



MEMORANDUM

To: Donna E. Shalala, President

From: Tomas A. Salerno
Chair, Faculty Senate

A handwritten signature in blue ink, appearing to read 'TAS', is written over the 'From' field.

Date: April 2, 2015

Subject: Faculty Senate Legislation #2014-31(B) – Establish a Minor in Strategic Communication in the School of Communication

The Faculty Senate, at its March 25, 2015 meeting, voted unanimously to approve the establishment of a minor in Strategic Communication in the School of Communication. This 15 credit minor will be comprised of all of the fundamental elements offered within the department – advertising, public relations, and strategic development. It is expected that this minor will attract students from across the university, especially from the School of Business Administration, Education and Human Development, and the College of Arts and Sciences.

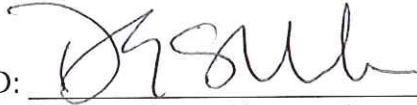
This legislation is now forwarded to you for your action.

TAS/rh

Enclosure

cc: Thomas LeBlanc, Executive Vice President and Provost
Gregory Shepherd, Dean, School of Communication
Paul Driscoll, Vice Dean, Academic Affairs, School of Communication

CAPSULE: Faculty Senate Legislation #2014-31(B) – Establish a Minor in Strategic Communication in the School of Communication

APPROVED:  DATE: 4/6/15
(President's Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Dean Shepherd

EFFECTIVE DATE OF LEGISLATION: IMMEDIATELY
(if other than June 1 next following)

NOT APPROVED AND REFERRED TO: _____

REMARKS (IF NOT APPROVED): _____

Proposed Minor in Strategic Communication
Department of Strategic Communication

Beginning in the Fall 2015 semester, the Department of Strategic Communication would like to offer a minor in Strategic Communication. The minor would be comprised of 15 credits, as follows:

- | | |
|-----------|---------------------------------------|
| STC 114 | Principles of Advertising |
| STC 116 | Principles of Public Relations |
| | |
| STC 200 | Advertising Strategy Development |
| <u>OR</u> | |
| STC 201 | Public Relations Strategy Development |

Two (2) additional STC courses, with the approval of an advisor.

Rationale for the Minor in Strategic Communication

The minor in strategic communication brings together the essence of what our department offers in a single minor. This minor would enable students who wish to learn about the fundamental elements of both advertising and public relations to do so without having to take on two separate minors in these areas. Students who complete this minor will be exposed to both advertising and PR fundamentals, as well as strategy development in one of the two areas, and can then add two additional elective courses in strategic communications based on their particular interests. Students completing this minor will learn how advertising and public relations are integrated in the promotion of brands, products, and services.

Based on current enrollment in our classes, we expect the minor in strategic communication to attract students from across the university, in particular, students from the Schools of Business, Education, and Music, as well as the College of Arts & Sciences.

Students who are majoring in either advertising or public relations would not be permitted to complete the minor in strategic communication due to course overlap.

Faculty Support

The faculty of the Department of Strategic Communication voted unanimously to approve the minor in strategic communication at our department meeting held on Friday, February 13.

Implementation

Ideally, we would like to begin offering the minor in strategic communication in the Fall of 2015. Given the large concentration of non-strategic communication students currently enrolled in our CAD (STC) 114 and CPR (STC) 116 courses, we do not anticipate any issues implementing the minor and accommodating students who wish to pursue it.

UNIVERSITY
OF MIAMI



Office of Planning,
Institutional Research,
and Assessment

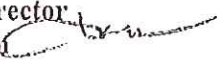
P.O. Box 248285
Coral Gables, FL 33124-2923
Phone: 305-284-3856

Gables One Tower, Suite 260, Locator 2923
1320 S. Dixie Hwy., Coral Gables, FL 33146
Fax: 305-284-4081 • pra@miami.edu

MEMORANDUM

DATE: March 4, 2015

TO: Dr. Paul Driscoll, Vice Dean, Academic Affairs
School of Communication

FROM: David E. Wiles, Executive Director
Assessment and Accreditation 

SUBJECT: New Minor in Strategic Communication

On 03/02/2015, the School of Communication submitted a proposal notifying our office of its intent to implement a new minor in Strategic Communication, effective fall 2015. The 15-credit minor will be comprised of presently existing courses in the Department of Strategic Communication. Based on the details of the proposal, the addition of the minor is not considered substantive and will not require formal approval from the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) in order to proceed with its implementation.

Please feel free to contact our office should you have any further questions (305) 284-9431.

cc: Faculty Senate
Dr. Gregory Shepherd, Dean
Dr. Alyse Lancaster, Associate Professor and Chair, School of Communication

UNIVERSITY OF MIAMI
SCHOOL of
COMMUNICATION



Office of the Dean
5100 Brunson Drive
Coral Gables, FL 33146-2105

Phone: 305-284-3420
Fax: 305-284-2454
www.com.miami.edu

To: Thomas Salerno, Chair Faculty Senate
From: Gregory J. Shepherd Dean
Date: March 10, 2015
Re: Strategic Communication Minor

Dear Professor Salerno:

I write to express my support for the minor in Strategic Communication proposed by the School of Communication. The School of Communication Curriculum Committee has approved the minor, and on February 27, the School faculty voted unanimously to endorse the proposal.

Thank you for your leadership and service.

Warmest regard,

UNIVERSITY OF MIAMI
SCHOOL of
COMMUNICATION



Department of Strategic Communication
P.O. Box 248127
Coral Gables, FL 33124-2105

Phone: 305-284-4544
Fax: 305-284-5207
<http://com.miami.edu>

To: Thomas Salerno, Chair
Faculty Senate

From: Alyse Lancaster
Chair, Department of Strategic Communication
School of Communication

Date: March 9, 2015

Subject: Strategic Communication Minor

Dear Professor Salerno:

I write to provide my endorsement and support for the addition of a minor in strategic communication being proposed by the Department of Strategic Communication in the School of Communication. This minor has been created as a result of collaborative efforts between the faculty in the advertising and public relations programs within the department, in response to multiple student requests that they be permitted to complete a minor that introduces them to all facets of strategic communication.

The minor in strategic communication will enable students to study the core principles of both advertising and public relations, as well as how they integrate within the communication field. Department faculty unanimously approved the minor on February 20, and the School of Communication Curriculum Committee also has approved the minor.

If there is any other information you would like me to provide regarding the minor in strategic communication, please feel free to contact me.

Thank you in advance for your help and support.

Warmest regards,

A handwritten signature in black ink, appearing to be 'AL'.

Alyse R. Lancaster
Chair, Department of Strategic Communication

Cc: Paul Driscoll
Vice Dean for Academic Affairs