Document N: Course and Program Development:

**IMPACT AND APPROVAL SIGNATURES**

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

**SCHOOL:**
- ☐ LAW
- ☐ MSB
- ☐ CAS
- ☐ CPA

**CONTACT NAME:** Julie Simon

**PHONE:** x6061

**DEPARTMENT/DIVISION:** SCD

**DATE PREPARED:** 9/12/12

**PROPOSED SEMESTER OF IMPLEMENTATION:**
- ☐ fall
- ☐ spring

**YEAR:** 2013

**TYPE OF ACTION:**
- ☐ add (new)
- ☐ deactivate
- ☐ modify
- ☐ other

**LEVEL OF ACTION:**
- ☐ noncredit
- ☐ undergraduate
- ☐ graduate
- ☐ other

**ACTION BEING REQUESTED** (select one category, either Course Actions or Program Actions):

- ☐ COURSE ACTIONS
- ☐ PROGRAM ACTIONS

**Original Subject Code/Course Number:**

**Original Course Title:**

**Original Program Title:** Corporate Communication

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

**COURSE ACTIONS**

1. Experimental Course
2. Course Title
3. Course Credits
4. Course Number
5. Course Level
6. Pre- and Co-Requisite
7. Course Description
8. New Course
9. Deactivate Course
10. Other

**PROGRAM ACTIONS**

10. Program Requirements
11a. Undergraduate Specialization (24 credits or fewer)
11b. Master's Specialization (12 credits or fewer)
11c. Doctoral Specialization (18 credits or fewer)
12. Minor (add or delete)
13. Closed Site Program
14. Program Suspension
15. Program Reactivation
16a. Certificate Program (UG/G) exclusively within existing degree program
16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
17. Off-Campus Delivery of Existing Programs
18a. Undergraduate Concentration (exceeds 24 credits)
18b. Master's Concentration (exceeds 12 credits)
18c. Doctoral Concentration (exceeds 18 credits)
19. Program Title Change
20. Program Termination
21. New Degree Program
22. Other

**ADDITIONAL DOCUMENTATION** (check all appropriate boxes of documents included; review the list of necessary documents):

- ☑ summary proposal (O)
- ☐ course definition document (P)
- ☐ full five-page MHEC proposal (Q)
- ☐ financial tables (MHEC) (R)
- ☑ other documents as may be required by MHEC/USM (S)
- ☐ other (T)
**IMPACT REVIEW** (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Impacted Entity</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Library</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☑ no impact ☑ impact statement attached</td>
<td></td>
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<td>b. OTS</td>
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<td></td>
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<tr>
<td>☑ no impact ☑ impact statement attached</td>
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<tr>
<td>c. University Relations</td>
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<td></td>
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<tr>
<td>☑ no impact ☑ impact statement attached</td>
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<tr>
<td>d. Admissions</td>
<td></td>
<td>10/2/12</td>
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<tr>
<td>☑ no impact ☑ impact statement attached</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Records</td>
<td></td>
<td>10/4/12</td>
</tr>
<tr>
<td>☑ no impact ☑ impact statement attached</td>
<td></td>
<td></td>
</tr>
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</table>

**APPROVAL SEQUENCE** (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Approval Level</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Department/Division (Chair)</td>
<td></td>
<td>9/17/12</td>
</tr>
<tr>
<td>B. General Education (for No. 7, 8)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Final Faculty Review Body Within Each School (Chair)</td>
<td></td>
<td>9/17/12</td>
</tr>
<tr>
<td>D. Dean</td>
<td></td>
<td>9.17.12</td>
</tr>
<tr>
<td>E. University Faculty Senate (Chair)</td>
<td></td>
<td>10/3/12</td>
</tr>
<tr>
<td>F. University Council (Chair)¹</td>
<td></td>
<td></td>
</tr>
<tr>
<td>G. Provost and Senior Vice President for Academic Affairs</td>
<td>Beverly Schmeili</td>
<td>9/17/2012</td>
</tr>
<tr>
<td>H. President</td>
<td></td>
<td>10/15/12</td>
</tr>
<tr>
<td>I. Board of Regents (notification only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. Board of Regents (approval)</td>
<td></td>
<td>11/3/12</td>
</tr>
<tr>
<td>K. MHEC (notification only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L. MHEC (approval)</td>
<td></td>
<td>12/11/12</td>
</tr>
<tr>
<td>M. Middle States Association notification</td>
<td>Required only if the University’s mission is changed by the action</td>
<td></td>
</tr>
</tbody>
</table>

¹ University Council review (for recommendation to the president or back to the provost) shall be limited to curricular or academic policy issues that may potentially affect the University’s mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.
**Document O: Course and Program Development: SUMMARY PROPOSAL**

See Course and Program Development Policy and Procedures ([www.ubalt.edu/provost](http://www.ubalt.edu/provost)) for instructions.

**SCHOOL:**
- [ ] LAW
- [ ] MSB
- [ ] CAS
- [ ] CPA

**CONTACT NAME:** Julie Simon  
**PHONE:** x5061

**DEPARTMENT/DIVISION:** SCD  
**DATE PREPARED:** 9/12/12

**PROPOSED SEMESTER OF IMPLEMENTATION:**  
- [ ] fall  
- [ ] spring  
**YEAR:** 2013

**ACTION BEING REQUESTED** (select one category, either Course Actions or Program Actions):
- [ ] COURSE ACTIONS
- [ ] PROGRAM ACTIONS

Original Subject Code/Course Number:

Original Program Title:
Corporate Communication

Original Course Title:

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

<table>
<thead>
<tr>
<th>COURSE ACTIONS</th>
<th>PROGRAM ACTIONS</th>
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</thead>
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<td>10. Program Requirements</td>
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</tr>
<tr>
<td>3. Course Credits</td>
<td>11b. Master's Specialization (12 credits or fewer)</td>
</tr>
<tr>
<td>4. Course Number</td>
<td>11c. Doctoral Specialization (18 credits or fewer)</td>
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<tr>
<td>5. Course Level</td>
<td>12. Minor (add or delete)</td>
</tr>
<tr>
<td>6. Pre- and Co-Requisite</td>
<td>13. Closed Site Program</td>
</tr>
<tr>
<td>7. Course Description</td>
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<td>15. Program Reactivation</td>
</tr>
<tr>
<td>9. Deactivate Course</td>
<td>16a. Certificate Program (UG/S) exclusively within existing degree program</td>
</tr>
<tr>
<td>22. Other</td>
<td>16b. Certificate Program (UG/S) outside of or across degree programs (12 or more credits)</td>
</tr>
</tbody>
</table>

For changes to existing courses:

<table>
<thead>
<tr>
<th>OLD TITLE</th>
<th>SUBJECT CODE/COURSE NO.</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW TITLE</td>
<td>SUBJECT CODE/COURSE NO.</td>
<td>CREDITS</td>
</tr>
</tbody>
</table>

Summer 2010
DESCRIPT THE REQUESTED COURSE/PROGRAM ACTION (additional pages may be attached if necessary):

Terminate the B.S. in Corporate Communication. The program is being replaced by the BA in Digital Communication.

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

The BS in Corporate Communication is becoming obsolete. The new program in Digital Communication will address all the needs of current and future students.

See attached Document 5.
Form S
Statement supporting the termination of the BS in Corporate Communication

In accordance with the USM Regents Bylaws Section II-7.02, Policy on the Review and Abolition of Existing Academic Programs, Subsection 3, the University of Baltimore requests that the BS in Corporate Communication be terminated.

The program has been replaced with a BA in Digital Communication, which has been approved by MHEC and will begin admitting students during the Spring 2013 semester.

Section 2
The BS in Corporate Communication has been replaced by a BA in Digital Communication. The following is evidence that the new degree program fulfills the mission of the university and accommodates all current students.

The B.A. in Digital Communication is central to the mission of the University of Baltimore and its Yale Gordon College of Arts and Sciences. Our tag line, “knowledge that works” underscores that UB seeks to prepare its graduates for the work place “as an integral partner in the culture, commerce and future of Baltimore and the region” (UB’s Mission Statement). If we know anything about the 21st century workplace and media world, we know it will be organized through digital communication.

As the mission statement University of Baltimore promises, the “university’s emphasis on career-oriented education attracts students with clear professional objectives and provides them with a broad foundation of knowledge to meet the rapidly changing conditions of today’s work environment as well as with the latest skills and techniques for productive careers in the public and private sectors.” UB seeks “to advance the intellectual, professional, and economic life of the metropolitan area, the state of Maryland, the mid-Atlantic region, and beyond.” Delivering on this promise is predicated on educating students skilled in the world of communication technology and in the variety of strategies required to construct effective messages.

In the 1980s, the University began offering its major in corporate communication. As communication culture, technologies, and professions have changed, the major has been revised to reflect those changes. The current environment requires changes more substantial than mere revisions to an existing major. The new major in Digital Communication (approved for Spring 2013 implementation) incorporates social media, digital culture, and technology into the foundation of writing and design, theory and application, as it reconceptualizes our 25-year old corporate communication major for the 21st Century.

As UB grows and continues to expand its undergraduate enrollment, keeping program offerings current is obviously necessary. The new program builds on the
long-standing strengths of the School of Communications Design with its synergy between theory and practice; a career focus on "real-world" problems and "real-world" solutions; and a diverse, multi-disciplinary, and expert full-time and adjunct faculty. The new B.A. provides a curriculum that better prepares students for the technological advances, societal issues, and employment needs of the 21st Century, than the signature undergraduate program, the B.S. in Corporate Communications. Further, the upgrade, Digital Communication, will accomplish this mission in a unique way, and without duplicating existing programs at other area institutions.

Section 3

a. Proposed date after which no new students will be admitted into the program -
No student will be admitted to Corporate Communication after September 1, 2012. New students will be admitted to the new degree program in Spring 2013.

b. Accommodation of currently enrolled students in the realization of their degree objectives – All but one course required of Corporate Communication majors will be offered in the new degree program, although the course titles and content will be somewhat updated for the B.A. in Digital Communication program. A new course will replace the eliminated course, and all students needing that course will be advised to take the new course. Students who declared the BS prior to spring 2013 will substitute CMAT 340: Survey of Digital Communication for CMAT 351: Project Management I, which is being discontinued as of spring 2013. Students will complete a course substitution form found at: http://www.ubalt.edu/about-ub/offices-and-services/provost/courses-and-program-development/downloads/Policy%20on%20Undergraduate%20Course%20Substitutions.pdf.

c. Treatment of all tenured and non-tenured faculty and other staff in the program – All faculty teaching in the Corporate Communication will teach in the Digital Communication program. The faculty and staff are not affected.

d. Reallocation of funds from the budget of the affected program – All funds allocated to Corporate Communication will be allocated to Digital Communication.

e. Existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition – As the University of Baltimore has replaced the abolished program with a like program incorporating all but one of the required courses, all current students will not be affected in any way. There will not be a need to send students to other universities.
Cancellation of the Corporate Communication program as outlined in the attached will have impact on the Offices of Admission as follows:

I. **Recruitment**
   - Notify EMSA operations and recruitment staff

II. **Marketing and Collateral**
    - Update all recruitment materials that include comprehensive program lists

III. **Prospect Management**
    - Update UB RFI
    - Update ID5 forms
    - Update PeopleSoft recruitment tables

IV. **Application Processing**
    - Update PeopleSoft admission tables
    - Update electronic application
    - Update paper and PDF copies of application
    - Update ImageNow properties for routing rules in workflow
    - Update decision letters
November 2, 2012

Mr. Robert L. Bogomolny  
President  
University of Baltimore  
1420 North Charles Street  
Baltimore, MD 21201-5779

Dear Bob:

Thank you for forwarding the request of the University of Baltimore to discontinue its B.S. in Corporate Communication.

Please accept my approval and express my appreciation to the departmental faculty for their careful work in making this decision.

Sincerely yours,

William E. Kirwan  
Chancellor

cc:  Joann Boughman, Sr. Vice Chancellor for Academic Affairs  
    Theresa Hollander, Associate Vice Chancellor for Academic Affairs  
    Joseph Wood, Provost and Sr. Vice President for Academic Affairs
December 11, 2012

Robert L. Bogomolny  
President  
University of Baltimore  
1420 North Charles St.  
Baltimore, MD 21201

Dear President Bogomolny:

The Maryland Higher Education Commission has received a request from the University of Baltimore to discontinue the Bachelor of Science in Corporate Communication (HEGIS: 0699-02 and CIP: 09.0999). I am pleased to inform you that this request has been acknowledged. The Commission’s Academic Program Inventory will reflect this change.

Sincerely,

Lauren Jones-Lush, Ph.D.  
Director of Academic Affairs

LJL:wrf  

C: Ms. Theresa Hollander, Associate Vice Chancellor for Academic Affairs, USM  
Dr. Joseph S. Wood, Provost and Senior Vice-President for Academic Affairs, University of Baltimore