



## REQUEST AND RECOMMENDATION

### OHIO UNIVERSITY Master of Communication

**Request:**

Ohio University requests approval to offer a Master of Communication.

**Background:**

Ohio University is a public institution located in Athens, Ohio with five regional campuses serving southeastern Ohio. The university has an enrollment of almost 30,000 students in programs at the associate, baccalaureate, master's, and doctoral levels. Ohio University is accredited by the Higher Learning Commission until its next review in 2024-25.

**Curriculum and Enrollment:**

The Master of Communication is a 30 credit hours post-bachelor's degree. The degree is an applied interdisciplinary program designed for a broad array of professionals who desire to expand their knowledge and improve their communication skills. The program includes coursework in introduction to graduate research in communication; crisis communication seminar; media today and tomorrow; introduction to media for STEM; mastering the media interview; ethics, mass media, and society; media planning fundamentals; facilitating difficult conversations; strategic communication management for advertising and PR professionals; and communicating with data visualization. The program culminates in a capstone experience.

Ohio University projects enrollment of 10 FTE in year one growing to 25 FTE in the fourth year.

**Faculty and Resources:**

The Ohio University has adequately planned for the delivery of this program.

**Recommendation:**

After review of the proposal, the Chancellor's Council on Graduate Studies determined that the Master of Communication meets the Chancellor's standards for graduate degree programs and on November 19, 2021 voted 11 "Yes," and 0 "No" to approve. Approval may be withdrawn if, in the Chancellor's judgement, Ohio University fails to continue to meet the Chancellor's standards for graduate degree programs or receives a sanction from the Higher Learning Commission.

**End of Comment Period: 12/8/2021 at 12:11pm**  
**No comments received, recommend approval**

**RECOMMENDATION**

The Associate Vice Chancellor has verified that this institution has met the standards and requirements of the Ohio Department of Higher Education.

/s/ Stephanie McCann

12/8/2021

**Stephanie McCann, Associate Vice Chancellor of  
Program Development & Approval**

**Date**

**APPROVAL**

  
Randy Gardner, Chancellor

12/23/2021

**Date**

mlc