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| --- | --- |
| For Academic Affairs and Research Use Only | |
| Proposal Number | LAC72 |
| CIP Code: |  |
| Degree Code: |  |

**NEW CERTIFICATE PROGRAM FORM**

(Also requires Arkansas Department of Higher Education (ADHE) approval)

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Po-Lin Pan | 10/4/2021 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Marceline Hayes | 10/14/2021 |   **Department Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (if applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 10/26/2021 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Carl M. Cates | 11/4/2021 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (if applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

1. **Contact Person** (Name, Email Address, Phone Number)

Holly Hall, Dept. of Communication, hollyhall@astate.edu, 870-972-3135

1. **Name of proposed Certificate Program (Program must consist of 6-21 semester credit hours):**

Athlete Name, Image, and Likeness (NIL) Promotion

1. **Proposed effective date:**

Summer 2022, Bulletin Year 2022-2023

1. **Reason for proposed program implementation:**

Starting in 2021, athletes at universities across the country have, for the first time, the right to profit off their own name, image, and likeness (NIL). Athletes and those who help manage their careers will need skills and knowledge in areas such as personal branding, intellectual property rights, and using social media tools strategically.

1. **Provide the following:**
   * 1. Curriculum outline - List of courses in new program – Underline required courses

FIN 2013, Personal Asset Management

PE 3853, Sports Promotion and Sales Management

PE 4743, Legal Issues in Sport

STCM 3553, Strategic Visual Communication

STCM 4213, Social Media in Strategic Communications or STCM 4313, Strategic Sport Communication

**Note: documentation from HPESS and the College of Business endorsing the inclusion of their courses is attached later to this proposal.**

* + 1. Total semester credit hours required for proposed program

15

* + 1. New courses and new course descriptions

None

* + 1. Program goals and objectives

This certificate will be considered a sub-segment of the Strategic Communication program. The Strategic Communication program has a fully developed assessment plan to include the following student learning outcomes.   
SLO 1 Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.

SLO 2 Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.

SLO 3 Students will embrace difference and diversity and culture using sensitivity in a global society and adapt messages to diverse audiences.

SLO 4 Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages.

SLO 5 Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices.

SLO 6 Students will support principles of free expression and the historical context of free expression within a diverse and global society.

This certificate will specifically emphasize strategic message creation and interpretation.

In addition, this certificate is a collaborative effort with the Sport Management Program. The Sport Management Program assessment plan is certified by the Commission of Sport Management Accreditation. The student outcomes are:

SLO 1 Demonstrate knowledge of fundamental sport management research, principles, strategies, and practices.

SLO 2 Effectively apply oral and written business and professional communications skills.

SLO 3 Demonstrate understanding and competence with behavioral expectations related to ethical good practice and conduct in the workplace.

* + 1. Expected student learning outcomes

This certificate will speak to three program-level learning outcomes of the Strategic Communication Program:

* Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.
* Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages.
* Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices.
  + 1. Documentation that program meets employer needs

This certificate is aimed at those who do work that supports student athletes - from compliance officers, athletic directors, social media managers, or those working in a business related to student athletes. It has broad reach for multiple disciplines.

NIL rights for collegiate athletes is such a new area, there is scant direct data available.

We stand to be among the first universities to provide this credential. There are currently some stand-alone courses being offered, such as this one at Brigham Young University (<https://news.byu.edu/intellect/new-personal-branding-course-educating-byu-student-athletes-on-business-in-the-time-of-nil>) and several for-profit entities offering certifications such as a collaboration between Facebook and Front Office Sports (FOS) (<https://www.businesswire.com/news/home/20210713005862/en/%C2%A0FOS-and-Facebook-Team-up-to-Deliver-Athlete-Marketing-Essentials-NIL-Certification-a-Free-Online-Learning-Resource-Focused-on-Social-Media-for-College-Athletes-Athletic-Departments-and-Sports-Professionals>) and courses from organizations like Sports Management Worldwide (<https://www.sportsmanagementworldwide.com/courses/name-image-likeness>).

According to Jarrod Barnes of Medium, “small to mid-tier local brands will begin to target mid-tier athletes as ambassadors and influencers (Car Dealerships, Clothing & Merchandise Brands, Grocery Stores).” In addition, the NIL legislation opens up new opportunities for female collegiate athletes who don’t have the option of professional sports. “They will be able to profit for the first time from their four years in the collegiate spotlight.” (<https://medium.com/@jarrodbarnes/athlete-marketing-emerging-trends-report-august-2020-9154b7ccbabd>)

There’s also a rise in “**Athlete Business Incubators** — Helping athletes scale a product or service

* [Arizona State University](https://globalsport.asu.edu/sport-innovation) has become an institutional leader when it comes to educating athletes on entrepreneurship. Expect the rise of startup advisors, incubator programs, and educational platforms to produce specific content for athletes to build and grow their bands, likeness, and business ventures.” (<https://medium.com/@jarrodbarnes/athlete-marketing-emerging-trends-report-august-2020-9154b7ccbabd>)

In the state of Arkansas specifically, Talk Business noted, “the endorsements mark a massive new marketing opportunity for local businesses.” (<https://talkbusiness.net/2021/09/small-business-owners-see-new-opportunities-with-nil-era-in-college-athletics/>)

While there is not enough data yet to show specifically how this certification might perform, there are clues as to its potential demand among all tiers and varieties of collegiate athletes. For instance, “Hanna and Haley Cavinder, players on the women's basketball team at [California State University—Fresno](https://www.usnews.com/best-colleges/california-state-university-fresno-1147), are oft-cited media examples of college athletes who have harnessed the power of social media and are poised to make a splash with NIL. With more than 3.4 million followers on TikTok, the twins have the kind of influencer appeal that brands covet.

‘I think, regardless of the division and regardless of the sport, the name, image and likeness value of an individual athlete will vastly depend on how they're able to build a powerful personal brand…’” (<https://www.usnews.com/education/best-colleges/articles/name-image-likeness-what-college-athletes-should-know-about-ncaa-rules>).

According to The National Law Review, “Thousands of players have picked up small endorsement deals. [*The Wall Street Journal*](https://www.wsj.com/articles/whats-the-hot-endorsement-deal-for-3-tons-of-college-football-players-barbecue-11627567755?mod=searchresults_pos9&page=1) reported in July about a local BBQ joint in Arkansas swooping in to strike a deal with some of the University of Arkansas’ quarterbacks and offensive line. The restaurant gets to use them in social media promotion and the players get paid in merchandise and brisket. For some, the payout has been significantly higher. Prior to joining Tennessee State’s basketball team, 19-year-old Hercy Miller reportedly signed a $2 million deal with Web Apps America. Miller’s father is the son of rapper Master P, so he may have had a leg up on representation, but NIL consultancy firms have already stepped up to the plate to represent others and take their cut.” (<https://www.natlawreview.com/article/highlights-reel-nil-rights-student-athletes>)

In sum, as Sports Illustrated notes, some university athletic departments around the country “have launched partnerships with academic colleges on their campuses, others have started NIL-focused classes that count toward credit and a few have created new positions on their staff. These select universities view this as a way to innovate and empower their athletes, to give them the tools to think beyond autographs and clicks on social media and into the world of business and entrepreneurship. Every college athlete, regardless of their popularity or accolades, has the opportunity to take advantage of NIL in some way, and these schools don’t want to leave a stone unturned.” (<https://www.si.com/college/2021/07/01/name-image-likeness-programs-schools-ncaa>)

* + 1. Student demand (projected enrollment) for proposed program

25

* + 1. Program approval letter from licensure/certification entity, if required (attach)
    2. Name of institutions offering similar programs and the institution(s) used as model to develop proposed program

No universities appear to be offering official certificates at this time. There are athletic departments who have developed their own programs to help educate their athletes and the NCAA has a certification program for sports agents.

* + 1. Proposed program review date (within 10 years of program implementation)

Spring 2032

1. **Will this program be offered:**
   1. **Traditional/Face-to-face** Yes – it will be offered in both traditional and online formats
   2. **Distance/Online** Yes
      1. **If yes, indicate mode of distance delivery, and the percentage of courses offered via this modality (<50%, 50-99%, or 100%).**

100% online

* + 1. **If online, will it be offered through Global Initiatives/Academic Partnerships (AP)?**

Yes

* 1. **Concurrent (High School Students)** Yes / No

No

1. **Will this program be offered off-campus?** No
   1. **If yes, identify the off-campus location**

No

**Documentation of approvals from HPESS and College of Business**

From: "PAUL A. FINNICUM" <pfinnicu@astate.edu>

Subject: NIL Certificate

Date: September 27, 2021 at 9:15:26 AM CDT

To: Holly Hall <hollyhall@astate.edu>

Cc: Claudia Benavides <cbenavides@astate.edu>, David LaVetter <lavetter@astate.edu>, Neal Ternes <nternes@astate.edu>, Hoyeol Yu <hyu@astate.edu>, Mitchell Mathis <mmathis@astate.edu>, Lance Bryant G. <lgbryant@astate.edu>, Mary Titsworth <mtitsworth@astate.edu>, Amanda Wheeler Gryffin <awheeler@astate.edu>

Holly:

Our sport management people have spoken (see below) and they resoundingly support the idea.  Please keep us in the loop as you move forward.  Thanks.

PF

Paul Finnicum, Ed.D.

Professor  - Chair

Arkansas State University

College of Education and Behavioral Science

Department of Health, Physical Education and Sport Sciences

316 University Loop West

Jonesboro, AR 72467

Direct Line: 870-680-8113; Main Office: 870-972-3066; Fax: 870-972-3096

Email:  pfinnicu@astate.edu

Arkansas State University educates leaders, enhances intellectual growth, and enriches lives.

Yes- great idea! Fyi many universities are offering an academic NIL-focused course for credit (1-3 cr). Yes, this could be very enticing to many students. Almost all Power 5 schools and many mid-level are doing some NIL initiatives already for their athletes. Some athletic departments across the country partner with external companies (e.g. Altius Sports- probably most common) for athlete branding, and the academic departments for the education component. The courses listed below are spot on, but will students really want to take 12-15 cr for NIL training? Maybe. Not certain if an entire NIL-focused course could be built; however, it would have tremendous potential across campus. I understand the univ would like to see more certificate offerings too.

After a cursory search, I don't see schools doing certificates...yet. We may be at the forefront on it though. Since most enrollees will come from athletics initially, it's important that the athletics advisors are eventually aware of this, and hopefully educate their students on this opportunity. Maybe athletics advisors can steer them to 12 credits for certificate and still meet their policies on progression toward degree completion? A certificate might be part of their degree progression now- something to check out. Could the certificate hrs count in the SM major?

Also, the course/certificate has potential to attract non-athletes as well since social influencing/social media branding has the possibility to generate $ to those folks. Great job to all those participating in this initiative.

Just another perspective...

Thanks,  DL

Hi all,

This would be great. As the NIL has been approved, there will be significant impact on the collegiate sport. I support Neal’s idea.

Best,

HY

**From:** Claudia Benavides <[cbenavides@astate.edu](mailto:cbenavides@astate.edu)> **Date:** Thursday, September 23, 2021 at 9:54 AM **To:** Neal Ternes <[nternes@astate.edu](mailto:nternes@astate.edu)>, PAUL A. FINNICUM <[pfinnicu@astate.edu](mailto:pfinnicu@astate.edu)>, Hoyeol Yu <[hyu@astate.edu](mailto:hyu@astate.edu)>, Lance Bryant G. <[lgbryant@astate.edu](mailto:lgbryant@astate.edu)>, Mitchell Mathis <[mmathis@astate.edu](mailto:mmathis@astate.edu)>, Mary Titsworth <[mtitsworth@astate.edu](mailto:mtitsworth@astate.edu)>, David LaVetter <[lavetter@astate.edu](mailto:lavetter@astate.edu)> **Subject:** Re: NIL Certificate

Hi all,

I worked with Hollie on the original proposal. I think Neal’s addition is phenomenal, so I support us sending it for consideration. I think this certificate will bring us additional students for our courses, and we can recruit them into the sport management program, giving us one more recruiting avenue.

Thank you.

Claudia.

**From:** Neal Ternes <[nternes@astate.edu](mailto:nternes@astate.edu)> **Date:** Thursday, September 23, 2021 at 9:28 AM **To:** PAUL A. FINNICUM <[pfinnicu@astate.edu](mailto:pfinnicu@astate.edu)>, Hoyeol Yu <[hyu@astate.edu](mailto:hyu@astate.edu)>, Claudia Benavides <[cbenavides@astate.edu](mailto:cbenavides@astate.edu)>, Lance Bryant G. <[lgbryant@astate.edu](mailto:lgbryant@astate.edu)>, Mitchell Mathis <[mmathis@astate.edu](mailto:mmathis@astate.edu)>, Mary Titsworth <[mtitsworth@astate.edu](mailto:mtitsworth@astate.edu)>, David LaVetter <[lavetter@astate.edu](mailto:lavetter@astate.edu)> **Subject:** Re: NIL Certificate

Paul,

This looks awesome!  Our Economic and Financial Management of Sports Organizations class (PE 3863) would possibly be a fit for the financial literacy/business practices component she is discussing (I already have a unit on athlete-specific financial issues built into the course).

Neal

**From:** PAUL A. FINNICUM <[pfinnicu@astate.edu](mailto:pfinnicu@astate.edu)> **Sent:** Thursday, September 23, 2021 10:22 AM **To:** Neal Ternes <[nternes@astate.edu](mailto:nternes@astate.edu)>; Hoyeol Yu <[hyu@astate.edu](mailto:hyu@astate.edu)>; Claudia Benavides <[cbenavides@astate.edu](mailto:cbenavides@astate.edu)>; Lance Bryant G. <[lgbryant@astate.edu](mailto:lgbryant@astate.edu)>; Mitchell Mathis <[mmathis@astate.edu](mailto:mmathis@astate.edu)>; Mary Titsworth <[mtitsworth@astate.edu](mailto:mtitsworth@astate.edu)>; David LaVetter <[lavetter@astate.edu](mailto:lavetter@astate.edu)> **Subject:** NIL Certificate

Please provide feedback by Monday, September 27.

PF

**From:** Holly Hall  **Sent:** Thursday, September 23, 2021 9:01 AM **To:** PAUL A. FINNICUM <[pfinnicu@astate.edu](mailto:pfinnicu@astate.edu)> **Subject:** NIL Certificate

Hello Dr. Finnicum,

I’m writing in regards to an idea for an undergraduate certificate in NIL (Name, Image, and Likeness) for college athlete promotion.  I wondered if the sport management program would be interested in collaborating with the strategic communication program on this certificate.  I’ve communicated with one of your faculty members to see what classes in sport management would be most appropriate.  Based on that feedback, the draft certificate is currently made up of these classes:

STCM 4213 Social Media in Strategic Communication or STCM 4313 Strategic Sport Communication STCM 3553 Strategic Visual Communication PE 4743 Legal Issues in Sport PE 3853 Sports Promotion and Management   The only other change I might be making is to add a financial literacy/business piece.  I’m still mulling that over….   Would you be open to this?  I’ve started the paperwork and attach it here for you. Just let me know if you have questions or concerns.  I believe this could be a really innovative and marketable certificate.  I look forward to your feedback!

Holly

Holly Kathleen Hall, J.D., APR PGCert in Data Protection & Information Governance Professor of Strategic Communication, College of Liberal Arts and Communication   P.O. Box 1930 | State University, AR 72467 Office: (870) 972-3135  [hollyhall@astate.edu](mailto:hollyhall@astate.edu) | [http://www.astate.edu](http://www.astate.edu/)

**From:** Holly Hall  **Sent:** Thursday, September 23, 2021 9:01 AM **To:** PAUL A. FINNICUM <pfinnicu@astate.edu> **Subject:** NIL Certificate

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I’m writing in regards to an idea for an undergraduate certificate in NIL (Name, Image, and Likeness) for college athlete promotion.  I wondered if the sport management program would be interested in collaborating with the strategic communication program on this certificate.  I’ve communicated with one of your faculty members to see what classes in sport management would be most appropriate.  Based on that feedback, the draft certificate is currently made up of these classes:

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From: Jim Washam <jwasham@astate.edu>

Subject: Re: Request to add FIN 2013 to NIL Certificate

Date: September 24, 2021 at 9:47:39 AM CDT

To: Holly Hall <hollyhall@astate.edu>

Hi Holly,

The Neil Griffin College of Business is excited to participate in this program.

      Thanks,

      Jim.

**From:** Holly Hall <hollyhall@astate.edu> **Date:** Thursday, September 23, 2021 at 4:22 PM **To:** Jim Washam <jwasham@astate.edu> **Subject:** Request to add FIN 2013 to NIL Certificate

Hello Jim!

Just wanted to get an official email noting the College of Business is on board with including FIN 2013 Personal Asset Management to the proposal for a certificate for NIL athlete promotion.  I’ve attached a draft of the UCC proposal form for you in case you need additional information. If you could respond back to this email noting approval to include the course, I’ll add this documentation to the proposal form to the UCC. Let me know if you have questions!

Thank you!

Holly

**Bulletin Changes**

|  |
| --- |
| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** |

**Undergraduate Bulletin 2021-2022**

**CURRENT**

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**CERTIFICATE PROGRAMS**

Arkansas State University offers technical programs in which certificates of proficiency are awarded. These programs are offered for students who wish to prepare for employment in a minimum of one or two years and do not wish to pursue formal programs leading to an associate or a baccalaureate degree in the areas. *All certificate programs require admission to the university.*

Specific requirements for each certificate is listed in the respecive college sections of this bulletin.

*\*These certificates are offered post-baccalaureate and require an earned BSRS degree.*

|  |
| --- |
| Athlete Name, Image, and Likeness (NIL) Promotion |
| Bone Densitometry |
| Business Analytics |
| Business Law and Compliance |
| Cardiovascular-Interventional Technology\* |
| Computed Tomography |
| Corporate Media |
| Data Analytics |
| Debate and Forensics |
| DIagnotics Medical Sonography\* |
| Digital Humanities |
| Emergency Medical Technician |

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The College of Liberal Arts and Communication offers a wide range of undergraduate degree programs including a Bachelor of Arts in Art (emphasis in Art History), Communication Studies (and emphases in Interpersonal, Organizational, and Public Communication), Criminology, Digital Technology and Design, English, History, Music (and concentration in Jazz Studies), Philosophy, Political Science, Sociology, Theatre (and emphases in Acting, Design and Technology, and Musical Theatre), and World Languages and Cultures (emphases in French, Global Studies, and Spanish); a Bachelor of Fine Arts in Art (emphases in Art Education and Studio Art) and Graphic Design (and emphasis in Digital Design); a Bachelor of Music (concentrations in Composition as well as Voice, Keyboard, and Instrumental Performance); a Bachelor of Music Education (concentrations in Instrumental and Vocal Music Education); a Bachelor of Science in Creative Media Production (emphases in Corporate Media, Graphic Communication, Media Ministry and Sports Media), Multimedia Journalism, and Strategic Communication; and a Bachelor of Science in Education in English, Social Science, and World Languages and Cultures (emphases in French and Spanish). Most degree programs offer minors. Minors are also available in the following fields: African-American Studies, Children’s Advocacy Studies, Cognitive Science, Folklore Studies, French, German, History and Philosophy of Science and Technology, Interdisciplinary Family Studies, International Studies, Medieval Studies, Religious Studies, Spanish, Women and Gender Studies, and Writing Studies. A minor in Homeland Security and Disaster Preparedness is offered in partnership with the College of Nursing and Health Professions. The College provides an Associate of Applied Science degree in Law Enforcement and certificates in Android Application Development, Athlete Name, Image, and Likeness (NIL) Promotion, Data Visualization and Information Design, Digital Humanities, Game Production and Development, Museum Studies, Nonprofit Communication, Social Media Management, Spanish for the Professions, Swift Coding, and Virtual Reality Content Design and Filmmaking. It also provides pre-professional advisement for law school as part of its Political Science, Philosophy, History, and Criminology majors.

**p. 252**

**Department of Communication**

*Professor Marceline Hayes, Chair* **Professors:** *Hall, Hill, Pan* **Associate Professors:** *Bhandari*

**Assistant Professors:** *Anderson, Scott, Tetteh, Thatcher*

**Instructors:** *Bahn, Freeze, Gray, Robins, Scott*

The Department of Communication offers a Bachelor of Arts in Communication Studies and a Bachelor of Science in Strategic Communication. Students may choose an optional emphasis in public communication, interpersonal communication, or organizational communication in the Communication Studies program. The Department of Communication also offers Certificates in Athlete Name, Image, and Likeness (NIL) Promotion, Debate and Forensics, Health Communication, Nonprofit Communication, ~~Health Communication,~~ Public Relations and Advertising, ~~Debate and Forensics,~~ and Social Media Management.

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**Certificate in Athlete Name, Image, and Likeness (NIL) Promotion**

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| FIN 2013, Personal Asset Management | 3 |
| PE 3853, Sports Promotion and Sales Management | 3 |
| PE 4743, Legal Issues in Sport | 3 |
| STCM 3553, Strategic Visual Communication | 3 |
| STCM 4213, Social Media in Strategic Communications **OR** STCM 4313, Strategic Sport Communication | 3 |
| **Total Required Hours:** | **15** |

**Certificate in Health Communication**

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| COMS 4403, Seminar in Health Communication | 3 |
| COMS 4253, Intercultural Communication, OR COMS 4263, Organzational Communication | 3 |
| COMS 4433, Health Communication Campaigns | 3 |
| Select one of the following:  COMS 4423, Narratives in Health and Healing COMS 4243, Interpersonal Communication  STCM 4503, Seminar in Nonprofit Communication STCM 4603, Crisis Communication | 3 |
| **Total Required Hours:** | **12** |

**Certificate in Nonprofit Communication**

The Program will prepare students for communication roles within the nonprofit sector.

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| COMS 4263, Organizational Communication | 3 |
| STCM 4213, Social Media in Strategic Communications | 3 |
| STCM 3553, Strategic Visual Communication | 3 |
| STCM 4503, Seminar in Nonprofit Communication | 3 |
| **Total Required Hours:** | **12** |

**PROPOSED**

**p. 70**

**CERTIFICATE PROGRAMS**

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| Business Analytics |
| Business Law and Compliance |
| Cardiovascular-Interventional Technology\* |
| Computed Tomography |
| Corporate Media |
| Data Analytics |
| Debate and Forensics |
| DIagnotics Medical Sonography\* |
| Digital Humanities |
| Emergency Medical Technician |

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**Assistant Professors:** *Anderson, Scott, Tetteh, Thatcher*

**Instructors:** *Bahn, Freeze, Gray, Robins, Scott*

The Department of Communication offers a Bachelor of Arts in Communication Studies and a Bachelor of Science in Strategic Communication. Students may choose an optional emphasis in public communication, interpersonal communication, or organizational communication in the Communication Studies program. The Department of Communication also offers Certificates in Athlete Name, Image, and Likeness (NIL) Promotion, Debate and Forensics, Health Communication, Nonprofit Communication, Public Relations and Advertising, and Social Media Management.

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**Certificate in Athlete Name, Image, and Likeness (NIL) Promotion**

|  |  |
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| **Required Courses:** | **Sem. Hrs.** |
| FIN 2013, Personal Asset Management | 3 |
| PE 3853, Sports Promotion and Sales Management | 3 |
| PE 4743, Legal Issues in Sport | 3 |
| STCM 3553, Strategic Visual Communication | 3 |
| STCM 4213, Social Media in Strategic Communications **OR** STCM 4313, Strategic Sport Communication | 3 |
| **Total Required Hours:** | **15** |

**Certificate in Health Communication**

|  |  |
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| **Required Courses:** | **Sem. Hrs.** |
| COMS 4403, Seminar in Health Communication | 3 |
| COMS 4253, Intercultural Communication, OR COMS 4263, Organzational Communication | 3 |
| COMS 4433, Health Communication Campaigns | 3 |
| Select one of the following:  COMS 4423, Narratives in Health and Healing COMS 4243, Interpersonal Communication  STCM 4503, Seminar in Nonprofit Communication STCM 4603, Crisis Communication | 3 |
| **Total Required Hours:** | **12** |

**Certificate in Nonprofit Communication**

The Program will prepare students for communication roles within the nonprofit sector.

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| **Required Courses:** | **Sem. Hrs.** |
| COMS 4263, Organizational Communication | 3 |
| STCM 4213, Social Media in Strategic Communications | 3 |
| STCM 3553, Strategic Visual Communication | 3 |
| STCM 4503, Seminar in Nonprofit Communication | 3 |
| **Total Required Hours:** | **12** |