

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.

Strategic Communication (M.A.)	877 and 926 (online)	03/01/2021
<i>New/Revised Program Name</i>	<i>Major/Minor Code (revised programs)</i>	<i>Date</i>
Department of Communication Studies	Jessica Reeher	
<i>Department/Program Chair</i>	<i>Contact Person</i>	
Jenny Rosenberg	03/01/2021	
<i>Curriculum/Program Representative</i>	<i>Date</i>	

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 _____
Dean's Signature *Date*
 3/12/2021

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 *Date*
 3/26/21

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: Program Revision to Existing Strategic Communication M.A. Program, 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 (online and face-to-face) Strategic Communication M.A. program at the State University of New York at Oswego. Recently, the Department of Communication Studies removed areas of specialization in order to better serve the graduate students in the program and to alleviate some pressure in regard to resources and staffing. The removal of the tracks was the first of two stages of updates to the curriculum that were planned, and we are now requesting consideration of the proposed changes to the core curriculum.

Reasons for the proposed changes stem from both (1) students' academic and professional interests as well as (2) a need to more efficiently align course offerings with the availability of resources and faculty expertise. The current core curriculum, while specific in some regards, does not capture the breadth of the communication discipline nor does it represent the breadth of expertise of members of the Department of Communication Studies. In other words, some courses in the core can only be staffed by a very limited number of faculty, whereas other instructors in the Department find few opportunities to meaningfully contribute to the Strategic Communication M.A. program. Ultimately, we struggle with the limited resources we do have, which is exacerbated by recent departures of key faculty members who regularly contributed to the program, yet we have untapped potential in other colleagues. As a result of the cycle of misaligned needs and resources, Strategic Communication M.A. students were presented with a rather limited range of courses to choose from, in some cases leaving students with certain interests (e.g., Health Communication) forced to take important courses outside of the Department. Most important, the field of Strategic Communication is rooted in Public Relations (PR), yet none of the core or elective courses in the existing curriculum accounted for a PR-perspective, putting our students and graduates at a disadvantage. By updating the core to better represent the expertise and resources that exist within the Department of Communication, graduate students will gain foundational knowledge in key areas of the Communication discipline. This foundation will then provide new and additional opportunities for innovative elective courses to be taught by faculty who have previously found little ways to engage in the graduate program. Getting more faculty members engaged in the program will immensely benefit graduate students not only by diversifying course offerings, but also by offering new ways to network and learn from a broad range of faculty representing a variety of areas of expertise.

The expertise found in the Department of Communication Studies falls into one of three broad categories, namely Communication Studies, Media (incl. Journalism), and Public Relations, which formed the basis for the proposed curriculum changes. Each of the core courses in the revised curriculum represents one of the three areas, and along with a research methods course and new/revised culminating experiences, form the proposed core curriculum:

Area of expertise

- Communication Studies
- Media (incl. Journalism)
- Public Relations

Core course in the Strategic Communication M.A.

- COM 501: Applied Communication Theories
- COM 521: Digital Media Theory and Practice
- COM 511: Strategic Comm. Management & Case Studies

Upon close examination of the COM 500: Introduction to Strategic Communication curriculum, the committee has found notable overlap in the content covered in this class as well as others. For instance, graduate students completed the CITI training certificate in COM 500 to learn about ethical research, students were also introduced to some common communication theories and the field in general. In an effort to provide a robust yet efficient curriculum, the above-mentioned objectives were absorbed by other courses, namely Applied Communication Theories (COM 501) and Applied Communication Research Methods (COM 503), which were updated to better represent the breadth of the Communication discipline in terms of theory and research methodologies (which to date was mostly centered around social scientific approaches). Lastly, to provide students with meaningful culminating experiences toward the end of their graduate study in the program, we are looking to add a robust and structured internship experience as a culminating experience option (in addition to COM 590: Thesis/Applied Project). Other changes and adjustments are also being proposed to ensure consistency and a streamlined curriculum that is easy for students to navigate and are articulated in the enclosed materials.

By covering the breadth of the communication discipline, while also allowing students to pursue electives that represent their unique interests and trajectories, the revised curriculum seeks to better prepare students for the continuously evolving careers within the field. The M.A. in Strategic Communication will allow candidates to examine theoretical and practical applications of communication research within environments that require strategic communication, such as organizational and mediated contexts. Recent baccalaureate graduates and current professionals will have an opportunity to examine the creation, perception, interpretation, and implications of communicated messages. Graduates of the programs will gain knowledge and a fine-tuned skill set in producing effective and appropriate messages intended to facilitate systematic change, solve complex problems, influence others, and strategically communicate with others through face-to-face and mediated channels.

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, (2) the continued focus on learning objectives associated with Strategic Communication, as well as (3) the relatively short timeframe of the 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 graduate 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. Additionally, due to the problematic structure and our inability to deliver the current curriculum, there are a number of returning students who will voluntarily and enthusiastically switch catalog years (in close consultation with their academic advisors and the graduate coordinator). 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 program. Furthermore, we have identified courses that serve the new and old curriculum, allowing us to fairly efficiently cater to students in both curricula. To date, the program has rather heavily relied on program deviations that are perhaps more delicately described as creative and liberal, which is a model we look to abandon in the long-term, but can facilitate the curriculum transition in the short-term. Lastly, the new program offers students the ability to choose a number of 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 than the existing curriculum has in the past five years.

There are a number of benefits associated with the proposed changes to the Strategic Communication M.A., including (but not limited to):

- Greater variety of course offerings to meet students' interests
- Increased choices for students to compose a program that meets their individual needs
- Enhanced ability to utilize existing resources and faculty expertise with the graduate program
- More wide-spread faculty involvement within the program
- More efficient use of existing resources and movement across modalities (online & in-person)
- 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, and welcome any questions or concerns.

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	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	List each campus where the entire program will be offered (with each institutional or branch campus 6-digit SED Code): 235000
	List the name and address of off-campus locations (i.e., extension sites or extension centers) where courses will offered, or check here <input type="checkbox"/> if not applicable : Metro Center, 2 Clinton Square, Syracuse, NY 13202
c) Registered Program to be Changed	Program Title: Strategic Communication (online and face-to-face)
	SED Program Code 38026
	Award(s) (e.g., A.A., B.S.): M.A.
	Number of Required Credits: Minimum [33] If tracks or options, largest minimum []
	HEGIS Code : 0601.00
	CIP 2010 Code : 090909
	Effective Date of Change: 08/23/2021
	Effective Date of Completion ² : 01/01/2025
d) Campus Contact	Name and title: Jenny Rosenberg – Graduate Coordinator and Associate Professor Telephone: 315.312.3291 Email: jenny.rosenberg@oswego.edu
e) Chief Executive or Chief Academic Officer Approval	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. <i>E-signatures are acceptable.</i> Name and title: Scott Furlong, Provost and Vice President for Academic Affairs Signature and date:
	If the program will be registered jointly³ with one or more other institutions, provide the following information for <u>each</u> institution:
	Partner institution's name and 6-digit SED Code : Name, title, and signature of partner institution's CEO (or append a signed letter indicating approval of this proposal):

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](#).

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.

- 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	19
COM 500 Intro To Strategic Com.	3
COM 501 Applied Communication Theory	3
COM 503 Applied Research Methods	4
COM 508 Global Media Literacy	3
COM 590 Thesis/Applied Project* *Students choosing a 3 credit hour non-thesis directed project will need to complete an additional 0-3 elective hours.	3-6
Electives: Choose Five (with advisement)	15
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

Course Title	Credits
CORE	18
COM 511: Strat. Com. Management and Case Studies <u>Justification for inclusion in the core:</u> Create and evaluate Public Relations campaigns, which are at the core of Strategic Communication as a discipline	3
COM 501 Applied Communication Theory <u>Justification for inclusion in the core:</u> Evaluate theoretical frameworks that explain how strategic communication is created, processed, and received	3
COM 503 Applied Comm. Research Methods <u>Justification for inclusion in the core:</u> Apply suitable research methodologies to systematically examine strategic communication problems and questions	3
COM 521: Digital Media Theory and Practice <u>Justification for inclusion in the core:</u> Create strategic messages via digital channels, which is imperative for any professional in fields associated with Strat COM	3
COM 590 Thesis/Applied Project OR COM 691*: Strategic Communication Graduate Internship (3 cr.) and COM 692*: Graduate Internship Project (3 cr.) * COM 691 and COM 692 are required for graduate students who do not enroll in COM 590	6
Electives: Choose Five (with advisement)	15
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	MBA 600 Health Care Systems in the U.S.	3
CMA 600 Integrated Media and Design	3	COM 523 Integrated Media and Design	3
CMA 601 Special Projects in Integrated Media	3	COM 524 Special Projects in Integrated Media	3
BRC 520 Technology and Culture	3	COM 525 Technology and Culture	3
HCI 500 Introduction to HCI	3	HCI 500 Introduction to HCI	3
ART 509 Graduate Multimedia Design	3	ART 509 Graduate Multimedia Design	3
ART 513 Graduate Digital Illustration	3	ART 513 Graduate Digital Illustration	3
CMA 596 Graduate Global Experience	3-6	CMA 596 Graduate Global Experience	3-6
COM 562 Interpersonal Com. in Organizations	3	COM 562 Interpersonal Com. in Organizations	3
COM 565 Organizational Communication	3	COM 565 Organizational Communication	3
COM 580 Ethics and Conflict in Organizations	3	COM 580 Ethics and Conflict in Organizations	3
COM 504 Org. Leadership and Team Building	3	COM 504 Org. Leadership and Team Building	3
COM 522 Intercultural Communication	3	COM 522 Intercultural Communication	3
Other courses under advisement		COM 526 Social Networks and the Web	3
		COM 527 Science, Technology and the Media	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	1-9
		Other courses under advisement	
Total required credits: 34		Total required credits: 33	

- 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 courses:

- COM 511: Strategic Communication Management and Case Studies [core]
- COM 521: Digital Media Theory and Practice [core]
- COM 691: Strategic Communication Graduate Internship [culminating experience option]
- COM 692: Graduate Internship Project [culminating experience option]
- COM 506: Persuasion and Compliance Gaining [elective]
- COM 505: Interpersonal Communication in Applied Contexts [elective]
- COM 527: Science, Technology and the Media [elective]

Revised courses:

- COM 501: Applied Communication Theories
- COM 503: Applied Communication Research Methods

- 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% or 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	LAS	Maj	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:								Term 2:									
Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites	Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites		
Term credit totals:								Term credit totals:									
Term 3:								Term 4:									
Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites	Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites		
Term credit totals:								Term credit totals:									
Term 5:								Term 6:									
Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites	Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites		
Term credit totals:								Term credit totals:									
Term 7:								Term 8:									
Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites	Course Number & Title	Cr	GER	LAS	Maj	TPath	New	Co/Prerequisites		
Term credit totals:								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 511: Strategic Comm. Management and Case Studies	3	X	Graduate standing	COM 503: Applied Communication Research Methods	3		Graduate standing
COM 501: Applied Communication Theories	3		Graduate standing	COM 527: Science, Technology and the Media	3	X	Graduate standing
COM 521: Digital Media Theory and Practice	3	X	Graduate standing	COM 522: Intercultural Communication	3		Graduate standing
Term credit total:	9			Term credit total:	9		
Term 3: Fall 2				Term 4: Spring 2			
Course Number & Title	Credits	New	Co/Prerequisites	Course Number & Title	Credits	New	Co/Prerequisites
COM 506: Persuasion and Compliance Gaining	3	X	Graduate standing	COM 691: Strategic Communication Graduate Internship	3	X	COM 501 and 503 and approval of graduate director and/or department chair
COM 505: Interpersonal Communication in Applied Contexts	3	X	Graduate standing	COM 692: Graduate Internship Project	3	X	COM 501 and 503 and approval of graduate director and/or department chair
COM 580: Ethics and Conflict in Organizations	3		Graduate standing				
Term credit total:	9			Term credit total:	6		
Total Credits: 33			Identify the required comprehensive, culminating element(s), such as a thesis or examination, including course number(s), if applicable: COM 691: Strategic Communication Graduate Internship & COM 692: Graduate Internship Project				

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 526: Social Networks & the Web; COM 527: Science, Technology and the Media; 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	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

		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 506: Persuasion and Compliance Gaining; COM 503 Applied Research Methods; COM 505: Interpersonal Comm. in Applied Contexts; 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	
Jessica Reeher , Department Chair	10%	COM 506 Persuasion and Compliance Gaining; COM 595: Strategic Com. Seminar;	MA, Syracuse University	Communication and Rhetorical Studies	

		COM 590 Thesis/Applied Project; COM 691: Strategic Communication Graduate Internship; COM 692: Graduate Internship Project	BA, Syracuse University	Communication and Rhetorical Studies	
Jenny Rosenberg , Associate Professor & Graduate Program Coordinator/Director	50%	COM 501 Applied Comm. Theories; COM 506 Persuasion and Compliance Gaining; COM 503 Applied Research Methods; COM 505: Interpersonal Comm. in Applied Contexts; 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	PhD, Kent State University MA, Kent State University BA with honors, University of Iowa	Communication and Information Communication Studies Communication Studies	
Christine Hirsch , Associate Professor	33%	COM 506: Persuasion and Compliance Gaining; COM 505: Interpersonal Comm. in Applied Contexts; 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. in Applied Contexts; COM 562: Interpersonal COM in Organizations; COM 512: Interpersonal Com. in Health Care; COM 504: Org. Leadership and Team Building; COM 590 Thesis/Applied Project; COM 691: Strategic Communication Graduate Internship; COM 692: Graduate Internship Project	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
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
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.)					

Overview of Changes

Strategic Communication M.A. Curriculum Re-Design (2021)

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

Program-level changes:

- Courses that were **removed** from the core curriculum (but remain electives)
 - COM 500: Introduction to Strategic Communication
 - COM 508: Global Media Literacy
- Courses that were **added** to the core curriculum
 - COM 511: Strategic Communication Management and Case Studies
 - COM 521: Digital Media Theory and Practice
- Courses that were **updated** in the core curriculum
 - COM 501: Applied Communication Theories
 - Updated course outline
 - COM 503: Applied Communication Research Methods
 - Updated course outline
 - Changed title to include Communication
 - Credit hours changed from 4 to 3 credits
- Updated options for **culminating experience**:
 - Current: COM 590: Thesis/Applied Project (3-6 credit hours)
 - New - choose one of the following options:
 - **Thesis** (6 credit hours), taken over two terms and consisting of:
 - COM 590: Thesis/Applied Project (3 credit hours x 2)
 - **Applied Project** (6 credit hours), taken over two terms and consisting of:
 - COM 590: Thesis/Applied Project (3 credit hours x 2)
 - **Internship** (6 credit hours), taken concurrently and consisting of:
 - COM 691: Strategic Communication Graduate Internship (3 cr)
 - COM 692: Graduate Internship Project (3 cr)
- Overall credits were changed from 34 to 33 hours for degree completion

List of new core courses:

- COM 511: Strategic Communication Management and Case Studies
- COM 521: Digital Media Theory and Practice
- COM 691: Strategic Communication Graduate Internship
- COM 692: Graduate Internship Project

New elective course:

- COM 505: Interpersonal Communication in Applied Contexts
- COM 506: Persuasion and Compliance Gaining
- COM 527: Science, Technology and the Media

Changes to prefixes and course numbers (no other changes to the courses):

- 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
- COM 524 - formerly CMA 601: Integrated Media Projects