

COVER SHEET

Date: November 5, 2018

Institution: Indiana University

Campus: Indianapolis

Department: Communication Studies

Location: On Campus

County: Marion

Type: Degree Program

Degree/Certificate Name: 5-Year BA/MA in Applied Communication

Graduate/Undergraduate: Both

Degree Code: BA & MA

Brief Description: See attachment

Reason for New Degree: See attachment

CIP Code: 09.0100

Name of Person Submitting the Proposal: Beth Goering

Contact Information (phone or email): bgoering@iupui.edu

Proposal for Five-Year BA/MA in Applied Communication

Overview and Rationale

The Department of Communication Studies is proposing to offer a five-year Dual BA/MA in Applied Communication, similar to programs currently offered within the School of Liberal Arts (i.e., Economics, Philosophy, Political Science) as well as other schools at IUPUI (i.e., Electrical and Computer Engineering). These programs help in recruiting well-qualified undergraduates to IUPUI by giving them an opportunity to obtain an advanced degree with only one additional year of study. In addition to potentially increasing enrollments in our Masters program, it gives our best undergraduate students the opportunity and incentive to take more challenging courses in their senior year.

The Dual BA/MA in Applied Communication, which will be available to Communication Studies majors only, allows students to complete a BA and an MA in five years instead of six. The program will consist of three years of undergraduate coursework, a fourth year of combined undergraduate and graduate coursework, and a fifth year of exclusively graduate coursework.

This accelerated track offers students a way to complete an MA degree with less time and less cost, creating greater appeal for students and helping make IUPUI competitive with other MA programs in the state that offer funding to MA students. The opportunity to earn an MA in Applied Communication in just one extra year also poises students to be more competitive in an increasingly competitive job market. In addition, the accelerated program has the potential to reduce costs for the Department and the School because it reduces the amount of graduate funding required to support MA students.

To summarize, the dual BA/MA program offers the following advantages:

- It can be implemented using existing faculty resources and currently-offered courses.
- It offers the potential to grow both undergraduate and graduate programs.
- It provides enhanced incentive for students to maintain high academic performance.
- It leads to a graduate degree in only one extra year.
- It reduces the costs of graduate education to the Department, students, and the School.

Admission

- Qualified students may apply for the program in the second semester of their junior year. To be eligible to apply, students should have completed at least 60 credit hours overall and 12 hours in the major, including the 9-hour core (G100, G201, and G310). They should have a minimum GPA of 3.3 overall and a 3.5 in their major coursework.
- As part of the application process, students are required to submit 2 faculty letters of recommendation (at least 1 from a member of the IUPUI Department of Communication Studies faculty) and a single-authored writing sample.
- If students maintain at least a B average in all of the grad courses taken during their senior year, they will automatically be allowed to continue in the MA program, and the graduate courses completed during their senior year would double count towards completion of the MA requirements.

Program Structure

- Students accepted into the program will be able to take up to 15 hours of graduate courses in COMM during their senior year. During the senior year, students will be required to take COMM-C500 (Advanced Communication Theory) and COMM-C501 (Quantitative Research Methods). In addition, students may enroll in up to 9 additional hours of 500-level COMM classes. These courses will count towards the student's BA. (NOTE: All courses counting to the BA major must be completed with a grade of C or higher).
- In Year 5, after earning their BA, students would complete the remaining hours of course work required for the MA in Applied Communication as well as their ALP (Applied Learning Project) or Thesis. Students may elect to take classes during the summer between the 4th and 5th year or to write the ALP/Thesis in the summer after the 5th year.

Sample Curriculum

This sample curriculum provides an example of the Communication Studies courses a student could take to complete the major requirements for their BA and their MA in 5 years, based on the current curriculum map for the BA in Communication Studies.

Sophomore Year:

Fall:

- G100: Introduction to Communication Studies

Spring:

- G201: Introduction to Communication Theory

Junior Year:

Fall:

- G310: Introduction to Communication Research
- Communication Studies Elective (i.e., M150: Media in Contemporary Society)

Spring:

- Communication Studies Elective (i.e., R321: Persuasion)
- Communication Studies Elective (i.e., R310: Rhetoric, Society & Culture)

NOTE: During this semester, qualified students should apply for the Dual BA/MA program

Senior Year:

Fall:

- C500: Advanced Communication Theory
- Graduate Communication Studies Elective (i.e., C580: Advanced Organizational Communication)

Spring:

- C501: Applied Quantitative Research
- Communication Studies Electives (i.e., C528: Group Communication and Organizations)
- Communication Studies Electives (i.e., C544: Advanced Relational Communication)

NOTE: At the end of this semester, the student must have completed all of the requirements for a BA with a major in Communication Studies. One of the graduate-level courses will substitute for the BA Capstone requirement.

Fifth Year:

Fall:

- Second Core Methods class (i.e., C531: Media Theory and Criticism)
- Communication Studies Electives (i.e.,; C594: Comm. & Conflict Management in Org.)
- Communication Studies Electives (i.e., C582: Intercultural Communication)

Spring:

- Communication Studies Elective (i.e., C520—Advanced Public Communication)
- ALP (Applied Learning Project) or Thesis (3 credit hours)