

Request for Authorization to Establish the Bachelor of Arts in Communication at Fayetteville State University

Introduction

Fayetteville State University notified the Office of the President of its intent to plan a Bachelor of Arts Degree in Communication (09.0101) on January 13, 2004. The university now requests approval to establish the program in January 2006.

Program Description

The proposed Bachelor of Arts in Communication builds on two existing BA programs-- Speech and Theater and English Language and Literature. The proposed program offers a holistic approach towards the study of communication that encompasses study and practice within the disciplines of English, Speech, Marketing and Business Management. Students will take courses in Interpersonal, Small Group, Organizational, Intercultural, and International communications. The ten course courses also comprise study in Public Relations and Advertising, Mediated Communication, Communication Theory, Mass Communication, and Communication Research Methods. The degree program has two tracks: Speech Communication and Mass Communication. It is housed in the Department of Performing and Fine Arts, and it requires 120 hours for completion. Requirements include the completion of 45 credits in the University College Core, 51 credits in Communication, six credits in Languages, and 18 credits in a minor or elective.

Students who pursue the degree will have the option to work with various FSU media organizations including campus radio station, student newspaper, distance learning center, and the projected campus television station. Internship opportunities will also be available for majors. Graduates will be prepared with a liberal arts foundation so that they will be able to function successfully in a variety of communication professions.

Program Need

The proposed program will assist FSU in achieving four of its institutional goals. Nationally, the discipline of communication has been experiencing a fast rate of growth since the 1970's. Communication-oriented careers have increased, and a degree in communication is viewed as essential for entering many careers. Since 1999, there has been a 64 percent increase in student enrollment in speech and communication courses at FSU. Data from various surveys conducted at FSU and in the region suggest that there is a steady and growing interest in communication studies and related professions. The projected enrollment head count in the proposed degree program in four years is 80 students with 70 of these students expected to pursue the degree program full-time. FSU projects that the proposed degree program will have a positive affect on the entire university because knowledge and skills in communication are an essential component of every major and career.

Resources

Funding for new faculty will come from internal allocations for the proposed program. The proposed degree program will be located in the Telecommunications Centers, and classes will be held in the renovated Rosenthal Building which serves as the Fine Arts

Building. The library has provided resources to the Department of Performing and Fine Arts for the purchase of books, periodicals, and other information resources. Other existing resources are adequate to support this proposed program.

Recommendation

It is recommended that the Board of Governors approve Fayetteville State University's request to establish the Bachelor of Arts in Communication, effective January 2006.