


MEMO **PURDUE**  
UNIVERSITY

THE GRADUATE SCHOOL  
*Office of the Dean*

**TO:** Timothy D. Sands  
Executive Vice President for Academic Affairs and Provost

**FROM:** Mark J. T. Smith   
Dean of the Graduate School

**DATE:** August 2, 2013

**SUBJECT:** Online Master of Science Degree Proposal for the Brian Lamb School of Communication, Purdue University West Lafayette

I am transmitting for your information, review, and approval, the Graduate School's proposal for an online graduate degree program. The Brian Lamb School of Communication, College of Liberal Arts, Purdue University, has proposed to offer their existing Master of Science degree program online.

This online master's program will augment the current offerings of the traditional program, however it will cater to working professionals seeking to develop their skills and advance their professional careers in industry. The program will provide knowledge and understanding of how to address communication issues with international, national, and local audiences and prepare students to be effective, strategically oriented communication executives.

The Graduate School has conducted an administrative review of the proposal. We believe it follows the format and includes the information that is required for an online degree program by the Indiana Commission for Higher Education.

I recommend approval of this proposal. Since this degree is already recognized, the proposal was not reviewed by the Graduate Council nor does it require approval by the Board of Trustees, as stated in a letter from Carolyn T. Jones to Dr. Kenneth R. Sauer, dated April 8, 1998. The letter states that "The Purdue University Board of Trustees has designated the president of the University to make final decisions on the manner in which all previously approved courses of instruction are delivered. Thus, all requests from Purdue University to offer approved degree programs via distance education technology will be forwarded to the commission accordingly."

Please let me know if you have any questions. Thanks for your consideration for this important innovation in graduate education.

Copies: Candiss Vibbert  
Phil Pope  
Irwin Weiser  
Bart Collins

Enclosure

MJTS/tp

**PROPOSAL**

**ONLINE MASTER OF SCIENCE DEGREE  
IN COMMUNICATION**

**SUBMITTED BY:**

**BRIAN LAMB SCHOOL OF COMMUNICATION  
COLLEGE OF LIBERAL ARTS**

**PURDUE UNIVERSITY  
WEST LAFAYETTE**

**Received Final Proposal in the Graduate School**

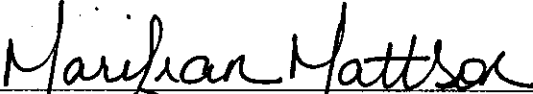
**7/22/13**

**Adding an Online/Distance Option to an Existing Graduate Degree Program**

Degree Title: **Master of Science in Communication**

Name of academic unit offering the degree: **Brian Lamb School of Communication**

Include signatures from all programs involved:

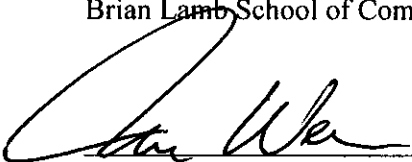
  
\_\_\_\_\_

Signature of Department Head

Brian Lamb School of Communication

6/26/13

Date

  
\_\_\_\_\_

Signature of Academic Dean

College of Liberal Arts

7-10-13

Date

  
\_\_\_\_\_

Dean of the Graduate School

8/5/13

Date

\_\_\_\_\_  
Provost

\_\_\_\_\_  
Date

UNIVERSITY OF  
MISSISSIPPI  
LIBRARY

PURDUE UNIVERSITY GRADUATE SCHOOL  
DISTANCE EDUCATION PROGRAM PROPOSAL FORMAT

Campus: Purdue University, West Lafayette  
Degree Program: Master of Science in Communication  
Date: Spring 2013

PREAMBLE: Provide rationale for offering the degree program via distance education. Provide evidence of labor market need, student demand, and the likely impact of the distance/online program in meeting the labor market need. Describe the relationship of the distance/online program to similar programs on the home campus and other system campuses.

Distance Education Proposal Format

**Item**

1. On-Campus Enrollment/Degree History (from SIS)

	<u>FY2009-2010</u>	<u>FY2010-2011</u>	<u>FY2011-2012</u>	<u>FY2012-2013</u>
Headcount	25	19	16	19
FTE				
Degrees	10	16	9	--

2. Mix of Technologies

*List and describe the technologies used to deliver this program.*

Students will need to have the minimum technology requirements normally specified for campus.

A mix of asynchronous and synchronous instruction may be employed. Asynchronous instruction will be delivered via an LMS (Blackboard, Engage, or others as needed). Standard educational tools at Purdue may also be employed. Adobe Connect, Skype and other generic technologies may also be employed throughout the degree. In addition, common internet video players for replaying of recorded lectures or instructor comments may be used.

3. Access to the Instruction:

*a. Given the technologies described above, identify the instructional settings available to students (i.e.: home; workplace; libraries and other public, non-educational settings; K-12 schools; public campuses/centers)*

Students will be reviewing course content, participating in online discussions, and completing any assignments in a setting of their choice, including, but not limited to: home, workplace, libraries, or other public settings. Most adult online learners are advised to make 15-20 hours of per week available to complete assignments and course work at home or in a setting of their choice. There will be no on campus instruction required.

*b. Will the institution enroll students in the program from anywhere in the state?*

Yes

No (If no, please explain)

(December 2012 Format)

Students will be enrolled from anywhere in the state. They will also be enrolled from anywhere across the country or possibly even internationally.

#### 4. Coursework Delivery

- a. *Provide an example Plan of Study (including terms, class schedule type, expected duration/time to completion, etc...)(December 2012 Format)*

All required coursework in the degree program will be offered via distance education technology over a two-year period. All online courses meet for 8-weeks and at least two courses will be offered during each 16 week period throughout the fall, spring, and summer. Students taking at least one course during each 8 week period (fall, spring, and summer) will be able to complete the 30 hour master's program in 2 years.

The online Master's Program in Communication is a graduate degree that will be offered by the Brian Lamb School of Communication. The school will continue to offer their existing master's program in a traditional format.

- b. *All courses available in the program must be approved for distance or hybrid (on-campus and distance) delivery. To add distance/hybrid delivery to an existing course, you must submit a Form 40G (found on the Registrar's website) to the Graduate School, Room 160.*

All courses in this program are approved for online delivery. A *sample* plan of study may include course from a variety of areas, including:

COM 60111 Seminar in Strategic Communication  
COM 60211 Seminar in Global Strategic Communication  
COM 60411 Seminar in Communication Research Methods  
COM 61011 Strategic Communication and Ethics  
COM 62111 Strategic Communication and Social Media  
COM 60511 Strategic Communication and Professional Writing  
COM 60711 Communication and Fundraising  
COM 60811 Leadership and Global Strategic Communication  
COM 62511 Survey Design, Analysis, and Reporting for Strategic Communication  
COM 60311 Seminar in Crisis Communication

- c. *If the curriculum for the online degree includes courses offered by academic units other than the academic unit offering the degree, provide a statement of commitment from each unit, approved by the department/school head, which identifies the courses, by name and course number, it will teach using the distance/online format in support of the online degree.*

The curriculum for the online degree does not involve courses from other academic units/departments.

## 5. Off-Campus Curriculum and Instruction

a. *Will the off-campus curriculum be identical to the on-campus curriculum?*

Yes

No (If no, please explain)

Though there are courses taught on-campus with some degree of overlapping content, our off-campus curriculum is explicitly tailored to meet the unique needs of professional students seeking career advancement opportunities. In contrast, our on-campus curriculum is tailored to primarily meet the needs of students seeking traditional academic and research careers.

b. *If applicable, describe how students will complete laboratory, studio, or clinical work.*

Not applicable.

c. *Please explain how the program will provide for timely and appropriate interaction among students and faculty members.*

A mix of synchronous and asynchronous learning with discussion forums and online instructional content will be the primary mode of course delivery. Faculty will also communicate regularly with students through email or other technologies (e.g., Adobe Connect, chat rooms) to maintain timely interaction with students.

d. *Please explain how the program will provide for timely and appropriate interaction among students.*

Students will interact with other students, as required, through the online course discussion forums and chat room or synchronous technologies via the same technologies supporting faculty-student interaction. Some courses may require group work such that students will be given access to group-level discussion or file sharing technologies through the online environment.

e. *Will the program require students to come to campus for any period of time?*

Yes

No. Students will be able to complete all program requirements without coming to campus.

6. Assessment of Student Learning

*Identify the significant competencies or learning outcomes expected of students completing this program and how the students will be assessed.*

As in our on-campus program, assessment will be guided by specific course requirements. Students will be expected to demonstrate mastery of core concepts through a variety of methods, including examinations, homework, research papers and projects. All assessments will be submitted electronically through the online course management system and will not require student attendance on campus.

Additionally, we are working closely with Deltak to provide a rich online experience for students in the online program. Deltak instructional designers work with appropriate faculty to determine the best approach for specific courses within this online master's program to develop effective instructional strategies and assessment methods suitable for online delivery including the development of simulations, case studies, self-assessments and formal objective testing methodologies for course content consistent with the learning outcomes associated with the approved online courses

7. Availability of Academic Support and Student Services:

*Describe how students have access to each of the following:*

Availability of Academic Support and Student Services

a. Admissions

In collaboration with Purdue Extended Campus and Deltak, admissions will follow the normal on-campus course of action for online programs. The department will make recommendations to the graduate school for acceptance and/or rejection of the applications meeting the minimum Graduate School and BLSC admission requirements for the online program, including:

- A baccalaureate degree from a recognized institution
- 3.0 GPA or higher for the baccalaureate program or equivalent
- Acceptable TOEFL scores:
  - Paper-based, 600;
  - Internet-based, 77
    - Reading: 19
    - Listening: 14
    - Speaking: 25
    - Writing: 18
- Transcripts from all previous higher education institutions
- Resume
- Purpose Statement
- Letters of Recommendation
- Writing Sample
- Optional Supporting Materials (GRE scores, etc.)

b. Financial Aid

Students will use the normal on-campus methods of securing financial aid and will be provided information on the Division of Financial Aid. There are no scholarships, monetary awards, etc., that have been designated specifically for the online program.

c. Academic Advising

Upon admittance to the program, each student in the on-line program will be assigned an advisor from one of the regular faculty of the Brian Lamb School of Communication. Advisors will regularly interact with students to ensure the student knows what courses to take to fulfill degree requirements and develop their plan of study. Interaction between advisees and advisors is expected to be predominantly or entirely through email or telephone.

d. Course Materials (including delivery mechanism)

Course materials will be provided via the Blackboard or Engage (Deltak's online course management system) classroom or via textbooks. Books lists will be sent to the students prior to the start of the term or students will be informed how to order books directly through a vendor of their choice.

e. Library Materials (including delivery mechanism)

Required library materials will be accessible via online versions or through interlibrary loan for all students. Through the Purdue library system, students will be able to access needed online journals.

f. Placement and Counseling

Most students in the online program are part-time students with full-time professional jobs. However, students will be notified of placement and counseling services at Purdue, such as the Center for Career Opportunities and Counseling services.

g. Technical Support

All courses will be offered through the same course management system. Students will have access to a variety of resources in the event of technical issues. Students will be informed of ITaP's customer service for support using common tools like Blackboard. ITaP will provide technical support during its regular hours. As an additional resource, Deltak will provide after hour support during times ITaP is not open as well as provide 24 hour support for any Deltak supported technologies used through the program.



**8. Student Fees**

**Distance Education Instruction**

Fees<sup>1</sup> Charged per Semester Hour

for Part-Time Students

	<u>Indiana Residents</u>	<u>Non-Residents</u>
On-Campus Instruction	\$347.85*	\$948.30*
Distance Education Instruction	\$450.00*	\$750.00*

\*Includes Repair and Rehabilitation Fee of \$11.25 and Technology Fee of \$7.55

**9. Academic Degree Program**

**Proposal Summary (Table 1)**

For table 1, please see the projections from our proposal, as follows:

---

<sup>1</sup> All tuition and mandatory fees

<sup>2</sup> ICHE Policy on Approving Distance Education Programs as passed by ICHE on May 11, 2012  
(December 2012 Format)

Table 1

ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY

Institution/Location: Purdue University/West Lafayette

Program: Master of Science in Communication (Brian Lamb School of Communication)

	Year 1	Year 2	Year 3	Year 4	Year 5
	<u>FY2014</u>	<u>FY2015</u>	<u>FY2016</u>	<u>FY2017</u>	<u>FY2018</u>
Enrollment Projections (Headcount)					
Full-Time					
Part-Time	20	50	66	75	84
Total	20	50	66	75	84
Enrollment Projections (FTE)					
Full-Time					
Part-Time	10	25	33	37	42
Total					
Degree Completions Projection					
			5	15	22
New State Funds Requested (Actual)					
	\$	\$	\$	\$	\$
New State Funds Requested (Increases)					
	\$	\$	\$	\$	\$

II. CHE Code:

Campus Code:

County Code:

Degree Level:

CIP Code: