

Contact: Rachel Boon

**REQUEST FOR PROGRAM NAME CHANGE AT THE UNIVERSITY OF NORTHERN IOWA:  
FROM MASTER OF ARTS IN COMMUNICATION STUDIES TO MASTER OF ARTS IN  
COMMUNICATION AND MEDIA**

**Action Requested:** Consider approval of the request by the University of Northern Iowa to change the name of the Master of Arts in Communication Studies to the Master of Arts in Communication and Media in the College of Humanities, Arts and Science.

The Council of Provosts and Board office support approval of this request.

**Background:** In 2020, the department name changed from “Communication Studies” to “Communication and Media.” This request is in alignment with that change and rename the graduate degree as Master of Arts in Communication and Media. This change would provide consistency between the graduate program name and the department name, as well as better reflect the graduate curriculum which offers courses in communication, digital media, interactive digital studies and public relations.

**Reason for proposed change.** This name change is a more accurate reflection of the program areas within the department: Communication, Digital Media, Interactive Digital Studies and Public Relations.

**Effect on program configuration.** Credit hours and faculty appointments will remain the same. However, in addition to the name change, the faculty will slightly modify the curriculum by restructuring current emphasis areas into certificates that integrate specialty areas into dynamic collaborations (e.g. Digital Media and Communication courses packaged into Visual Communication and Digital Media or Public Relations and Organizational courses packaged into Strategic Communication). This will allow the department to capitalize on current faculty, promote collaboration, and, most importantly, meet student needs.

**Effect on students.** The change of name should not impact students. The new program name will better represent the curriculum being offered to graduate students.

**Effect on accreditation.** There are no accreditation requirements associated with this change.

**Effect on resources.** This name change will simply make the Master of Arts program name consistent with the name of the department. The slight modifications to curriculum will allow program faculty to creatively and collaboratively capitalize on current resources.

**Date of implementation.** August 2022.