critical to have the ability to communicate effectively both in virtual formats to align with workforce trends.

The proposed Communication program focuses on the comprehensive study of communication that spans human communication, social and political applications of communications, and public communication. The program includes instruction in interpersonal, group, organizational, and intercultural communication; theories of communication; critical thinking, argumentation, and persuasion; written communication; printed and digital media; consequences and effects of mass media; and quantitative and qualitative methods of inquiry.

The target audience is prospective undergraduate students. Because of the range of careers (government, corporate, healthcare, and nonprofit) where communications professionals are employed, the degree is flexible so that students, in consultation with their advisors, can tailor their electives to augment their personal and professional interests. Students who declare the Communication major will have the flexibility to also complete a minor, a certificate, a cognate, double major, study abroad, or participate in other curricular activities that prepare them to enter the professional practice communication in the way that they deem best aligns with their professional interests. An additional benefit of this flexible degree is that it will meet the needs of non-traditional students (e.g., military, transfer, and those returning to college).

Assessment of Need

Provide an assessment of the need for the program for the institution, the state, the region, and beyond, if applicable.

Communication is an essential skill both professionally and personally. However, currently there is no communication degree currently offered at USC Columbia. USC Columbia is one of the few (out of nearly 200 institutions) R1 institutions in the nation without a Communication degree. In addition, USC's system institutions and most other universities in the state of South Carolina have communication programs within various units—demonstrating how ubiquitous this degree program is across higher educations (similar to English, psychology, history, math, etc.) and needed on the USC Columbia campus. We believe the addition of this program is a necessary duplication as a Communication program, like an English, History or Math program, should be offered on every college campus. Furthermore, we believe there is sufficient demand in the state to support an additional program. According to the Kennedy Report, nearly 90% of regional jobs seeking candidates with a Communication background request a Bachelor's degree and 71% have it as a minimum requirement. Furthermore, we selected all of the CIP codes used by the programs listed in the similar programs table for the Lightcast Analyst report and the report noted that these programs produced a combined 712 graduates in 2023, however, it also showed 1,759 annual openings in South Carolina for the positions associated with these CIP Codes, thus demonstrating demand in the state for additional graduates in this area.

The College of Information and Communications will house this program in the recently developed interdisciplinary unit, Information and Communication Studies. The School of Journalism and Mass Communications (SJMC) majors (BAJMC programs in Advertising, Broadcast Journalism, Print Journalism, Mass Communications, Public Relations, and Visual Communications) are adjacent and relate to the study of Communication; therefore, some members of the SJMC faculty have doctoral degrees and training in Communication specifically so we have existing faculty with the expertise to deliver this new program. However, the new Communication program is considerably different from the BAJMC insomuch as it provides a more general communication focus, as opposed to the industry-specific education and training offered in the BAJMC majors.


The difference between a mass communication degree and a communication degree is distinct and dates back to the origins of the disciplines. The theories used and application of the knowledge in practice differentiates the two. Communication has historically focused on the interpersonal, small group, one-to-one or one-to few communication while mass communication has been the use of a technology medium (radio, television, newspaper, or internet) to reach many people at one time. There is a difference between communicating one-on-one versus creating a communication to be blast over radio or social media and the strategies and techniques, theories and approaches are different. Another major difference is that this communication degree is a social scientific approach to communication. These social scientific classes in interpersonal communication, nonverbal communication (reading people's body language to adjust in each speaking context), do not usually fit in an English program which focuses on prose and written or speech communication nor in a journalism and mass communication program which focuses on using communication technology (TV, internet, radio, newspaper, magazine) to reach a large (mass audience). The teaching of effective doctor-patient interaction skills (in a health context), or supervisor/direct report communication skills (in workplace or organizational context) or effective teamwork skills (in any context) are not typically taught in such programs. There is a science to communication and the proposed communication programs will include these topics.

The topics addressed in this program set this degree apart from the other degrees offered in the state and specifically the BAJMC degrees. Additionally, the BAJMC programs do not require an internship, but the communication program does and not all students in the BAJMC programs take the research methods course (included in Mass Comm and Public Relations only), while this course is required in the Communication program so students will learn about communication effects. BAJMC students learn skills (news writing, broadcasting, reporting), while students in the Communication program will conduct the research that can help determine why a story in an organizational context conjures certain emotions, why a communication message is persuasive or funny. They will test messages, which is a valuable skill and a marketable one.


The Kennedy report also provided a summary of differences between a communication program and those in other related CIP codes below:

COMPARISON OF COMMUNICATION CIP CODES

Four programs are housed within the Communication & Media Studies CIP code, and while each imparts a similar skill set, there is substantial variety in the contexts in which those skills are applied, including history and policy, communications theory, and media criticism.

Overview of Communication & Media Studies CIP Codes			
CIP Code	CIP Title	NCES Program Description	Sample Subjects
 09.0100	Communication, General	A program that focuses on the comprehensive study of communication, and that spans the study of mass communication/media studies, old and new media technologies, social and political applications, and speech communication and rhetoric.	<ul style="list-style-type: none"> Interpersonal, group, organizational & intercultural communication Theories of communication Critical thinking, argumentation, and persuasion Written communication; printed, electronic, and digital media Rhetorical tradition and criticism Media, society, and culture; consequences and effects of mass media Media social science and criticism Quantitative and qualitative methods of inquiry.
09.0101	Speech, Communication & Rhetoric	A program that focuses on the scientific, humanistic, and critical study of human communication in a variety of formats, media, and contexts.	<ul style="list-style-type: none"> Theory & practice of interpersonal, organizational, group, professional, and intercultural communication Verbal and nonverbal interaction; speaking and listening Rhetorical theory and criticism; argumentation and persuasion Performance studies Technologically-mediated communication
09.0102	Mass Communication & Media Studies	A program that focuses on the analysis and criticism of media institutions and media texts, how people experience and understand media content, and the roles of media in producing and transforming culture.	<ul style="list-style-type: none"> Communications regulation, law, and policy Media history; visual and media literacy Media aesthetics, interpretation, and criticism Social and cultural effects of mass media Economics of media industries Psychology & behavioral aspects of media messages and interpretation
09.0199	Communication & Media Studies, other	Any instructional program in communication and media studies not listed above	<ul style="list-style-type: none"> None available

Source: NCES

 = CIP Code currently designated by USC

The value of this Communication degree is the skills that extend beyond specifically communication jobs. Communication is noted as one of the top skills in demand across the employment sector today and can apply to endless roles in business, academia, government, education, media, etc. Not only will we prepare our students for jobs in the communication field, but the program can also service students in other majors – they could take the coursework as electives or add the program as an additional major - which makes those students more employable. We believe South Carolina has an untapped market for a social scientific approach to communication, particularly in the transportation sector broadly defined. The state is home to companies such as Boeing, Volvo, BMW, and Scout. While existing programs may meet these companies' social media and advertising (mass communication broadly defined) needs, these employers need internal communication staff, employee relations staff, and communications

specialists who focus on building community and meeting internal communication needs. We designed the program to uniquely meet these needs and that we will complement and not compete with existing programs offered in the state.

The approach to Communication and the breadth that the curriculum and training provide affords students more flexibility in post-graduate career options; furthermore, this approach is similar to what is offered at other universities nationwide. For example, most of USC's peer and aspirant institutions have a Communication unit and associated degree:

Peers

- Clemson University—Department of Communication – Communication Major
- University of Alabama—Department of Communication Studies
- University of Georgia—Department of Communication – Communication Major
- University of Kentucky—Department of Communication
- University of Missouri— Department of Communication – Communication Major
- University of Tennessee—School of Communication Studies – Communication Major

Aspirants

- University of Iowa—Department of Communication Studies – Communication Studies Major
- University of Maryland—Department of Communication—Communication Major
- University of North Carolina-- Department of Communication – Communication Major
- University of Utah-- Department of Communication – Communication Major
- University of Virginia—Department of Media Studies

Comparatively, we are at a disadvantage compared to our peers and peer aspirants that offer a Communication degree. These units and the Communication major are ubiquitous across higher education and are essential to a comprehensive education, providing skills essential to the workforce and citizenship participation. To improve in national rankings, it is imperative that USC be competitive with peers and peer aspirants in this area.

Finally in terms of student demand, we would expect this program to appeal to students and be similar to the demand experienced for the B.A. in Sports Media program we launched in the College of Information and Communications (CIC) in Fall 2024; we estimated an enrollment of 20 students in year 1 and there are currently 106 students enrolled in that program and we expect enrollment to exceed 400 students in Fall 2025 based on the number of admitted students who have selected that major. The enrollment projection numbers provided for the Communication program in the enrollment section of this proposal are conservative and we could easily enroll 100 students in the Communication program within the first year as all programs in the College have healthy enrollment:

CIC Program	Spring 2025 Enrollment
Advertising	476
Broadcast Journalism	215
Information Science	164
Journalism	92
Mass Communications	341
Public Relations	381
Sports Media	106

Visual Communications	212
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Transfer and Articulation

Identify any special articulation agreements for the proposed program. Provide the articulation agreement or Memorandum of Agreement/Understanding.

Students will be able to transfer courses from previous institutions in accordance with University requirements. Transfer information for students interested in pursuing a bachelor's degree is available at https://sc.edu/about/offices_and_divisions/undergraduate_admissions/requirements/for_transfers/ with specific information targeted to the students enrolled in a South Carolina technical College institution available at https://sc.edu/about/offices_and_divisions/undergraduate_admissions/requirements/for_transfers/credits_from_sc_technical_colleges/.

Associate degree coursework at USC campuses offers excellent opportunities for partnerships to entry into this program (these campus follow the general education requirements of USC Columbia). Additionally, we are engaged in discussions with Midlands Technical College about a direct transfer pathway. Below is a draft transfer pathway from Midlands Technical College to this program.

Course Subject and Title	Credit Hours	Min. Grade	USC Equivalent Course	USC Requirements
Semester One (13 Credit Hours)				
COL 101 College Orientation	1		Not Transferable	
ENG 101 English Composition I	3	C	ENGL 101 Critical Reading and Composition	CC-CMW
BIO 101 Biological Science I	4	C	BIOL 101 Biological Principles I and BIOL 101L Biological Principles I Lab	CC-SCI
MAT 120 Probability and Statistics	3	C	STAT 201 Elementary Statistics	CC-ARP
Foreign language requirement (101)	3	C	Foreign language requirement (109)	CC-GFL
Semester Two (16 Credit Hours)				
ENG 102 English Composition II	3	C	ENGL 102 Rhetoric and Composition	CC-CMW and INF
BIO 102 Biological Science II	4	C	BIOL 102 Biological Principles II and BIOL 102L Biological Principles II Lab	CC-SCI
Foreign language requirement (102)	3	C	Foreign language requirement (110)	CC-GFL
PSC 210 American Government	3	C	POLI 201 American National Government	CC-GSS and VSR and FND
CPT 101 Introduction to Computers	3	C	CSCE 101 Introduction to Computer Concepts	CC-ARP
Semester Three (15 Credit Hours)				
MUS 105 Music Appreciation or ART 101 Art History and Appreciation or THEA 101 Introduction to Theatre	3	C	MUSC 110 Introduction to Music or ARTE 101 Introduction to Art or THEA 200 Understanding and Appreciation of Theatre	CC-AIU
SPC 205 Public Speaking	3	C	SPCH 140 Public Communication	CC-CMS
HIS 201 American History: Discovery to 1877	3	C	HIST 111 US History to 1865	CC-GHS
Any AA or AS course	3	C		Elective
Any AA or AS course	3	C		Elective
Semester Four (15-16 Credit Hours)				
MKT 240 Advertising	3	C	JOUR 202 Princ Advertising & Brand Comm	Major Elective
ENG 263 Writing for Social Media	3	C	JOUR 002T Writing for Social Media	Major Elective
Mkt 111 Media Relations	3	C	JOUR 002T Media Relations	Major Elective
Any AA or AS course	3	C		Elective
Any AA or AS course	3-4	C		Elective
Semester Five+ at USC				

Note: The course above are the recommended courses, but additional Carolina Core course options can be found at: [Carolina Core Course Equivalents - Office of Undergraduate Admissions | University of South Carolina \(sc.edu\)](#).

Employment Opportunities

Occupation	State		National		Data Type and Source
	Expected Number of Jobs	Employment Projection	Expected Number of Jobs	Employment Projection	
Promotions Managers	10 annually	120; 2-% increase from 2020-2030	1800 annually	21,700; -3%	US Department of Labor Projections on O*Net
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Communications Coordinator	110 (regional)				Kennedy Report
Copywriter	172 (regional)				Kennedy Report
Communications Director	102 (regional)				Kennedy Report

Supporting Evidence of Anticipated Employment Opportunities

Provide supporting evidence of anticipated employment opportunities for graduates.

The national focus on communication skills as essential to employable university graduates has never been stronger. Based on data provided by a recent Kennedy & Company market analysis, Communication jobs and demand for common communication skills in the job market have increased since 2019. Communication was the 8th most popular bachelor's degree awarded nationwide in 2021, and in terms of median wages, the Communication CIP code has some of the highest annualized wage growth (9%). The Kennedy report notes that as of 2020, the median salary of Communication graduates in SC one year post-graduation was \$31,000, rising to \$50,000 five years post-graduation and to \$66,000 within a decade. Similarly, the report from Lightcast Analyst notes the median earnings for graduates of Communication programs to be \$64,600 in SC and \$81,500 nationally.

¹ The Kennedy Report (Kennedy & Company, 2023) is an independent market report sourced by the CIC in preparation for this Communication BA proposal.

When responding to a recent National Association of Colleges and Employers Job Outlook Survey, employers identified the ability to verbally communicate with others inside and outside the organization and the ability to create and/or edit written documents as among the top ten skills they seek when hiring new college graduates. Communication graduates bring these critical skills to the workplace ([2024-nace-job-outlook.pdf](#)). They demonstrate strong verbal, nonverbal, and written communication skills and have considerable expertise in speaking well in front of small and large audiences.

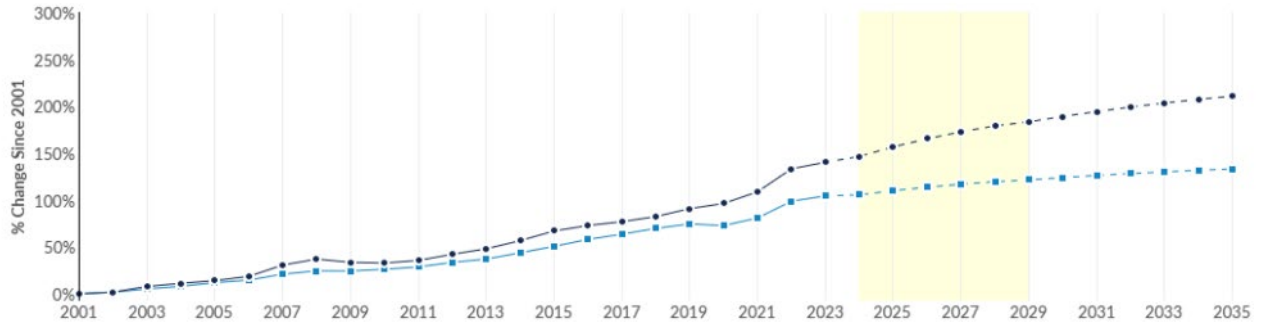
The knowledge, understanding, and skills that a student acquires through a program of study in Communication will help them become a valued asset in a variety of contexts—from organizations to politics, from families to multinational corporations. Communication graduates are trained to think deeply about how communication processes relate to many of today's important issues, which will serve them well. Graduates know how to communicate with care and respect for others' beliefs, making them an essential asset in an ever-connected world.

This major can lead to occupations such as: Public Relations and Fundraising Managers (13.5-15% 10-year growth projection), Editors (11.3% 10-year growth projection), Writers and Authors (7.8% 10-year growth projection) (data from Kennedy & Company, 2023). And, according to Lightcast Analyst, target occupations include the following (report run on 1/16/2025 using CIP 09.0100):

Occupation	2023 Jobs*	Annual Openings*	Median Earnings	Growth (2023 - 2025)*	Employment Concentration (2023)*
 Market Research Analysts and Marketing Specialists	5,948	842	\$28.82/hr	+9.82%	0.86
 Marketing Managers	2,242	278	\$49.15/hr	+8.83%	0.72
 Public Relations Specialists	1,654	195	\$28.02/hr	+7.50%	0.68
 Producers and Directors	791	96	\$26.11/hr	+7.33%	0.54
 Writers and Authors	714	98	\$19.85/hr	+7.70%	0.71
 Editors	622	84	\$27.94/hr	+4.98%	0.68
 Public Relations Managers	533	52	\$41.51/hr	+5.82%	0.91
 News Analysts, Reporters, and Journalists	431	58	\$21.55/hr	+1.16%	0.96
 Technical Writers	260	33	\$35.20/hr	+8.46%	0.81
 Advertising and Promotions Managers	208	27	\$54.98/hr	+7.21%	0.95

With these occupations, Lightcast shows the following trends with the local region outpacing the nation in growth:

Regional Trends

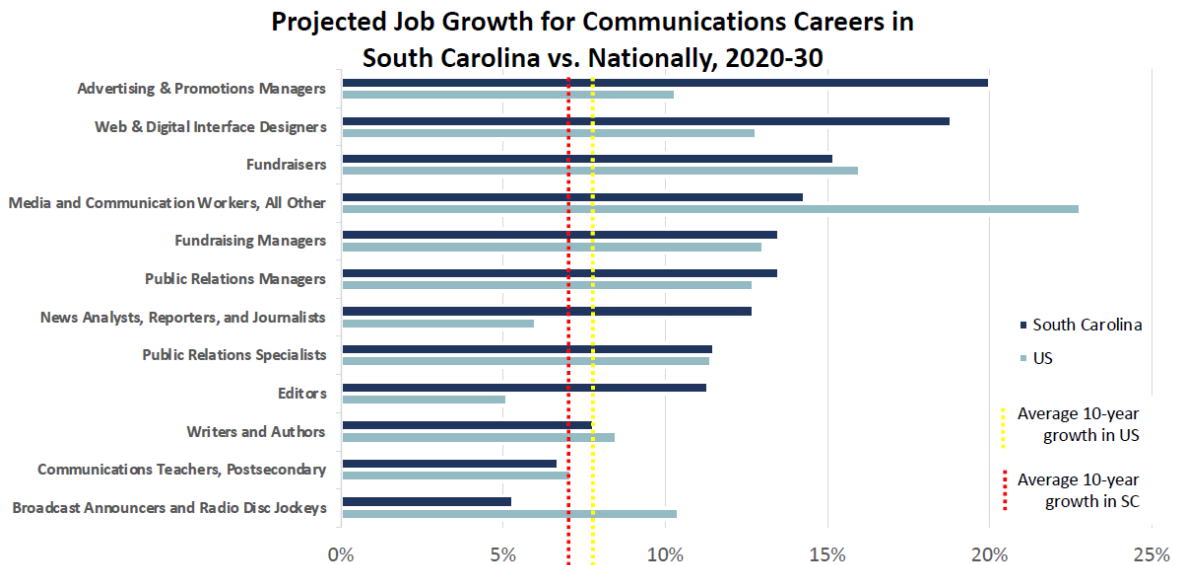


Region	2024 Jobs	2029 Jobs	Change	% Change
Region	25,757	29,621	3,864	15.0%
Nation	2,398,746	2,584,067	185,321	7.7%

The Kennedy Report also found a positive outlook for employment for communication graduates:

POSITIVE OUTLOOK FOR COMMUNICATIONS OCCUPATIONS IN SC

Ten-year projected job growth is slightly lower in SC than nationally (7% vs. 8%, respectively.) Several occupations corresponding to the CIP codes associated with communications programs, such as advertising managers and fundraisers exceed both the state and national averages.



Description of the Program

Projected Enrollment			
Year	Fall Headcount	Spring Headcount	Summer Headcount
2025-2026	20	20	0
2026-2027	38	38	0
2027-2028	56	56	0
2028-2029	74	74	0
3029-2030	74	74	0

Explain how the enrollment projections were calculated.

Enrollment projections were calculated based on similar enrollment growth with the launch of recent majors in the College. The projections are conservative and estimate 20 new students per year with 18 continuing in year 2 and beyond.

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

☐ Yes

☒ No

Curriculum

New Courses

List and provide course descriptions for new courses.

COMM 101 Introduction to Human Communication (3 credit hours)

Concepts and processes relevant to the study of communication and human behavior and their application in a broad variety of contexts, including interpersonal relationships, small groups, organizations, health communication, social media, and media literacy. No prerequisite.

COMM 201 Applied Interpersonal Communication (3 credit hours)

Focus on skills development in goal oriented two person conversations. Topics include an overview of the communication process in employment interviews, informational interviews, survey interviews, performance appraisals; recruiting interviews, persuasive interviews; counseling and health care interviews. No prerequisite.

COMM 202 Social Influence and Persuasion (3 credit hours)

Introduction to theoretical and applied issues in interpersonal persuasion and persuasion campaigns. Presents an overview of the area with an emphasis on critical analysis about the creation and consumption of persuasive messages. No prerequisite.

COMM 203 Communication in Teams (3 credit hours)

Introduction to the theoretical and applied issues to how individuals communicate in teams, how teams are created and defined through communication, and how teams communicate with other teams across

organizations. Crucial to understanding and strengthening future teamwork experiences in organizations. No prerequisite.

COMM 204 Conflict and Negotiation (3 credit hours)

Surveys a range of conflict settings, including communication in interpersonal, group, and organizational contexts. Focuses on the application of theory and research to help students develop the skills needed to manage conflict effectively in their personal and professional lives. No prerequisite.

COMM 310 Nonverbal Communication (3 credit hours)

Presents a comprehensive introduction to nonverbal communication. Covers the evolutionary and socio-cultural foundations as well as the basic codes and functions of nonverbal communication as well as the applications of nonverbal communication concepts to everyday interactions. No prerequisite.

COMM 312 Gender and Communication (3 credit hours)

Examines how gender influences communication and the multiple relationships among gender, communication and culture. Explores how communication creates gender and shapes relationships and how communication reflects, sustains, and alters cultural views of gender. No prerequisite.

COMM 332 Communication Research (3 credit hours)

Fundamentals of communications research methods and applications. Survey, observational and experimental research; primary research data-gathering techniques; secondary research sources; concept of data analysis; message and audience research measures. No prerequisite.

COMM 399 Research Experience in Communication (3 credit hours)

Supervised communications research experience to develop student's advanced research and analytical skills. Individual research contract developed in consultation with the instructor. No prerequisite.

COMM 425 Family Communication (3 credit hours)

An introduction to research trends and theory in the scientific study of the family, considering issues related to family interaction, functioning, relationships, and communication. No prerequisite.

COMM 426 Communication in Social and Personal Relationships (3 credit hours)

Survey of concepts, theories, and research concerning communication across all phases of interpersonal relationships, focusing on both theoretical and practical applications. No prerequisite.

COMM 435 Health Communication (3 credit hours)

Explores the diversity of health experiences and the ways in which health communication affects our lives, whether through interpersonal conversations about health issues, exposure to health information in the media, or through our personal involvement with the healthcare system. No prerequisite.

COMM 436 Communication in Complex Organization (3 credit hours)

Survey of the theoretical and empirical literature dealing with human communication behavior as it occurs within the context of complex organizations. Among the topics covered are superior-subordinate communication, communication networks, message distortion, feedback processes, communication climate, leadership and decision-making. No prerequisite.

COMM 499 Special Topics in the Scientific Approach to Media Effects (3 credit hours)

Topics in communication and media effects. Individual topics will vary by title.
Prerequisite: C or better in COMM 332

COMM 562 Online Communication and Personal Relationships (3 credit hours)

Examines how people form their identities and manage their personal relationships using new communication technologies (social network sites, online dating, mobile computing, video games). Topics include impression management, deception and trust, self-perception and identity, social support and relationship maintenance. No prerequisite.

COMM 572 Communication and Interethnic Behavior (3 credit hours)

The relation of communication processes to interethnic and interracial attitudes and behavior. Psycho-social foundations of interethnic communication and conflict, group identification and communication processes, interpersonal communication and culture, communication about race and ethnicity, mass media content and effects. No prerequisite.

In addition, some new COMM courses were added as a cross-listing to existing courses (no new content as content is the same for cross-listed courses): [JOUR 308](#) added COMM 308; [JOUR 506](#) added COMM 506; [JOUR 507](#) added COMM 507; [JOUR 509](#) added COMM 509; [JOUR 536](#) added COMM 510; [JOUR 542](#) added COMM 542; and [JOUR 596](#) added COMM 596.

Total Credit Hours Required: 120

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		
STAT 110 or STAT 112 or 201 or 205 or 206	3	Any additional ARP course*	3		
GFL	3-4	GFL	3		
COMM 101	3	COMM 332	3		
COMM Communication Skills course	3	COMM Communication Skills course	3		
Total Semester Hours	15-16	Total Semester Hours	15	Total Semester Hours	
Year 2					
Fall		Spring		Summer	
SCI	4	SCI	3		
GHS (students will be advised to select a REACH Act course that also fulfills the GHS, GSS or VSR course requirement)	3	CMS	3		
GSS (students will be advised to select a REACH Act course that also fulfills the GHS, GSS or VSR course requirement)	3	VSR (students will be advised to select a REACH Act course that also fulfills the GHS, GSS or VSR course requirement)	3		
AIU	3	General elective	3		
COMM major course	3	COMM major course	3		
SCI	4	SCI	3		
Total Semester Hours	16	Total Semester Hours	15	Total Semester Hours	

Course Name	Credit Hours	Course Name	Credit Hours	Course Name	Credit Hours
Year 3					
Fall		Spring		Summer	
General elective	3	General elective	3		
General elective	3	General elective	3		
General elective	3	General elective	3		
General elective	3	General elective	3		
COMM major course	3	COMM major course	3		
Total Semester Hours	15	Total Semester Hours	15	Total Semester Hours	
Year 4					
Fall		Spring		Summer	
General elective	3	General elective	3		
General elective	3	General elective	3		
General elective	3	General elective	3		
General elective	3	General elective	1-2		
COMM major course	3	COMM major course	3		
Total Semester Hours	15	Total Semester Hours	13-14	Total Semester Hours	

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
Communication, B.A. (CIP 09.0101)	120	USC Aiken	similar major coursework in communication theory and methods	offered in online and hybrid formats
Communication Studies, B.A. (CIP 09.0101)	120	USC Beaufort	similar major coursework in communication theory and methods	USC's proposed degree is a social scientific approach to communication
Communications, B.A. (CIP 09.0101)	120	USC Upstate	similar major coursework in communication theory and methods	has 3 concentrations: Mass Media, Communication Studies, and Public Relations; also offered online; USC's proposed degree is a social scientific approach to communication
Communication, B.A. (CIP 23.1304)	120	Clemson University	similar major coursework in communication theory and methods	Has concentrations in Health Communication, Strategic Communication and Media and Technology Studies; USC's proposed degree is a social scientific approach to communication
Communication B.A. (CIP 09.0101), Department of Communication, Media & Culture, College of Humanities and Fine Arts	120	Coastal Carolina University	similar major coursework in communication theory and methods	students choose between final capstone thesis or project; summer courses allow students to complete BA in 3 years + an MA in one more year; has five optional concentrations (Communication Studies, Health Communication, Interactive Journalism, Public Relations and Sports Communication); USC's proposed degree is a social scientific approach to communication

Communication, B.A. (CIP 09.0101), Department of Communication, School of Humanities and Social Sciences	120	College of Charleston	similar major coursework in communication theory and methods	students choose between final capstone project or essay; internships are encouraged; no concentrations; and also offered online; USC's proposed degree is a social scientific approach to communication
Communications, B.A. (CIP 09.0102)	120	South Carolina State University	similar major coursework in communication theory and methods	Has two concentrations (broadcasting and journalism); USC's proposed degree is a social scientific approach to communication
Communication, BA (CIP 09.0900)	120	Allen University	similar major coursework in communication theory and methods	USC's proposed degree is a social scientific approach to communication
Communication, BA (CIP 90.0100)	120	Bob Jones University	similar major coursework in communication theory and methods	Has concentrations in interpersonal, organizational, rhetoric and public address, and leadership; USC's proposed degree is a social scientific approach to communication
Communication Studies, BA (CIP 90.0100)	120	Charleston Southern University	similar major coursework in communication theory and methods	USC's proposed degree is a social scientific approach to communication
Communications, BA (CIP 09.0101)	120	Coker University	similar major coursework in communication theory and methods	USC's proposed degree is a social scientific approach to communication
Communications, BA (CIP 09.0100)	120	Columbia College	similar major coursework in communication theory and methods	Has concentrations in communication studies and leadership and professional communication; USC's proposed degree is a social scientific approach to communication
Communication, BA and BS (CIP 09.0102)	120	Columbia International University	similar major coursework in communication theory and methods	Also offers a B.S. option; USC's proposed degree is a social scientific approach to communication

Communications, BA (CIP 09.0100)	120	Furman University	similar major coursework in communication theory and methods	USC's proposed degree is a social scientific approach to communication
Professional Communication, BA (CIP 09.0100)	120	Limestone University	similar major coursework in communication theory and methods	Focus on professional communication; USC's proposed degree is a social scientific approach to communication
Communications, BA (CIP 09.9999)	120	Newberry College	similar major coursework in communication theory and methods	USC's proposed degree is a social scientific approach to communication
Communication, BA (CIP 09.0100)	120	North Greenville University	similar major coursework in communication theory and methods	USC's proposed degree is a social scientific approach to communication
Communication Studies, BA (CIP 09.0100)	120	Southern Wesleyan University	similar major coursework in communication theory and methods	Focus on speech and rhetoric; USC's proposed degree is a social scientific approach to communication

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-Time	Existing	PhD Communication	Leading Interpersonal Communication Scholar with ability to teach communication theory, interpersonal communication, persuasion, health communication and research methodology
Assistant Professor Full-Time	Existing	PhD Communication MA Communication	Bridge to Faculty Hire... ability to teach health communication and other related courses
Assistant Professor Full-Time	Existing	PhD Culture and Media Studies	Bridge to Faculty Hire... ability to teach health communication and other related courses
Assistant Professor Full-Time	Existing	PhD Marketing Communication	Bridge to Faculty Hire... ability to teach health communication and other related courses
Assistant Professor	Existing	PhD Organization Communication and Technology. MA Communication Studies. BA Communication Studies	Senior assistant professor able to teach crisis communication, risk, and environmental communication, research, and other social scientific courses
Assistant Professor	Existing	B.A., Interpersonal and Organizational Communication, B.A., Media and Public Communication, M.A., Professional Communication, Ph.D., Media and Communication,	Interpersonal Communication. Organizational Communication.
Assistant Professor	Existing	PhD, Communication MA Communication	political communication and quantitative research methodology with a special interest in partisanship and social identity. Explores the intersection of mass and interpersonal communication and how the two affect one another.
Assistant Professor	Existing	Ph.D., Communication, Rhetoric and Digital Media	Utility faculty who can teach across the curriculum

Instructor Full-time	New	PhD Communication	Utility faculty who can teach across the curriculum
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Total FTE needed to support the proposed program:

Faculty: 2; One program coordinator in Year 1 (0.15 workload) and One instructor (Teaching Assistant Professor) in Year 2

Staff: 0.35; Shared cost of recruiting and advising for the program

Faculty, Staff, and Administrative Personnel

Discuss the Faculty, Staff, and Administrative Personnel needs of the program.

The new major will need a program coordinator (program lead stipend \$5,000) and a new instructor will be needed in Year 2 (\$60,000).

As noted in the budget, in Year 1 we will need funds for program administration (program lead stipend) and salaries for staff (i.e., advising and recruiting) supporting this new program. Recruiting for the program will occupy 10% of our undergraduate recruiter's time and we will need to add 25% of an advisor to get the program off the ground.

In Year 2 at least one additional part-time instructor will be needed to offer the Communication courses.

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.

Since Communication is such a core academic area of study, general library resources (peer reviewed journals, books, databases) are largely sufficient for launching this new major.

Additional resources in this new program will require accessible library content related to:

- Interpersonal communication
- Listening consultation
- Organizational communication
- Health communication
- Intercultural communication
- Communication ethics
- Digital and social media communication
- Small group communication
- Crisis and risk communication
- Communication and technology
- Persuasion and argumentation
- Narrative and storytelling

The Thomas Cooper Library acquires material in a variety of formats to support current and projected curricular offerings, the needs of students, and faculty teaching and researching. Reference librarians

are available during normal operating hours. Reference and literature search requests are accepted in-person, by telephone, or online. Assistance is offered in locating materials, computerized bibliographic searches, identifying authoritative web sites with quality content, using local databases, interlibrary loan requests, class presentations, and advice on library services and policies.

Interlibrary loan services are provided to obtain materials that are not available from University Libraries. The University Libraries provides interlibrary loan services to current students, faculty, and staff of the University of South Carolina Columbia campus free of charge. Faculty may have up to 100 active requests, staff may have up to 25 active requests, graduate students may have up to 50 active requests, and undergraduates may have up to 15 active requests. Electronic desktop delivery of book chapters and periodical articles can be requested through the Scan and Deliver link located in the library catalog or via the Scan and Deliver option in ILL Express.

Students also have access to additional library collections, databases, and resources provided by the Partnership Among South Carolina Academic Libraries (PASCAL). In addition to shared licensing of electronic resources, PASCAL Delivers enables students, faculty, and staff to request and receive print books from participating academic libraries in South Carolina.

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.

Students in the new major will have access to the SJMC academic advisors and the SJMC career services manager. The career services manager and advisors will need to open their searches to include more general communication jobs to meet the needs of students in this new major, including but not limited to jobs such as:

- Listening consultant
- Corporate Communications Coordinator
- Content Writer/Editor
- Speechwriter
- Political Communications Advisor
- Training and Development Specialist
- Nonprofit Communications Manager
- Community outreach Coordinator
- User Experience Writer
- Internal Communications Specialist
- Crisis Communication Manager

No new services will be needed, per se, although we will need to hire additional advisors as enrollment grows.

Physical Resources/Facilities

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

Instructional spaces will be needed as the new degree programs unfold, but this is a matter of scheduling and using spaces across campus rather than building new facilities specifically for this program.

Equipment

Identify new instructional equipment needed for the proposed program.

We have budgeted \$10,000 in Year 2 for equipment with the new part-time faculty hire (computer and other equipment). Students enrolled in Communication courses have access to the cameras, computers, and other equipment and technology needed to be successful. That equipment includes computer labs in the College's buildings, access to the Adobe Creative Suite, photo cameras, video cameras, audio recording devices, and other various multimedia creation materials. Students may need access to these items when taking JOUR and other electives. Just as with other majors in SJMC, equipment will need to be updated and replaced in future years due to both technological advances and the daily wear-and-tear from student use.

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 Department of English, Language, and Literature offers basic speech courses (including a Speech Communication minor) and coursework focusing on language. We collaborated with this Department to ensure that the proposed program does not duplicate this existing coursework.

Financial Support

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	\$192,410.63	\$192,410.63	\$365,580.19	\$557,990.81	\$538,749.75	\$1,096,740.56	\$1,096,740.56	\$1,096,740.56	\$1,096,740.56	\$1,096,740.56	\$3,290,221.69	\$4,040,623.12
Program-Specific Fees	\$14,400.00	\$14,400.00	\$27,360.00	\$41,760.00	\$40,320.00	\$82,080.00	\$82,080.00	\$82,080.00	\$82,080.00	\$82,080.00	\$246,240.00	\$302,400.00
Special State Appropriation												
Reallocation of Existing Funds												
Federal, Grant, or Other Funding												
Total	\$206,810.63	\$206,810.63	\$392,940.19	\$599,750.81	\$579,069.75	\$1,178,820.56	\$1,178,820.56	\$1,178,820.56	\$1,178,820.56	\$1,178,820.56	\$3,536,461.69	\$599,750.81
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	\$29,250.00	\$29,250.00	\$108,127.50	\$108,127.50	\$111,371.33	\$111,371.33	\$248,748.83	\$248,748.83	\$248,748.83	\$248,748.83	\$746,246.49	\$746,246.49
Facilities, Equipment, Supplies, and Materials	\$0	\$0	\$10,000.00	\$10,000.00	\$0	\$10,000.00	\$0	\$10,000.00	\$0	\$0	\$10,000.00	\$30,000.00
Library Resources	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0.00	\$0.00
Other (USC participation tax 17%)	\$13,468.74	\$13,468.74	\$25,590.61	\$39,059.36	\$37,712.48	\$76,771.84	\$76,771.84	\$76,771.84	\$76,771.84	\$76,771.84	\$230,315.52	\$282,843.62
Other (student support and programs)	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$25,000.00	\$25,000.00
Other - Marketing	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$100,000.00	\$100,000.00
Total	\$67,718.74	\$67,718.74	\$168,718.11	\$182,186.86	\$174,083.81	\$223,143.17	\$350,520.67	\$360,520.67	\$350,520.67	\$350,520.67	\$1,111,562.01	\$1,184,090.11
Net Total (Sources of Financing)	\$139,091.89	\$139,091.89	\$224,222.08	\$417,563.95	\$404,985.94	\$955,677.39	\$828,299.89	\$818,299.89	\$828,299.89	\$828,299.89	\$2,424,899.68	\$3,158,933.01

Minus Estimated Costs)												
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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.

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.

According to our budget projections, this new program should be a contributor to the university from its first cohort of students. The program specific fee is the undergraduate program fee (\$360 per student per year) assessed to all students in the College of Information and Communications.

Projected costs include

Program coordinator stipend	\$5,000	
Instructor salary	\$60,000	Year 2
Advising salary	\$50,000	25%
Recruiting salary	\$50,000	10%

Program Administration and Faculty/Staff Salaries = a sequence head stipend (or equivalent), a new instructor in year 2, and shared cost of recruiting an advising (25% of one staff) for the program (10% of a recruiter's salary)

Facilities, Equipment, Supplies, and Materials = startup computer and materials for new instructor (new cost for year 2 only)

USC Participation Tax (17% of tuition revenue) = university dictated calculation based on tuition revenue and used to support university

Other (specify) = sequence funds (or equivalent) for student support and programming

We also estimate \$20,000 per year to market the new program.

Evaluation and Assessment

Program Objectives	Student Learning Outcomes Aligned to Program Objectives	Methods of Assessment	Expected Performance
Students will be able to use scientific reasoning to interpret communication phenomena.	Students will learn how to interpret and analyze data to interpret different communication phenomena. As a part of the class, students will have a group to work with the entire semester. Each group will design and execute a survey study to learn about (for example from one semester) USC	COMM 332 Communication Research	80 percent of students will demonstrate proficiency (defined as scoring 80% or higher) on this measure.

	students' satisfaction with the university and their willingness to engage in pro-USC activities. The project involves several assignments including questionnaire design, survey interview, data entry, data analysis, in-class presentations, and a final report		
Students will be able to design and conduct basic communication research.	Students will learn primary research gathering techniques. As a part of the class, students will be assigned a group to work with the entire semester. Each group will design and execute a survey study to learn about (for example from one semester) USC students' satisfaction with the university and their willingness to engage in pro-USC activities. The project involves several assignments including questionnaire design, survey interview, data entry, data analysis, in-class presentations, and a final report	COMM 332 Communication Research	80 percent of students will demonstrate proficiency (defined as scoring 80% or higher) on this measure.
Students will be able to communicate well for professional purposes.	In the final assignment for the capstone class, students will be asked: 1. Based upon your course work, think about your experiences working within your department and/or the organization, and identify and discuss concepts and theories of management and communication that seem to apply to your workplace. Evaluate, using specific examples, how successful the department is in using	JOUR 597--Internship in Mass Communications	85 percent of students will demonstrate proficiency (defined as scoring 80% or higher) on this measure.

	or applying these theories and concepts. If it is impossible to determine a theoretical approach in your situation, what management theory/model should be used and why? What are your ideas for the department's enhancement of management of its employees and/or communication?		
Students will be able to analyze and evaluate communication processes, understanding their impact on audiences and society.	In the final assignment for the capstone class, students will be asked: 1. Based upon your course work, think about your experiences working within your department and/or the organization, and identify and discuss concepts and theories of management and communication that seem to apply to your workplace. Evaluate, using specific examples, how successful the department is in using or applying these theories and concepts. If it is impossible to determine a theoretical approach in your situation, what management theory/model should be used and why? What are your ideas for the department's enhancement of management of its employees and/or communication?	JOUR 597--Internship in Mass Communications	85 percent of students will demonstrate proficiency (defined as scoring 80% or higher) on this measure.

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 assessment committee will review assessment data annually and use the results to make improvements to the courses and/or program, if needed. In addition, USC's internal assessment process requires all academic programs to submit two assessment reports in a five-year period. The results of these reviews will also be used to make

improvements to the program. The College also has a career manager who has the added responsibility of: 1) issuing a senior survey and gathering information; 2) connecting with all seniors via LinkedIn; and 3) compiling reports on employment up to five years after graduation. Our target is to have complete data on at least 70% of graduates at the 5th year mark.

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.

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. N/A

☐ Yes

☐ No

Degree Requirements (120 hours)

[REACH Act Compliance](#): All undergraduate students must take a 3-credit course or its equivalent with a passing grade in the subject areas of History, Political Science, or African American Studies that covers the founding documents including the United State Constitution, the Declaration of Independence, the Emancipation Proclamation and one or more documents that are foundational to the African American Freedom struggle, and a minimum of five essays from the Federalist papers. This course may count as a requirement in any part of the program of study including the Carolina Core, the major, minor or cognate, or as a general elective.

Carolina Core Requirements (31-46 hours)

CMW – Effective, Engaged, and Persuasive Communication: Written (6 hours)

must be passed with a grade of C or higher

- ENGL 101
- ENGL 102

ARP – Analytical Reasoning and Problem Solving (6-7 hours)

- any approved CC-ARP course
- while any two approved CC-ARP courses fulfill this requirement, at least one course from the following is recommended: STAT 110, STAT 112, STAT 201, STAT 205, or STAT 206

SCI – Scientific Literacy (7 hours)

Two approved Carolina Core Scientific Literacy courses, including one laboratory course

GFL – Global Citizenship and Multicultural Understanding: Foreign Language (0-6 hours)

- Students are required to demonstrate proficiency in one foreign language equivalent to the 110 or 121 course through course credit or the corresponding foreign language placement score.
- CC-GFL courses

GHS – Global Citizenship and Multicultural Understanding: Historical Thinking (3 hours)

- any CC-GHS course

GSS – Global Citizenship and Multicultural Understanding: Social Sciences (3 hours)

- any CC-GSS course

AIU – Aesthetic and Interpretive Understanding (3-4 hours)

- any CC-AIU course

CMS – Effective, Engaged, and Persuasive Communication: Spoken Component¹ (0-3 hours)

- any overlay or stand-alone CC-CMS course

INF – Information Literacy¹ (0-3 hours)

- any overlay or stand-alone CC-INF course

VSR – Values, Ethics, and Social Responsibility¹ (0-3 hours)

- any overlay or stand-alone CC-VSR course

¹Carolina Core Stand Alone or Overlay Eligible Requirements — Overlay-approved courses offer students the option of meeting two Carolina Core components in a single course. A maximum of two overlays is allowed. The total

Carolina Core credit hours must add up to a minimum of 31 hours. Some programs may have a higher number of minimum Carolina Core hours due to specified requirements.

Electives (44-59 hours)

120 degree-applicable credits are required to complete the degree. Students who have completed all other degree requirements but have not yet reached 120 degree-applicable credits will use general electives to reach the 120-credit minimum.

Non-degree-applicable credits may not be used to fill general elective requirements. Non-degree-applicable credit includes, but is not limited to, physical education activity courses, repeats of non-repeatable courses, remedial courses, and technical courses. Students may seek additional clarification about degree applicability in the Undergraduate Academic Regulations section of the Undergraduate Bulletin, or they may contact the CIC Student Services Office.

Major Requirements (30 hours)

A minimum grade of C is required in all major courses.

Course List

Course	Title	Credits
Introductory Material		6
COMM 101	Introduction to Human Communication	
COMM 332	Communication Research	
Communication Skills		6
Select six hours of the following:		
COMM 201	Applied Interpersonal Communication	
COMM 202	Social Influence and Persuasion	
COMM 203	Communication in Teams	
COMM 204	Conflict and Negotiation	
Major Electives		15
Select six hours at 300 level and above		
Select six hours at 400 level and above		
Select three hours at 500 level		
Internship		3
JOUR 597	Internship in Mass Communications	
Total Credit Hours		30

College of Information and Communications Retention and Graduation 2025

Graduation and Retention Rates

2.26.25

	<u>First. Year</u>	<u>First Year Same College</u>	<u>Second Year</u>	<u>Second Year Same College</u>	<u>4 Year Grad</u>	<u>4 Year Grad Same College</u>	<u>6 Year Grad</u>	<u>6 Year Grad Same College</u>
CIC	93.26%	79.78%	88.89%	72.22%	76.12%	62.28%	81.97%	64.92%
University	90.74%	74.59%	84.95%	64.35%	70.47%	56.04%	77.67%	56.63%
Difference	2.52%	5.19%	3.94%	7.87%	5.65%	6.24%	4.30%	8.29%

1st Year Retention -

Entering Fall 2022

2nd Year Retention-

Entering Fall 2021

4-Year Grad Rate-

Entering Fall 2019

6 -Year Grad- Entering

Fall 2017

Source:

carolinanalytics.sc.edu



CYBERWOVEN

1634 Main Street
Columbia, SC 29201

803.376.8899
cyberwoven.com

February 26, 2025

Damion Waymer,

On behalf of Cyberwoven, I am writing to express my strong support for establishing a Bachelor of Arts in Communication Studies at the University of South Carolina. As an industry partner, I recognize the growing importance of effective communication in today's increasingly complex and interconnected world and foresee numerous benefits in hiring graduates from this program.

In today's workforce, communicating effectively—whether through verbal, written, or digital means—is more essential than ever. Students who graduate with a degree in Communication Studies will be well-prepared to analyze and address communication challenges, collaborate effectively in diverse teams, and adapt to the evolving digital landscape. With the rapid shift towards remote work and virtual collaboration, these skills are no longer optional but imperative for career readiness. Furthermore, the ability to critically assess communication strategies and navigate complex societal conversations will make graduates invaluable assets in industries such as business, media, public relations, government, and technology.

I commend you and USC for its commitment to serving the state of South Carolina by continuing to enhance the range of degree programs offered to meet the critical needs of businesses and communities in the state. We look forward to partnering with the University of South Carolina to support this new program, explore internship opportunities, and hire graduates.

Sincerely,

Daniel Hoover

Daniel Hoover, Vice President

Adrienne Fairwell

President and CEO
South Carolina ETV and Public Radio
afairwell@scetv.org • (803) 737-3240

March 5, 2025

To Whom It May Concern:

On behalf of South Carolina ETV (SCETV), I am pleased to offer our support for the University of South Carolina's proposal to establish a Bachelor of Arts in Communication within the College of Information and Communications. As the state's only public media network, SCETV understands the vital role that effective communication plays in shaping informed communities, fostering civic engagement, and preparing individuals for success in an increasingly complex environment.

It has been my experience that communication is one of the most sought-after skills in the modern workforce. The ability to convey ideas clearly, collaborate effectively and analyze communication challenges is essential for professional and personal success. The proposed B.A. in Communication will equip students with these critical competencies, helping to develop a workforce that is well-prepared to address the evolving needs of industries across South Carolina and beyond. By emphasizing the role of communication in creating, sustaining, and transforming lives, the proposed program aligns with today's public media industry standards to promote the dissemination of knowledge and enhance the quality of life.

SCETV has a longstanding partnership with CIC students, providing firsthand learning experiences through internships, collaborative projects and media-related initiatives. These opportunities allow students to apply their academic knowledge in real-world settings, contributing to the mission while gaining valuable industry experience. We recognize the talent and enthusiasm that CIC students bring to the field, and we are committed to continuing and expanding our collaboration to further support their professional development.

As SCETV continues to invest in educational programming and innovative digital initiatives, we recognize the importance of cultivating a new generation of communication professionals who can contribute to the field in meaningful ways. This proposed program will not only prepare students for careers in communication but will also support the broader goal of strengthening South Carolina's economy by fostering collaboration, analytical thinking and leadership in various communication contexts.

We commend the University of South Carolina's College of Information and Communications for recognizing the importance of this discipline and fully supporting the establishment of this degree program. We look forward to future opportunities to collaborate in advancing communication education and media literacy in our state.

Respectfully submitted,



Adrienne R. Fairwell, APR



March 7, 2025

Dr. Damion Waymer
Professor and Director
School of Journalism and Mass Communications
College of Information and Communications
University of South Carolina

Dear Dr. Waymer,

On behalf of Hearst Television, we are pleased to learn of and endorse the University of South Carolina's organizational efforts to commence a Communication Bachelor of Arts degree plan. Speaking from the standpoint of an employer, the inclusion of this major is a winning proposition. No doubt it will bolster the preparation your students receive to become successful communicators in their professional lives.

At Hearst Television, communication fuels every aspect of our work in broadcasting, news production, content creation, advertising sales, community service, promotion and marketing. Across our broader employee base, nearly 400 of our employees hold degrees in Communication or related majors. Furthermore, 20 of our valued employees are proud University of South Carolina alumni, a testament to the university's ability to cultivate exceptional talent. The introduction of the Communication B.A. program reflects USC's commitment to provide students with the practical skills and versatility required to thrive in today's media landscape.

At Hearst Television we view our longstanding relationship with USC as a significant partnership which we deeply value. Our hiring managers enjoy visiting your campus to meet with your faculty and recruit your students. By example, later this month, Blake Bridges, WYFF-TV President and General Manager, will serve as a keynote speaker at the 2025 USC Center of Information and Communications News, Sports and Entertainment Media Jobs Internship.

As it stands, USC offers a robust line up of degree plans. The new Communication B.A. will serve to create professionals equipped for today's challenges and opportunities, strengthening not only USC's distinguished reputation but also growing talent pipelines across South Carolina's industries.



We applaud your leadership in creating this program. We look forward to continuing our valued partnership with USC and supporting its mission to transform lives through excellence in learning.

As a Texas A&M University alum, I don't say this light: *Go Gamecocks!*

Cordially,

A handwritten signature in blue ink that reads "Katherine Barnett". The signature is written in a cursive, flowing style.

Katherine Barnett, SPHR
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Jill Simpson
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Monroe, NC 28110
3/16/25

Dr. Reichert
Dean of the College of Information & Communications
University of South Carolina
800 Sumter Street
Columbia, SC 29208

Dear Dr. Reichert:

It was a pleasure meeting you during the campus visit with my daughter on Friday, March 7th. As I shared, I was shocked that a large university such as USC, with substantial growth, doesn't offer a Bachelor of Arts in Communications degree with a concentration in Interpersonal and Organizational Communication.

I earned my BA in Communication Studies with this exact concentration in May '00 from the University of North Carolina at Chapel Hill and was a member of Lambda Pi Eta, the international communications honor society. While the Department of Communication, whose inception was in 1993, has continued to change and develop over the years, it is now one of the most popular majors at UNC. A Communications degree, especially focused on Interpersonal and Organizational Communication, provides a critical skillset that can be applied to so many aspects of life, including a variety of careers post-graduation.

For 25 years, I've worked in sales in the Consumer Product Goods industry for the world's largest food and beverage company and their pet care operating company Nestlé Purina. I've served in numerous roles including Business Analyst, Category Development Manager, Account Manager, and now Sales Team Leader. While many people in my industry pursued business degrees, I've found over the years a background in Interpersonal and Organizational Communication has set me apart from my peers. My work in college has been advantageous for my career in sales for the following reasons: taught me how to adapt my communication style when needed externally with clients and internally with senior leaders during high stakes conversations, allowed me to build quicker rapport with clients and develop relationships, helped me to recognize and resolve conflict without disrupting the business or relationships, and enhanced my coaching and leadership ability with my direct reports. Possessing this strong communications background has also allowed me to help with recruiting, training and development, and strengthened my contributions to a special project team (I was nominated by leadership to serve on) around improving employee experience and culture.

Dr. Reichert

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Strong communication skills are necessary in many different careers, but are considered a non-negotiable in sales and one of the top factors we consider when recruiting new talent.

Not only is a degree in Interpersonal and Organizational Communication a great foundation for a career in sales, but it's a launching board for careers in Human Resources, Functional/Organizational Development, and Consulting. My roommate in college took the necessary courses post-graduation and received her HR certification. She worked in various HR functions for Nestle including one of our manufacturing facilities, as a sales support HR Generalist, in the IT area and on special projects. She now works as a HR Business Partner for Novant Health. Another peer has worked in recruiting and talent sourcing the last 25 years, with her most recent role as Senior Talent Acquisition Consultant for First Citizens Bank.

With so much information available today at one's fingertips and decisions being expected quickly, possessing solid written and verbal communication skills is a necessity no matter what career path one pursues. By offering a Bachelor of Arts in Communications with a concentration in Interpersonal and Organizational Communication, the University of South Carolina will open a world of diverse career opportunities for their students and improve their ability to compete against other sought-after universities.

Sincerely,

Jill Simpson
Sales Team Leader
Nestle Purina PetCare Company