Rebecca Cooney has submitted a request for a major curricular change. His/her email address is: rebecca.cooney@wsu.edu.

**Request (from selection dropdown):** Add Graduate Certificate

**Department:** Communication

**New Graduate Certificate:** Online Graduate Certificate in Strategic Communication

**Requested Effective Date:** Fall 2018

**Campus:** Global,

**Dean:** Pinkleton, Bruce - Interim Dean - COMM

**Chair:** Hust, Stacey
I approve of this proposal.

--
Stacey J.T. Hust, Ph.D
Associate Professor, The Edward R. Murrow College of Communication
Chair, Strategic Communication, The Edward R. Murrow College of Communication
Associate Director, Murrow Center for Media and Health Promotion Research
Graduate Faculty, Prevention Science

PO Box 642520
Washington State University
Pullman, WA 99164-2520
Phone: 509-335-3696 Fax: 509-335-1555 E-mail: sjhust@wsu.edu

"The journey of a thousand miles begins with a single step." -- Chinese proverb

From: Pinkleton, Bruce
Sent: Sunday, October 01, 2017 7:03 PM
To: curriculum.submit <curriculum.submit@wsu.edu>; Hust, Stacey <sjhust@wsu.edu>; Stout, Sara Marie <sstout@wsu.edu>
Subject: Re: 389031 Communication Requirements New : Add Graduate Certificate

I approve of this proposal.

Thanks,

Bruce

Bruce Pinkleton, Ph.D.
Interim Dean
Edward R. Murrow College of Communication
Washington State University
Pullman, WA 99164-2520
office: 509-335-2795
Rebecca Cooney has submitted a request for a major curricular change.

**Request (from selection dropdown):** Add Graduate Certificate  
**Department:** Communication  
**New Graduate Certificate:** Online Graduate Certificate in Strategic Communication  
**Requested Effective Date:** Fall 2018  
**Campus:** Global,

Both Chair and Dean approval is required to complete the submission process. Please indicate that you have reviewed the proposal by highlighting one of the statements below and **reply all** to this email. ([curriculum.submit@wsu.edu](mailto:curriculum.submit@wsu.edu))  
[Details of major change requested can be found in the attached supplemental documentation]

1. I approve this proposal in its current form.  
2. I approve this proposal with revisions. Revisions are attached.  
3. I do not approve this proposal. Please return to submitter.  

If you do not respond within one week, you will be sent a reminder email. If no response is received within three weeks of the submission date, the proposal will be returned to the submitter.  

Thank you for your assistance as we embark on this new process. If you have any questions or concerns, please let us know [wsu.curriculum@wsu.edu](mailto:wsu.curriculum@wsu.edu).

Suzanne Lambeth, Assistant Registrar  
Graduations, Curriculum, & Scheduling  
Washington State University  
Registrar's Office  
PO Box 641035  
Pullman WA 99164-1035  
509-335-7905  
[slambeth@wsu.edu](mailto:slambeth@wsu.edu)

**Note:** Please use the attachments to this email rather than the link below to view the supporting documentation.
Online MA Strategic Communication – Graduate Certificate in Strategic Communication

Certificate Title:  Graduate Certificate in Strategic Communication (online)
Affiliated Degree:  Master of Arts (MA) in Strategic Communication (online)
Department(s) or Program(s):  Strategic Communication
College(s):  The Edward R. Murrow College of Communication
Contact Name:  Stacey J. Hust, PhD, Chair, Strategic Communication and Associate Professor
              Rebecca Cooney, MSC, Director of Online MA Strategic Communication Program and
              Clinical Assistant Professor
              Christy Curtis, Graduate Coordinator of Online MA Strategic Communication Program and
              Instructor
Email:  sjhust@wsu.edu
Phone  (509) 335-3696

WSU Guidelines
Reference:  WSU Grad School Guidelines for Graduate Certificates (verbatim from Ch 3A8)

- Certificates consist of 9 to 12 credits of graded coursework
- Once admitted as a part-time graduate certificate student, the student can take graduate certificate courses and/or
  graduate courses but must maintain a 3.0 GPA.
- Students currently enrolled in regular graduate degree programs (master’s or doctoral) may concurrently enroll in
  graduate certificate programs with the approval of their committee
- Graduate certificate programs must use approved graduate coursework
- Student may be admitted to the Graduate School as a Graduate Certificate Student and have completed all
  appropriate prerequisite classes to take graduate coursework.
- Courses graded S/F cannot be used toward major or supporting work for any degree program.
- The maximum time allowed for completion of a certificate is 6 years from the beginning date of the earliest course
  applied toward the certificate. Students may request an extension of this time as described in Chapter 6, Section F.
- Requirements regarding WSU tenured/tenure-track status and critical mass for faculty supporting the program are
  the same as those required for degree programs.
- A certificate fee is assessed at the time of completion of the certificate. The student must be enrolled during the
  semester in which she/he applies for a graduate certificate.

Delivery Model
All courses for the certificate will be delivered online, asynchronously through WSU’s Learning Management System.
Description

The WSU Edward R. Murrow College of Communication online “Graduate Certificate in Strategic Communication” is designed for individuals who want to advance their professional credentials in advertising, public relations, and digital communications. The coursework comprises 12 hours that address advanced media tools, best practices in market research techniques, integrated communication strategy and the design, implementation and measurement of promotional campaigns across earned, owned and paid channels. The required coursework is tailor-made for communication specialists, journalists or other business professionals seeking to enhance or hone core competencies in professional communication practices. Courses are rooted in the foundation of research and theory in partnership with courses that teach students best practices and industry standards in contemporary communication strategies and tactics.

Students who complete the graduate certificate program with a minimum GPA of 3.0 can apply the 12 credits earned toward the MA Strategic Communication program (six additional courses (18 cr) OR students would be eligible to earn an MA in Health Communication and Promotion by taking an additional eight courses (24 cr).

Summary of Requirements:

Reference:  [WSU Graduate Certificate Program](link) (verbatim)

- Applicants must have a bachelor’s degree from an accredited post-secondary institution
- Students are admitted, upon recommendation from the academic unit, to the Graduate School as a “part-time certificate student.”
- Students must maintain a 3.0 GPA throughout the duration of the program to qualify for completion of the graduate certificate program
- Program is 12 credits (4 courses)
- Students select 2, 3, or 4-semester tracks
- Courses are 100% online
- Applications deadlines are Aug 1, Dec 1 and April 15 for fall, spring and summer enrollment
- Students enroll in eligible courses on a space-available basis
- Students pay existing graduate tuition and fees
- Students on academic probation and students suspended from the university for any reason are not eligible to enroll in certificate courses

NOTE: Because the certificate programs are designed for part-time study without formal admission to a degree program, international students in the US on student visas are not eligible to enroll solely in certificate courses.

Application Requirements:

New Students:

For admission consideration, prospects must have bachelor’s degree and the following:

- Complete the online Graduate School general application prior to enrollment in the first course, indicating an interest in a certificate program
- $75 application fee (nonrefundable)
- Current professional reference (custom requirement)
- Statement of Purpose articulating student’s perspectives, contributions, qualifications, and talents (custom requirement)
- U.S. social security number (optional)
• Residency information
• Name and location of all colleges and universities and dates of attendance
• All degrees earned, or expected, and dates
• Names, addresses, emails, and positions of three references (for letters of recommendation)
• Credit card or electronic check information needed for payment.

Current WSU Graduate Students:

• Must be an active graduate student pursuing an advanced degree at Washington State University.
• Must submit an Application for Graduation for Graduate Certificate with the appropriate departmental signatures by the Application for Degree deadlines.
• Must submit the US$25 processing fee with the application.

For those who want formal admission to the WSU Graduate School: A part-time graduate certificate student may elect to apply for formal admission to the Graduate School and pursue an advanced degree. Certificate students who decide to pursue a graduate degree from Washington State University should contact the Graduate School at 509-335-1446 or gradsch@wsu.edu. No WSU transcript or application fee is required.

Rationale

Originally launched in spring 2014 with just 16 students enrolled, the online MA Strategic Communication program is a terminal master’s degree designed for those who want to advance in advertising, public relations, corporate communication, and communication management. The program experienced a growth of 863% and now has more than 150 students taking 2-3 classes each semester. With a retention rate of 79%, the program now has more than 87 graduates representing six countries, 21 states and 60 cities across the U.S.

Currently six of the 10 graduate courses offered online can be applied to the graduate certificate program without modification. All courses are designed and built in the learning management system, and have experienced primary and secondary instructors assigned to them. Course capacities vary each semester and those enrolled as graduate certificate students would be expected to complete and follow an established program plan built with the graduate coordinator.

Coursework

<table>
<thead>
<tr>
<th>PROFESSIONAL CORE COURSES [6 credits: Students select TWO]</th>
<th>Course Offered</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 561: Professional Multimedia Content Creation</td>
<td>Fall, Spring, Summer</td>
<td>Complete, built in Blackboard</td>
</tr>
<tr>
<td>COM 562: Crisis Communication in Global Contexts</td>
<td>Fall, Spring, Summer</td>
<td>Complete, built in Blackboard</td>
</tr>
<tr>
<td>COM 563: Ethics for Professionals</td>
<td>Fall, Spring, Summer</td>
<td>Complete, built in Blackboard</td>
</tr>
<tr>
<td>COM 564: Research Methods for Professionals</td>
<td>Fall, Spring, Summer</td>
<td>Complete, built in Blackboard</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>HEALTH COMMUNICATION CORE COURSES [6 credits]</th>
<th>Course Offered</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Offered</td>
<td>Accessibility</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
<td>----------------------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>COMSTRAT 562: Creative Media Strategies and Techniques</td>
<td>Fall, Spring, Summer</td>
<td>Complete, built in Blackboard</td>
</tr>
<tr>
<td>COMSTRAT 563: Professional Digital Content Promotion</td>
<td>Fall, Spring, Summer</td>
<td>Complete, built in Blackboard</td>
</tr>
</tbody>
</table>
MA in Strategic Communication

Online Graduate Certificate in Strategic Communication (Non-Thesis):

- **Professional Core:** must complete all of the following (12 credits total):
  - Students will select two COM courses – 6cr
    - COM 561
    - COM 562
    - COM 563
    - COM 564

- **Strategic Communication Core Courses:** (15 credits total):
  - COMSTRAT 561
  - COMSTRAT 562
  - COMSTRAT 563
  - COMSTRAT 564
  - COMSTRAT 565

- **Colloquium:** 3 credits minimum:
  - COM 500 (taken three times for 1 credit each)

- **Capstone Course:** 3 credits minimum:
  - COMSTRAT 701

- Total Graded Credits: 22-12 credits minimum
- Total Credits: 30 credits minimum

Students who complete the graduate certificate program with a minimum GPA of 3.0 can apply the 12 credits earned toward the MA Strategic Communication program (six additional courses (18 cr) OR students would be eligible to earn an MA in Health Communication and Promotion by taking an additional eight courses (24 cr).

### Applicable Graduate School Requirements:

- **Graded Credits:** 27 credits
  - Students may use a maximum of 9 credits of undergraduate coursework (300-400)

- **Research Credits:** 3 credits
  - COMSTRAT 701

- Total Credits: 30 minimum