

Please print on green paper

ACADEMIC PROGRAMS ROUTING FORM

New Program _____

Revised Program X _____

Program Announcement/Letter of Intent must be previously submitted

Complete instructions for the use of this form are provided on the reverse side. If you have any questions, please contact the Office of Academic Affairs at extension 2232.

PART I: To be completed by Department. After completing Part I, forward form to the appropriate Dean. Note - if academic program is in the School of Education, form is sent to the Faculty Council Chair for endorsement before going to the Dean's office.

New programs must submit a writing plan, oral competency plan, critical thinking infusion and assessment plan, and a computer and information literacy infusion plan to the General Education Council for review and approval.

Revised programs need to indicate if the proposed revision will have an effect on one or more of the plans listed above: Yes _____
No X (Not applicable to minors) If so, submit the revised plans to the General Education Council for review and approval.

Integrated and Social Media (adv. certificate) 837 03/01/2021

New/Revised Program Name Major/Minor Code (revised programs) Date

Department of Communication Studies Department of Communication Studies Jessica Reeher

Department/Program Chair Contact Person

Jenny Rosenberg Jenny Rosenberg 03/01/2021

Curriculum/Program Representative Date

Required for School of Education/School of Business programs ONLY

Endorse concept: YES NO Faculty Council/ Curriculum Chair's Signature Date

Part II: To be completed by the appropriate Dean (see reverse). After completing, forward form to the Provost.

Endorse YES NO Julie Heizer 3/12/2021
Dean's Signature Date

Part III: To be completed by Provost (see reverse). After completing, forward form along with all attachments back to the Department.

Endorse YES NO Provost's Signature 3/24/21
Date

Part IV: See reverse for instructions. After completing Part IV, forward form to the Faculty Assembly Chair.

UNDERGRADUATE PROGRAMS

Endorse YES NO Academic Policies Council Chair's Signature Date

Endorse YES NO Priorities and Planning Council Chair's Signature Date

Endorse YES NO N/A Gen Ed Council Chair's Signature Date

GRADUATE PROGRAMS

Endorse YES NO Dean of Graduate Studies and Research's Signature Date

Endorse: YES NO Graduate Council Chair's Signature Date

Endorse: YES NO Priorities and Planning Council Chair's Signature Date

Part V: To be completed by Faculty Assembly Chair.

Approve: YES NO Faculty Assembly Chair's Signature Date

Action taken: _____



To: SUNY Oswego Campus Community

Re: Revision to Existing Integrated and Social Media Advanced Certificate, SUNY Oswego

Date: 02/24/2021

Dear SUNY Oswego colleagues,

We are writing to request approval of proposed curriculum updates and changes to the existing Integrated and Social Media advanced certificate program at the State University of New York at Oswego. We are proposing changes to the core curriculum by replacing an existing course with a new one as well as introducing options and additional electives.

The rationale behind the proposed changes is to streamline the advanced certificate curriculum, as well as to update and revise the course offerings so they better reflect recent trends in technology and scholarship. Most importantly, the inclusion of options for students to choose one of two core courses will alleviate the pressure in regard to resources and staffing, as we will no longer be obligated to offer four core courses but have scaled down to three. By offering students the ability to choose between *Technology and Culture* and *Science, Technology and the Media*, students will take one course focused on critical methodologies, since qualitative and quantitative methodologies are explored through other course offerings. Of the courses that form the core curriculum for the certificate program, one also serves as a core course for the M.A. program and other courses that will be offered will be able to draw on students from both programs, making it more efficient from a resource-perspective.

Along with the added options, two existing courses are no longer part of the core that explicitly reference Integrated Media, which may appear counterintuitive on first blush. Considering the evolution of the Internet as a platform through which messages are created and distributed, the adding of the *Digital Media Theory and Practice* is well suited to replace the two existing courses, while offering students a well-rounded and relatively comprehensive certificate curriculum. Despite these changes, and in large parts because of these changes, the revised curriculum will equip students with the knowledge to develop social media strategies by applying in-depth and cutting-edge knowledge of social media platforms and monitoring software, as well as integrate digital marketing. The advanced certificate's focus on technology and media necessitates regular updates to the course content as well as the courses themselves, in order to ensure that students are abreast of the latest trends, applications, and technologies they will be expected to use in their professional careers.

In addition to these changes to the requirements, we are also proposing changes to prefixes and course numbers to offer greater transparency and consistency. The courses affected by the prefix and course number change did not undergo other revisions and include COM 525 - formerly BRC 520: Technology and Culture, COM 526 - formerly BRC 521: Social Networks and the Web, COM 523 - formerly CMA 600: Integrated Media Theory and Design, and COM 524 - formerly CMA 601: Integrated Media Projects. Using one uniform prefix for all courses in the advanced certificate as well

as the Strategic Communication M.A. program will help students more easily identify courses that are of interest to them.

The transition between the new and old curriculum will be facilitated by (1) the flexibility of the new curriculum as well as (2) the short timeframe of the certificate program itself. First, students move through the program relatively quickly, which will greatly limit the timeframe during which we will be obligated to serve two vastly different groups of certificate students (i.e., those in the new and the old curriculum). Many of the returning students will be working on their culminating experiences and will only need few courses to complete their programs by the time the new program takes effect, which reduces the pressure in regard to resources. Even though the curriculum is changing in important ways, we are not deviating from the program's original focus, which will enable use to make use of program deviations, if necessary, that are meaningful without compromising the rigor of graduate students' experiences in the certificate program. Furthermore, we have identified courses that serve the new and old curriculum, allowing us to fairly efficiently cater to students in both curricula. Lastly, the new program offers students the ability to choose two (rather than one) elective courses that offers both the students and the department flexibility in how we integrate the new curriculum into our existing course rotation. Without a doubt, the introduction of the new curriculum will require careful planning, a process we have already begun behind the scenes in anticipation of the curricular changes, however the new curriculum will position us more advantageously to deliver a consistent program.

There are a number of benefits associated with the proposed changes to the Integrated and Social Media advanced certificate, including (but not limited to):

- ❑ Greater variety of course offerings to meet students' interests
- ❑ Better alignment between the advanced certificate and the Strategic Communication M.A. program, which often draws on similar audiences
- ❑ More efficient use of existing resources and movement across modalities (i.e., online & in-person), with the ultimate goal being able to deliver the curriculum in both modalities as soon as resources allow for this expansion to occur
- ❑ Enhanced ability to respond to professional and academic trends and developments

The enclosed Program Revision Proposal has been approved in its current form by the graduate program ad-hoc committee, the departmental curriculum committee, and the Department of Communication Studies. We thank you for your time and consideration.

Respectfully,

Jenny Rosenberg, Graduate Coordinator and Associate Professor
Jessica Reeher, Chair of the Department of Communication Studies
Julie Pretzat, Dean of the School of Communication, Media and the Arts



Program Revision Proposal: Changes to an Existing Program

Form 3A

Version 2016-10-13

SUNY approval and SED registration are required for many changes to registered programs. To request a change to a registered program leading to an undergraduate degree, a graduate degree, or a certificate that does not involve the creation of a new program,¹ a Chief Executive or Chief Academic Officer must submit a **signed cover letter and this completed form** to the SUNY Provost at program.review@suny.edu.

| Section 1. General Information | | | | | | | | | | | | | | | | | |
|--|--|--|--|----------------------------------|--|--|--|-----------------------------|--|------------------------------|---------|---------------------------------|--------|---------------------------|------------|---|------------|
| a) Institutional Information | <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%; padding: 2px;">Institution's 6-digit SED Code:</td> <td style="padding: 2px;">235000</td> </tr> <tr> <td style="padding: 2px;">Institution's Name:</td> <td style="padding: 2px;">State University of New York at Oswego</td> </tr> <tr> <td style="padding: 2px;">Address:</td> <td style="padding: 2px;">7060 State Route 104; Oswego, NY 13126</td> </tr> </table> | Institution's 6-digit SED Code : | 235000 | Institution's Name: | State University of New York at Oswego | Address: | 7060 State Route 104; Oswego, NY 13126 | | | | | | | | | | |
| Institution's 6-digit SED Code : | 235000 | | | | | | | | | | | | | | | | |
| Institution's Name: | State University of New York at Oswego | | | | | | | | | | | | | | | | |
| Address: | 7060 State Route 104; Oswego, NY 13126 | | | | | | | | | | | | | | | | |
| b) Program Locations | <p>List each campus where the entire program will be offered (with each institutional or branch campus 6-digit SED Code): 235000</p> <p>List the name and address of off-campus locations (i.e., extension sites or extension centers) where courses will offered, or check here <input checked="" type="checkbox"/> if not applicable:</p> | | | | | | | | | | | | | | | | |
| c) Registered Program to be Changed | <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%; padding: 2px;">Program Title:</td> <td style="padding: 2px;">Integrated and Social Media advanced certificate</td> </tr> <tr> <td style="padding: 2px;">SED Program Code</td> <td style="padding: 2px;">34050</td> </tr> <tr> <td style="padding: 2px;">Award(s) (e.g., A.A., B.S.):</td> <td style="padding: 2px;">Advanced Certificate</td> </tr> <tr> <td style="padding: 2px;">Number of Required Credits:</td> <td style="padding: 2px;">Minimum <input type="text" value="15"/> If tracks or options, largest minimum <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">HEGIS Code:</td> <td style="padding: 2px;">0605.00</td> </tr> <tr> <td style="padding: 2px;">CIP 2010 Code:</td> <td style="padding: 2px;">109999</td> </tr> <tr> <td style="padding: 2px;">Effective Date of Change:</td> <td style="padding: 2px;">08/23/2021</td> </tr> <tr> <td style="padding: 2px;">Effective Date of Completion²:</td> <td style="padding: 2px;">01/01/2025</td> </tr> </table> | Program Title: | Integrated and Social Media advanced certificate | SED Program Code | 34050 | Award(s) (e.g., A.A., B.S.): | Advanced Certificate | Number of Required Credits: | Minimum <input type="text" value="15"/> If tracks or options, largest minimum <input type="text"/> | HEGIS Code : | 0605.00 | CIP 2010 Code : | 109999 | Effective Date of Change: | 08/23/2021 | Effective Date of Completion ² : | 01/01/2025 |
| Program Title: | Integrated and Social Media advanced certificate | | | | | | | | | | | | | | | | |
| SED Program Code | 34050 | | | | | | | | | | | | | | | | |
| Award(s) (e.g., A.A., B.S.): | Advanced Certificate | | | | | | | | | | | | | | | | |
| Number of Required Credits: | Minimum <input type="text" value="15"/> If tracks or options, largest minimum <input type="text"/> | | | | | | | | | | | | | | | | |
| HEGIS Code : | 0605.00 | | | | | | | | | | | | | | | | |
| CIP 2010 Code : | 109999 | | | | | | | | | | | | | | | | |
| Effective Date of Change: | 08/23/2021 | | | | | | | | | | | | | | | | |
| Effective Date of Completion ² : | 01/01/2025 | | | | | | | | | | | | | | | | |
| d) Campus Contact | <p>Name and title: Jenny Rosenberg – Graduate Coordinator and Associate Professor Telephone: 315.312.3291 Email: jenny.rosenberg@oswego.edu</p> | | | | | | | | | | | | | | | | |
| e) Chief Executive or Chief Academic Officer Approval | <p>Signature affirms that the proposal has met all applicable campus administrative and shared governance procedures for consultation, and the institution's commitment to support the proposed program. E-signatures are acceptable.</p> <p>Name and title: Scott Furlong, Provost and Vice President for Academic Affairs Signature and date:</p> <div style="background-color: #e1eef6; padding: 2px;">If the program will be registered jointly³ with one or more other institutions, provide the following information for each institution:</div> <p>Partner institution's name and 6-digit SED Code:</p> <p>Name, title, and signature of partner institution's CEO (or append a signed letter indicating approval of this proposal):</p> | | | | | | | | | | | | | | | | |

Section 2. Program Information

Section 2.1. Changes in Program Content

No changes in program content. *Proceed to Section 2.2.*

a) Check all that apply. Describe each proposed change and why it is proposed.

¹ To propose changes that would create a new program, Form 3B, [Creating a New Program from Existing Program\(s\)](#), is required.

² If the current program(s) must remain registered until enrolled students have graduated, the anticipated effective date by which continuing students will have completed the current version of the program(s).

³ If the partner institution is non-degree-granting, see SED's [CEO Memo 94-04](#).

- Cumulative change from SED’s last approval of the registered program of one-third or more of the minimum credits required for the award (e.g., 20 credits for associate degree programs, 40 credits for bachelor’s degree programs)
- Changes in a program’s focus or design
- Adding or eliminating one or more options, concentrations or tracks
- Eliminating a requirement for program completion (such as an internship, clinical placement, cooperative education, or other work or field-based experience). Adding such requirements must remain in compliance with SUNY credit cap limits.
- Altering the liberal arts and science content in a way that changes the degree classification of an undergraduate program, as defined in [Section 3.47\(c\)\(1-4\) of Regents Rules](#)

b) Provide a side-by-side comparison of all the courses in the existing and proposed revised program that clearly indicates all new or significantly revised courses, and other changes.

| Current Program: Course Title | Credits |
|--|-----------|
| CORE | 12 |
| BRC 520: Technology and Culture | 3 |
| BRC 521: Social Networks and the Web | 3 |
| CMA 600: Integrated Media Theory and Design | 3 |
| CMA 601: Integrated Media Projects | 3 |
| Electives | 3 |
| COM 512 Interpersonal Com. in Health Care | 3 |
| COM 514 Crisis Communication | 3 |
| COM 516 Survey of Health Communication | 3 |
| COM 520 Health Campaigns | 3 |
| COM 595 Strategic Com. Seminar | 1-3 |
| MBA 600 Health Care Systems in the U.S. | 3 |
| CMA 600 Integrated Media and Design | 3 |
| CMA 601 Special Projects in Integrated Media | 3 |
| BRC 520 Technology and Culture | 3 |
| HCI 500 Introduction to HCI | 3 |
| ART 509 Graduate Multimedia Design | 3 |
| ART 513 Graduate Digital Illustration | 3 |
| CMA 596 Graduate Global Experience | 3-6 |
| COM 562 Interpersonal Com. in Organizations | 3 |
| COM 565 Organizational Communication | 3 |
| COM 580 Ethics and Conflict in Organizations | 3 |
| COM 504 Org. Leadership and Team Building | 3 |
| COM 522 Intercultural Communication | 3 |
| Other courses under advisement | |
| | |

| Course Title | Credits |
|---|----------|
| CORE | 9 |
| COM 521: Digital Media Theory and Practice <u>Justification for change:</u> Students will apply theory to create effective messages using digital media | 3 |
| COM 526: Social Networks and the Web <u>Justification for change:</u> Course number and prefix have changed to explicitly align this course with other graduate-levels course offerings in the department | 3 |
| Choose one: COM 525: Technology and Culture COM 527: Science, Technology and the Media <u>Justification for change:</u> Both courses critically analyze technology and its use and function within society | 3 |
| Electives | 6 |
| COM 512 Interpersonal Com. in Health Care | 3 |
| COM 514 Crisis Communication | 3 |
| COM 516 Survey of Health Communication | 3 |
| COM 520 Health Campaigns | 3 |
| COM 595 Strategic Com. Seminar | 1-3 |
| MBA 600 Health Care Systems in the U.S. | 3 |
| COM 523 Integrated Media and Design | 3 |
| COM 524 Special Projects in Integrated Media | 3 |
| COM 525 Technology and Culture | 3 |
| HCI 500 Introduction to HCI | 3 |
| ART 509 Graduate Multimedia Design | 3 |
| ART 513 Graduate Digital Illustration | 3 |
| CMA 596 Graduate Global Experience | 3-6 |
| COM 562 Interpersonal Com. in Organizations | 3 |
| COM 565 Organizational Communication | 3 |
| COM 580 Ethics and Conflict in Organizations | 3 |
| COM 504 Org. Leadership and Team Building | 3 |
| COM 522 Intercultural Communication | 3 |
| COM 526 Social Networks and the Web | 3 |
| COM 506 Persuasion and Compliance Gaining | 3 |

| | | | |
|-----------------------------------|--|---|-----|
| | | COM 505 Interpers. Com. in Applied Contexts | 3 |
| | | COM 508 Global Media Literacy | 3 |
| | | COM 500 Intro To Strategic Com. | 3 |
| | | COM 691 Strategic Comm. Graduate Internship | 1-6 |
| | | Other courses, under advisement, that informs a student's general knowledge of media, technology, and communication | |
| Total required credits: 15 | | Total required credits: 15 | |

c) For each new or significantly revised course, **provide** a syllabus at the end of this form, and, on the **SUNY Faculty Table** provide the name, qualifications, and relevant experience of the faculty teaching each new or significantly revised course. NOTE: *Syllabi for all courses should be available upon request. Each syllabus should show that all work for credit is college level and of the appropriate rigor. Syllabi generally include a course description, prerequisites and corequisites, the number of lecture and/or other contact hours per week, credits allocated (consistent with [SUNY policy on credit/contact hours](#)), general course requirements, and expected student learning outcomes.*

List of new core courses:

- COM 521: Digital Media Theory and Practice
- COM 527: Science, Technology and the Media

d) What are the additional costs of the change, if any? If there are no anticipated costs, explain why.
 There are no anticipated costs associated with this change. In fact, this change would streamline the degree program in such a way that takes advantage of and utilizes more fully the existing expertise of the faculty members in the Department of Communication Studies. In other words, this change is programmatically sensible given our students' broad interests, but also beneficial from a resource-perspective, which ultimately helps manage expenses associated with the program.

Section 2.2. Other Changes

Check all that apply. Describe each proposed change and why it is proposed.

- Program title
- Program award
- [Mode of delivery](#)

NOTES: (1) *If the change in delivery enables students to complete 50% of more of the program via distance education, submit a [Distance Education Format Proposal](#) as part of this proposal.* (2) *If the change involves adding an accelerated version of the program that impacts financial aid eligibility or licensure qualification, SED may register the version as a separate program.*

- [Format change\(s\)](#) (e.g., from full-time to part-time), based on SED definitions, for the **entire** program
 - 1) State proposed format(s) and consider the consequences for financial aid
 - 2) Describe availability of courses and any change in faculty, resources, or support services.
- A change in the total number of credits in a certificate or advanced certificate program
- Any change to a registered licensure-qualifying program, or the addition of licensure qualification to an existing program. **Exception:** Small changes in the required number of credits in a licensure-qualifying program that do not involve a course or courses that satisfy one of the required content areas in the profession.

Section 3. Program Schedule and Curriculum

- a) For **undergraduate programs**, complete the *SUNY Undergraduate Program Schedule* to show the sequencing and scheduling of courses in the program. If the program has separate tracks or concentrations, complete a **Program Schedule** for each one.

NOTES: The *Undergraduate Schedule* must show **all curricular requirements** and demonstrate that the program conforms to SUNY's and SED's policies.

- It must show how a student can complete all program requirements within [SUNY credit limits](#), unless a longer period is selected as a format in Item 2.1(c): two years of full-time study (or the equivalent) and 64 credits for an associate degree, or four years of full-time study (or the equivalent) and 126 credits for a bachelor's degree. Bachelor's degree programs should have at least 45 credits of [upper division study](#), with 24 in the major.
- It must show how students in A.A., A.S. and bachelor's programs can complete, within the first two years of full-time study (or 60 credits), no fewer than 30 credits in [approved SUNY GER courses](#) in the categories of Basic Communication and Mathematics, and in at least 5 of the following 8 categories: Natural Science, Social Science, American History, Western Civilization, Other World Civilizations, Humanities, the Arts and Foreign Languages
- It must show how students can complete [Liberal Arts and Sciences \(LAS\) credits](#) appropriate for the degree.
- When a SUNY Transfer Path applies to the program, it must show how students can complete the number of SUNY Transfer Path courses shown in the [Transfer Path Requirement Summary](#) within the first two years of full-time study (or 60 credits), consistent with SUNY's [Student Seamless Transfer policy](#) and [MTP 2013-03](#).
- Requests for a program-level waiver of SUNY credit limits, SUNY GER and/or a SUNY Transfer Path require the campus to submit a [Waiver Request](#)—with compelling justification(s).

EXAMPLE FOR ONE TERM: Undergraduate Program Schedule

| Term 2: Fall 20xx | | | | | | | |
|-----------------------------------|----|-----|------|------|-------|-----|-----------------|
| Course Number & Title | Cr | GER | LA S | Ma j | TPath | New | Prerequisite(s) |
| ACC 101 Principles of Accounting | 4 | | | 4 | 4 | | |
| MAT 111 College Mathematics | 3 | M | 3 | 3 | | | MAT 110 |
| CMP 101 Introduction to Computers | 3 | | | | | | |
| HUM 110 Speech | 3 | BC | 3 | | | X | |
| ENG 113 English 102 | 3 | BC | 3 | | | | |
| Term credit total: | 16 | 6 | 9 | 7 | 4 | | |

- b) For **graduate programs**, complete the *SUNY Graduate Program Schedule*. If the program has separate tracks or concentrations, complete a **Program Schedule** for each one.

NOTE: The *Graduate Schedule* must include all curriculum requirements and demonstrate that expectations from [Part 52.2\(c\)\(8\) through \(10\) of the Regulations of the Commissioner of Education](#) are met.

SUNY Undergraduate Program Schedule (*OPTION: You can paste an Excel version of this schedule AFTER this line, and delete the rest of this page.*)

Program/Track Title and Award: _____

a) Indicate academic calendar type: [] Semester [] Quarter [] Trimester [] Other (describe):

b) Label each term in sequence, consistent with the institution's academic calendar (e.g., Fall 1, Spring 1, Fall 2)

c) Name of SUNY [Transfer Path](#), if one exists: _____ **See [Transfer Path Requirement Summary](#) for details**

d) Use the table to show how a typical student may progress through the program; copy/expand the table as needed. **Complete all columns that apply to a course.**

| Term 1: | | | | | | | |
|-----------------------|----|---------|---------|---------|-----------|---------|-----------------------|
| Course Number & Title | Cr | GE R | LA S | M aj | TPat h | Ne w | Co/Prerequisite es |
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| Term credit totals: | | | | | | | |
| Term 3: | | | | | | | |
| Course Number & Title | Cr | GE R | LA S | M aj | TPat h | Ne w | Co/Prerequisite es |
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| Term credit totals: | | | | | | | |
| Term 5: | | | | | | | |
| Course Number & Title | Cr | GE R | LA S | M aj | TPat h | Ne w | Co/Prerequisite es |
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| Term credit totals: | | | | | | | |
| Term 7: | | | | | | | |
| Course Number & Title | Cr | GE R | LA S | M aj | TPat h | Ne w | Co/Prerequisite es |
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| Term credit totals: | | | | | | | |

| Term 2: | | | | | | | |
|-----------------------|--------|---------|---------|---------|-----------|---------|------------------|
| Course Number & Title | C r | GE R | LA S | M aj | TPat h | Ne w | Co/Prerequisites |
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| Term credit totals: | | | | | | | |
| Term 4: | | | | | | | |
| Course Number & Title | C r | GE R | LA S | M aj | TPat h | Ne w | Co/Prerequisites |
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| Term credit totals: | | | | | | | |
| Term 6: | | | | | | | |
| Course Number & Title | C r | GE R | LA S | M aj | TPat h | Ne w | Co/Prerequisites |
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| Term credit totals: | | | | | | | |
| Term 8: | | | | | | | |
| Course Number & Title | C r | GE R | LA S | M aj | TPat h | Ne w | Co/Prerequisites |
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| Term credit totals: | | | | | | | |

| | Total Credits: | SUNY GER: | LAS: | Major: | Elective & Other: | Upper Division: | Upper Division Major: | Number of SUNY GER Categories: |
|--|----------------|-----------|------|--------|-------------------|-----------------|-----------------------|--------------------------------|
|--|----------------|-----------|------|--------|-------------------|-----------------|-----------------------|--------------------------------|

KEY Cr: credits **GER:** [SUNY General Education Requirement](#) (Enter Category Abbreviation) **LAS:** [Liberal Arts & Sciences](#) (Enter credits) **Maj:** Major requirement (Enter credits) **TPath:** [SUNY Transfer Path](#) Courses (Enter credits) **New:** new course (Enter X) **Co/Prerequisite(s):** list co/prerequisite(s) for the noted courses **Upper Division:** Courses intended primarily for juniors and seniors **SUNY GER Category Abbreviations:** American History (AH), Basic Communication (BC), Foreign Language (FL), Humanities (H), Math (M), Natural Sciences (NS), Other World Civilizations (OW), Social Science (SS), The Arts (AR), Western Civilization (WC)

SUNY Graduate Program Schedule *OPTION: You can insert an Excel version of this schedule AFTER this line, and delete the rest of this page.*

Program/Track Title and Award: Strategic Communication, M.A. Program

a) Indicate academic calendar type: Semester Quarter Trimester Other (describe):

b) Label each term in sequence, consistent with the institution's academic calendar (e.g., Fall 1, Spring 1, Fall 2)

c) Use the table to show how a typical student may progress through the program; copy/expand the table as needed.

d) Complete the last row to show program totals and comprehensive, culminating elements. Complete all columns that apply to a course.

| Term 1: Fall 1 | | | | Term 2: Spring 1 | | | |
|---|---------|---|-------------------|--|---------|-----|-------------------|
| Course Number & Title | Credits | New | Co/Prerequisites | Course Number & Title | Credits | New | Co/Prerequisites |
| COM 521: Digital Media Theory and Practice | 3 | X | Graduate standing | COM 527: Science, Technology and the Media | 3 | X | Graduate standing |
| COM 526: Social Networks and the Web | 3 | | Graduate standing | COM 526: Technology and Culture | 3 | | Graduate standing |
| HCI 500: Introduction to Human Computer Interaction | 3 | | Graduate standing | | | | |
| | | | | | | | |
| | | | | | | | |
| Term credit total: | 9 | | | Term credit total: | 6 | | |
| Term 3: Fall 2 | | | | Term 4: Spring 2 | | | |
| Course Number & Title | Credits | New | Co/Prerequisites | Course Number & Title | Credits | New | Co/Prerequisites |
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| Term credit total: | | | | Term credit total: | | | |
| Total Credits: 18 | | Identify the required comprehensive, culminating element(s), such as a thesis or examination, including course number(s), if applicable: N/A | | | | | |

New: X if new course Prerequisite(s): list prerequisite(s) for the listed courses

Section 4. SUNY Faculty Table

- a) If applicable, provide information on faculty members who will be teaching new or significantly revised courses in the program. Expand the table as needed.
- b) **Append** at the end of this document position descriptions or announcements for each to-be-hired faculty member

| (a) Faculty Member Name and Title and/or Rank at the Institution (Include and identify Program Director.) | (b) % of Time Dedicated to This Program | (c) Program Courses Which May Be Taught (Number and Title) | (d) Highest and Other Applicable Earned Degrees (include College or University) | (e) Discipline(s) of Highest and Other Applicable Earned Degrees | (f) Additional Qualifications: List related certifications and licenses and professional experience in field. |
|--|--|---|---|---|--|
| PART 1. Full-Time Faculty | | | | | |
| Ulises Mejias, Professor | 33% | COM 521: Digital Media Theory and Practice; COM 523: Integrated Media and Design; COM 525: Technology and Culture; COM 524 Special Projects in Integrated Media; COM 526: Social Networks & the Web; COM 527: Science, Technology and the Media COM 508: Global Media Literacy; COM 595: Strategic Com. Seminar; COM 590 Thesis/Applied Project; COM 691: Strategic Communication Graduate Internship; COM 692: Graduate Internship Project | EdD, Teachers College, Columbia University MS, Ithaca College BFA, Ithaca College | Computing and Technology in Education Organizational Communication, Learning and Design Film, Photography and Visual Arts | 5 years professional instructional design experience. |
| Serenity Sutherland, Assistant Professor | 33% | COM 521: Digital Media Theory and Practice; COM 523: Integrated Media and Design; COM 525: Technology and Culture; | PhD, University of Rochester BA, Binghamton University | American History History and English/Creative Writing | Graduate Certificate in Women and Gender Studies, University of Rochester |

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|--|-----|--|---|--|--|
| | | COM 524 Special Projects in Integrated Media; COM 508: Global Media Literacy; COM 595: Strategic Com. Seminar; COM 590 Thesis/Applied Project; COM 691: Strategic Communication Graduate Internship; COM 692: Graduate Internship Project | BS, Rochester Institute of Technology | Environmental Management and Technology | |
| Andrea Vickery , Assistant Professor | 33% | COM 501 Applied Comm. Theories; COM 502: Persuasion and Compliance Gaining; COM 503 Applied Research Methods; COM 505: Interpersonal Comm. Theory and Practice; COM 595: Strategic Com. Seminar; COM 590 Thesis/Applied Project; COM 691: Strategic Communication Graduate Internship; COM 692: Graduate Internship Project | PhD, Louisiana State University MA, Louisiana State University BS, Chapman University | Communication Studies Communication Studies Business Administration | |
| Jason Zenor , Associate Professor | 20% | COM 595: Strategic Com. Seminar; COM 590 Thesis/Applied Project; COM 691: Strategic Communication Graduate Internship; COM 692: Graduate Internship Project | JD, University of South Dakota MPA, University of South Dakota MA, Syracuse University BA, Utica College | Law Public Administration Media Studies Communication and History | |
| Jenny Rosenberg , Associate Professor & Graduate Program Coordinator/Director | 50% | COM 501 Applied Comm. Theories; COM 502 Persuasion and Compliance Gaining; | PhD, Kent State University | Communication and Information Communication Studies | |

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|--|-----|---|--|---|---|
| | | COM 503 Applied Research Methods; COM 505: Interpersonal Comm. Theory and Practice; COM 522: Intercultural Communication; COM 595: Strategic Com. Seminar; COM 590 Thesis/Applied Project; COM 691: Strategic Communication Graduate Internship; COM 692: Graduate Internship Project | MA, Kent State University BA with honors, University of Iowa | Communication Studies | |
| Christine Hirsch , Associate Professor | 33% | COM 502: Persuasion and Compliance Gaining; COM 505: Interpersonal Comm. Theory and Practice; COM 580: Ethics and Conflict in Orgs.; COM 562: Interpersonal Com. in Organizations; COM 565: Organizational Communication; COM 595: Strategic Com. Seminar; COM 590 Thesis/Applied Project; COM 691: Strategic Communication Graduate Internship; COM 692: Graduate Internship Project | PhD, University of Colorado MA, Western Michigan University BA, Oakland University | Communication Organizational Communication English and Communication | |
| Katherine Thweatt , Associate Professor | 66% | COM 501 Applied Comm. Theories; COM 503 Applied Research Methods; COM 505: Interpersonal Comm. Theory and Practice; COM 562: Interpersonal COM in Organizations; COM 512: Interpersonal Com. in Health Care; | EdD, West Virginia University MA, West Virginia University BA, University of Alabama at Birmingham | Communication Studies/Educ. Theory & Practice Communication Studies, Theory & Research Mass Communication | 10+ years of professional experience in Health Administration 4+ years of experience as graduate coordinator |

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|--|-----|---|---|---|--|
| | | COM 504: Org. Leadership and Team Building; COM 590 Thesis/Applied Project; COM 691: Strategic Communication Graduate Internship; COM 692: Graduate Internship Project | | | |
| Taejin Jung , Professor | 20% | COM 511: Strategic Comm. Management and Case Studies; COM 514: Crisis Communication; COM 516: Survey of Health Communication; COM 520: Health Campaigns; COM 590 Thesis/Applied Project; COM 691: Strategic Communication Graduate Internship; COM 692: Graduate Internship Project | PhD, Florida State University MA, Sogang University BA, Kyungpook National University | Communication Communication Communication | 2 years PR/journalism research Research and publications in health communication since 2007 (including textbook). Principle/director Health Communication Campaigns (Oswego County Health Department and NYS Health Foundation grant). |
| Lindsay McCluskey , Assistant Professor | 20% | COM 511: Strategic Comm. Management and Case Studies; COM 590 Thesis/Applied Project; COM 595: Strategic Com. Seminar; COM 691: Strategic Communication Graduate Internship; COM 692: Graduate Internship Project | PhD, Louisiana State University MS, Syracuse University BA, St. John Fisher College | Mass Communication Public Communications Communication/Journalism and Political Science | 4+ years professional public relations experience |
| Eileen Gilligan , Associate Professor | 20% | COM 508: Global Media Literacy; COM 595: Strategic Com. Seminar; COM 590 Thesis/Applied Project; COM 691: Strategic Communication Graduate Internship; COM 692: Graduate Internship Project | PhD, University of Wisconsin-Madison MA, University of Delaware BA, Brown University | Journalism and Mass Communication Communication Theory American Civilization | 15+ years professional journalism and public relations experience |

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|--|-----|--------------------------------------|--|--|--|
| Part 2. Part-Time Faculty | | | | | |
| Amy McHugh, Adjunct Professor | 50% | COM 522: Intercultural Communication | MA, Macquarie University BA, Marist College | International Communication Communication Studies | |
| Part 3. To-Be-Hired Faculty (List as TBH1, TBH2, etc., and provide expected hiring date instead of name.) | | | | | |
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Overview of Changes

Integrated and Social Media Adv. Certificate Curriculum Re-Design (2021)

Changes are presented in a table in Section 2.1 of the [Program Revision Proposal](#)

Certificate-level changes:

- Courses that were **removed** from the core curriculum (but remain electives)
 - COM 523 - formerly CMA 600: Integrated Media Theory and Design
 - COM 524 - formerly CMA 601: Integrated Media Projects
- Courses that were **added** to the core curriculum
 - COM 521: Digital Media Theory and Practice
- Courses to **choose from** within the core curriculum (i.e., choose one):
 - COM 525 - formerly BRC 520: Technology and Culture
 - COM 527: Science, Technology and the Media [option]
- Changes to **prefix and course number** (no other changes to the course):
 - COM 526 - formerly BRC 521: Social Networks and the Web

New elective course options have been added (see new course proposals).