

OHIO BOARD OF REGENTS

Agenda Item 3.6 Marietta College; Master of Corporate Media Degree Program

RESOLUTION

BE IT RESOLVED: upon the recommendation of the Chancellor and with the concurrence of the Initiatives Committee of the Ohio Board of Regents that the following degree program be approved through December 31, 2007 to coincide with the institution's reauthorization date. Yearly progress reviews of the program will be submitted to the Ohio Board of Regents by December 31, 2004, and December 31, 2005.

Marietta College, Marietta, Ohio
Master of Corporate Media Degree Program

BACKGROUND

Marietta College
Marietta, Ohio

Master of Corporate Media Degree Program

EXECUTIVE SUMMARY/RECOMMENDATION

This program clearly meets Regents standards for graduate programs. There were no serious concerns raised in the review process.

Marietta College, a private independent liberal arts college in Marietta, Ohio, has proposed a Master of Corporate Media degree program. The College is currently authorized to deliver three other master's level programs: 1) a Master's in Physician Assistants degree program in which a part of the program is collaboratively delivered with Ohio University—Athens; 2) a Master of Arts in Liberal Learning degree program; and 3) a Master of Arts in Education.

The Master of Corporate Media is an interdisciplinary program that integrates the resources of three existing departments to address the needs of “new media”, i.e., the ability deliver public relations strategies, marketing strategies, and organizational communication messages to internal and external corporate audiences through various high technology-based media. The three interdisciplinary departments are Mass Media, Graphic Design, and Corporate Communications (Organizational Communications).

The proposed program's mission and purpose is to provide students with the intellectual and professional skills that allow them to pursue meaningful careers or seek advanced training in Corporate Media or related professional fields. The corporate media program is based in the liberal arts through rhetoric, art, and English. Because it will combine the skills traditionally acquired in three very different communication areas, it will provide graduates with an advanced education much broader in sphere of influence and in possibilities for career opportunities than traditional degrees in any one of these fields.

Students who graduate from this program will not only be able to design and mechanically deliver corporate messages to all audiences in advanced technological ways, but also to understand and apply theories and develop strategies for successful communication. These students will be able to manage corporate communications departments, public relations departments, and advertising departments and be an integral part of corporate management.

The program is aligned with the mission and purpose of the institution in that it seeks the integration of advanced professional study and practice, i.e., the combination of theoretical and experiential learning. The program is clearly aligned with the mission of the institution in that it seeks to educate students in a contemporary liberal arts tradition.

The institution is currently authorized by the Regents to deliver the following programs: Associate of Arts, Bachelor of Arts, Bachelor of Science, Bachelor of Fine Arts, Undergraduate Teacher Education Tracks, and the three graduate programs mentioned above.

Academic control of the proposed program is clearly outlined and described in the proposal materials, including appropriate administrative services to accommodate the new program. The institution has a graduate office structure to accommodate new graduate programming and has established a program office and joint appointments for faculty (between respective departments and the new program). Further, the institution has established guidelines and procedures for mentoring new graduate faculty and staff.

The curriculum for the proposed program was developed through the standardized procedures for curriculum development at the College with faculty having primary responsibility for development and maintenance of curriculum. The proposal also meets nationally accepted standards for graduate programming.

Faculty identified for the proposed program are appropriately credentialed and faculty policies and procedures at Marietta College are clearly defined and described in the Faculty Handbook and program materials. Faculty participating in the Master of Corporate Media program will have joint appointments, i.e., appointment in their respective department as well as in the Corporate Media program. Faculty loads for program faculty are the same as for all other graduate faculty.

Student services as related to the new program have been identified and will be implemented upon initial authorization by the Regents. Adequate library resources are provided for students at Marietta College through a well equipped campus library that is also a member institution of OhioLINK (OPAL).

The financial plan for the new program reflects adequate projected resources for the new program over the next three years, including resource allocations for library resources.

Marietta College's policies on gender, culture and ethnic diversity are well-established and implemented at all levels of institutional organization and in the institution's initiatives for a diverse student population.

Graduates of this cutting edge degree program will find numerous career and educational opportunities afforded through completion of this proposed program.