### PROGRAM IDENTIFICATION:

<table>
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<tr>
<th>DEGREE PROGRAM</th>
<th>M.A. Professional Communication</th>
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<tr>
<td>Degree Level: (i.e., Certificate, A.A., A.A.S., B.A., B.S., M.A., M.S., Ph.D.)</td>
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### A. CHANGE IN DEGREE REQUIREMENTS: (Brief statement of program/degree changes and objectives)

Addition of a Non Thesis/Project course as an alternative to the Thesis. Graduate students are selecting a Public Relations and Dispute Resolution foc, and a Project is more suitable for PR and DR rather than a Thesis.

### B. CURRENT REQUIREMENTS AS IT APPEARS IN THE CATALOG:

**Minimum Requirements for Degree: 30-34 credits**

The communication program prepares students to handle the challenges of communicating effectively and ethically in a rapidly changing world characterized by diversity in gender, cultural background and belief.

The MA in professional communication provides advanced education for individuals in or pursuing communication related careers in public/nonprofit organizations, media organizations, health care organizations or in higher education. Students take courses that focus on organizational communication theory and practices.
The program is both theoretically and pragmatically oriented to prepare students for the professional workplace or for doctoral study in organizations.

MA Degree

1. Complete the following additional admission requirement: Submit academic writing sample.
2. Complete the general university requirements.
3. Complete the master's degree requirements.
4. Complete the following:
   1. COMM F600--Introduction to Professional Communication--3 credits
      COMM F601--Communication Research Methodologies (Social Science)--3 credits
      COMM F602--Communication Research Methodologies (Human Science)--3 credits
      COMM F625--Communication Theory--3 credits
      COMM F675--Training and Development Communication--3 credits
      COMM F680--Communication and Diversity in the Professional World--3 credits
      COMM F699--Thesis--6 credits
   2. Complete two of the following electives:
      COMM F622--Interpersonal Interaction--3 credits
      COMM F631--Teambuilding--3 credits
      COMM F635--Organizational Culture and Communication--3 credits
      COMM F642--Health Communication--3 credits
      COMM F682--Seminar in Communication--3 credits
   3. Teaching assistants complete the following:
      COMM F661--Mentored Teaching in Communication**--1-4 credits
5. Minimum credits required--30-34 credits

* Students may take F400- and F600-level courses in art, education, English, journalism, communication, marketing, business administration and northern studies as well as graduate level independent studies to fulfill 6 credits of the elective requirement, if approved by the student's committee. Students will also be able to apply up to 6 credits of appropriate graduate level course work from other universities in the elective area if approved by the student's committee.

** This 1 credit course may be taken up to four times.

Note: A maximum of 6 credits of approved F400-level courses may be included in the 30-34 credit requirement.

Note: The comprehensive examination is to be taken no later than the student's fourth semester of work.

C. PROPOSED REQUIREMENTS AS IT WILL APPEAR IN THE CATALOG WITH THESE CHANGES:
(Underline new wording strike-through-old- wording and use complete catalog format)
Minimum Requirements for Degree: 30-34 credits

The communication program prepares students to handle the challenges of communicating effectively and ethically in a rapidly changing world characterized by diversity in gender, cultural background and belief.

The MA in professional communication provides advanced education for individuals in or pursuing communication related careers in public/nonprofit organizations, media organizations, healthcare organizations or in higher education. Students take courses that focus on organizational communication theory and practices.

The program is both theoretically and pragmatically oriented to prepare students for the professional workplace or for doctoral study in organizations.

MA Degree

1. Complete the following additional admission requirement: Submit academic writing sample.
2. Complete the general university requirements.
3. Complete the master's degree requirements.
4. Complete the following:
   1. COMM F600--Introduction to Professional Communication--3 credits
      COMM F601--Communication Research Methodologies (Social Science)--3 credits
      COMM F602--Communication Research Methodologies (Human Science)--3 credits
      COMM F625--Communication Theory--3 credits
      COMM F675--Training and Development Communication--3 credits
      COMM F680--Communication and Diversity in the Professional World--3 credits
   2. Complete one of the following:
      COMM F698--Non Research/Project--6-9 credits
      COMM F699--Thesis--6 credits
   3. Complete two of the following electives:*  
      COMM F622--Interpersonal Interaction--3 credits
      COMM F631--Teambuilding--3 credits
      COMM F635--Organizational Culture and Communication--3 credits
      COMM F642--Health Communication--3 credits
      COMM F682--Seminar in Communication--3 credits
   4. Teaching assistants complete the following:
      COMM F661--Mentored Teaching in Communication**--1-4 credits
   5. Minimum credits required--30-34 credits

* Students may take F400- and F600-level courses in art, education, English, journalism, communication, marketing, business administration and northern studies as well as graduate level independent studies to fulfill 6 credits of the elective requirement, if approved by the student's committee. Students will also be able to apply up to 6 credits of appropriate graduate level course work from other universities in the elective area if approved by the student's committee.
** This 1 credit course may be taken up to four times.

Note: A maximum of 6 credits of approved F400-level courses may be included in the 30-34 credit requirement.

Note: The comprehensive examination is to be taken no later than the student's fourth semester of work.

### D. ESTIMATED IMPACT

**WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.**

**NONE**

### E. IMPACTS ON PROGRAMS/DEPTS:

What programs/departments will be affected by this proposed action?  
Include information on the Programs/Departments contacted (e.g., email, memo)

**NONE**

### F. IF MAJOR CHANGE - ASSESSMENT OF THE PROGRAM:

Description of the student learning outcomes assessment process.

Students will focus on:
1. creating industry related project/proposals

### JUSTIFICATION FOR ACTION REQUESTED

The purpose of the department and campus-wide curriculum committees is to scrutinize program/degree change applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. If you drop a course, is it because the material is covered elsewhere? Use as much space as needed to fully justify the proposed change and explain what has been done to ensure that the quality of the program is not compromised as a result.

The Non Research/Project is pragmatically oriented to prepare students for the professional workplace rather than for doctoral study in organizations. Projects are more practical for the PR profession and other professions that are more focused on project outputs; students will be developing various projects in the industry and not a thesis. Students may choose to create a “proposal” for an organization, for example, a “Crisis Communication Management Plan” for the City of Fairbanks or demonstrate how UAF’s Athletic Department’s use of social media versus traditional media in advertising has increased it’s market exposure. Students will still be held to the same rigorous standards to that of a thesis, except it will be a project.
APPROVALS: SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

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<tr>
<td>Rob Duke</td>
<td>March 11, 2016</td>
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<th>Signature, Chair, College/School Curriculum Council for:</th>
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CHAIR SIGNATURE OBTAINED FOLLOWING APPROVAL BY FACULTY SENATE COMMITTEE

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| Curriculum Review Committee          |      |
|                                      |      |

| Graduate Academic and Advisory Committee |      |
|------------------------------------------|      |