

APPENDIX K

Request for Authorization to Establish a Bachelor of Arts Degree in Communication Studies at Elizabeth City State University

Introduction

Elizabeth City State University notified the UNC Office of the President of its intent to plan a Bachelor of Arts degree in Communication Studies (CIP# 09.0101) in the Department of Language, Literature, and Communication on July 26, 2001. The university requests authorization to establish the program in August 2002.

Program Description

The requested BA in Communication Studies would encompass several specialty areas including broadcast journalism, print journalism, public relations, and advertising. Students will take courses in business law, management, and political science to expand their understanding of legal and economic challenges faced by businesses. Courses available in computer design, photography, and graphic arts will enable program graduates to produce videos, CDs, web pages, brochures, and other publications. English Department core courses will develop communication skills through the study of writing and literature. The Department maintains close linkages with the campus radio and television facilities, and students will serve internships at these locations and with the campus newspaper and public relations office.

Program Need

The Department of Language, Literature, and Communication has developed this degree program in response to student demand. A large percentage of potential high school recruits have indicated an interest in this major. Media organizations are especially interested in hiring minority candidates, although such candidates remain in short supply. The degree program would serve the workforce needs of northeastern NC; positions in communications are available in hospitals, newspapers, magazines, television stations, and in industries in the 21-county northeastern region of NC. It is anticipated that after four years program enrollments should be 80 full-time and 5 part-time students.

Resources

No new state resources are requested. Most required courses are already offered on campus, particularly in the Mass Communication concentration area of the BA in English.

Recommendation

It is recommended that the Board of Governors approve the request to establish a Bachelor of Arts in Communication Studies at Elizabeth City State University effective August 1, 2002.