

Indiana Commission for Higher Education  
Indiana Board for Proprietary Education

Out-of-State Institutions and  
In-State Proprietary Institutions Offering Instruction in Indiana  
with a Physical Presence in the State

**DEGREE APPLICATION**  
(New or Renewal program)

Use the <tab> key to advance to the next field, or select a field by clicking the cursor.

Name of Institution Embry-Riddle Aeronautical University

Program name and  
Suggested CIP Code: Bachelor of Science in Communication, 09.0101

Level of Degree (AAS, AS, AA, BAS, BA, BS, MBA, MAS, MA, MS, Ph.D.) BS

Name of Person Preparing this Form Rachel Durrance

Telephone Number 386-226-6410 **Application Type**

Date the Form was Prepared 3/28/16  Initial or Renewal  
(Revise date after any revision) Revised: 2016/05/18

**I. PROGRAM OBJECTIVES: Describe what the program is designed to achieve and explain how it is structured in order to accomplish the objectives.**

The Bachelor of Science in Communication requires students to integrate knowledge of science and technology with practice in communication. In this program, students learn how scientists think, how they frame research questions, and how they use various methodologies to pursue their goals. Communication students additionally practice gathering, analyzing, and disseminating scientific and technological information to a variety of audiences. A significant element of the program is the capstone course, completing a senior project or an internship\*\*.

As modern society is increasingly influenced by developments in science and technology, the demand for skilled communicators in these fields continues to grow. Aviation, aerospace, and technology industries, for example, require more internal communication specialists, as well as professionals in media and public relations, to relay information clearly and accurately. This program addresses that nationwide necessity

News organizations rely on science communicators in various fields, including meteorology, environmentalism, medicine, and technology. Communication students work in traditional written media, such as newspapers, newsletters, magazines, and journals, as well as in cutting-edge information retrieval and delivery systems, including Web sites, networked blogs and social media.

This focused, yet flexible, course of study requires students to hone specialized communication skills and to assemble portfolios displaying those skills. These graduates, the next generation of communication specialists, are positioned to enter three specific career paths, including:

1. Communicating science information to specific and general audiences through a variety of mass media,
2. Representing companies and organizations through media relations, using written, oral, and visual media, and
3. Communicating news to general audiences through print and electronic media.

The Bachelor of Science degree in Communication requires successful completion of a minimum of 120 credit hours, of which 40 credit hours must be upper-level courses (300-400 level).

The Communication program requires coursework in General Education, the Communication Core, Communication Specified Electives, a Minor, and Open Electives.

10/15/2015

**II. PROGRAM STRUCTURE:** List all courses in the program. Indicate course name, course number, and number of credit hours or clock hours for each course.

Name of Program: \_\_\_\_\_ Bachelor of Science in Communication \_\_\_\_\_

Total Course Hours: 120 \_\_\_\_\_ Check one: Quarter Hours \_\_\_\_\_  
 Semester Hours X \_\_\_\_\_  
 Clock Hours \_\_\_\_\_

Tuition : \$42,600.00 \_\_\_\_\_ Length of Program: 4 years \_\_\_\_\_

**SPECIALTY COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
COMD 225	Science and Technology Communication	3
COMD 260	Introduction to Media	3
COMD 265	Introduction to Newswriting and Reporting	3
COMD 320	Mass Communication Law and Ethics	3
COMD 322	Aviation and Aerospace Communication	3
COMD 335	Technology and Modern Civilization	3
COMD 350	Environmental Communication	3
COMD 360	Media Relations I	3
COMD 362	Communication and Organizational Culture	3
COMD 415	Nonverbal Communication	3
COMD 495	Senior Project	3
or		
COMD 495A	Internship	
	Select three courses from the following options:	
ASCI 110	Introduction to Space Flight	3
ASCI 185	Introduction to Flight	3
PHYS 142	Introduction to Environmental Science	3
SFTY 215	Introduction to Health, Occupational, and Aviation Safety	3
SFTY 315	Environmental Compliance and Safety	3
TRAN 274	Transportation Science	3
WEAX 201	Meteorology I	3
	Communication Specified Electives	
	Select three courses from the following options:	
COMD 230	Digital Photography	3
COMD 295	Rhetorical Strategies and Analysis	3
COMD 363	Communication and Society	3
COMD 364	Visual Design	3
COMD 420	Applied Cross Cultural Communication	3
COMD 460	Media Relations II	3

**GENERAL EDUCATION / LIBERAL ARTS COURSES:**

<b><u>Course Number</u></b>	<b><u>Course Title</u></b>	<b><u>Course Hours</u></b>
ENGL 123	Communication Theory and Skills English Composition Speech/English	3 6
HUMN 330	Humanities* Values and Ethics Humanities elective	3 3
ECON 210 or ECON 211	Social Sciences Microeconomics Macroeconomics	3

**GENERAL EDUCATION / LIBERAL ARTS COURSES:**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
	Social Science elective (History/Government/Social Science/Psychology/Economics)	3
	Physical and Life Science Lower-Level electives Physics/Biology/Meteorology/Chemistry, etc.	6
MATH 111 & MATH 112	Mathematics College Mathematics for Aviation I and College Mathematics for Aviation II	6
or		
MATH 140 & MATH 142	College Algebra and Trigonometry	
CSCI 109	Introduction to Computers and Applications	3
	Minor Select a minor, in consultation with your advisor	15-18
	Open Electives - open elective credits are dependent upon the selected minor	18-21

Number of Credit/Clock Hrs. in Specialty Courses: \_\_\_\_\_ / 51 Percentage: 42.5%

Number of Credit/Clock Hrs. in General Courses: \_\_\_\_\_ / 54-57 Percentage: 45%

If applicable:

Number of Credit/Clock Hrs. in Liberal Arts: \_\_\_\_\_ / 15-18 Percentage: 12.5%  
(Minor)

10/15/2015

**III. LIBRARY: Please provide information pertaining to the library located in your institution.**

**1. Location of library; Hours of student access; Part-time, full-time librarian/staff:**

Due to the nature of our University with 137 campuses globally, we strive to provide library resources through digital platforms. For further information please see the attached Appendix 1 Library resources document.

**2. Number of volumes of professional material:**

See attached Appendix 1 Library Resources Document

**3. Number of professional periodicals subscribed to:**

See attached Appendix 1 Library Resources Document

**4. Other library facilities in close geographical proximity for student access:**

See attached Appendix 1 Library Resources Document



**Supplementary Information on  
Licensure, Certification, and Accreditation**

Institution: Embry Riddle Aeronautical University  
Degree Program: Bachelor of Science in Communications  
Locations: 5726 Professional Circle, Suite 120, Indianapolis, IN 46241

**State Licensure**

Does a graduate of this program need to be licensed by the State to practice their profession in Indiana and if so, will this program prepare them for licensure?

If so, please identify  
The specific license(s) needed:  
The State agency issuing the license(s):

Please see attached Appendix 2 document

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**Professional Certification**

What are the professional certifications that exist for graduates of similar program(s)?

Will a graduate of this program be prepared to obtain national professional certification(s) in order to find employment, or to have substantially better prospects for employment, in a related job in Indiana?

If so, please identify  
Each specific professional certification:  
The national organization issuing each certification:

Please explain the rationale for choosing each professional certification:

Please identify the single course or a sequence of courses that lead to each professional certification?

Please see attached Appendix 2 document

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**Professional Industry Standards/Best Practices**

Does the program curriculum incorporate professional industry standard(s) and/or best practice(s)?

If so, please identify  
The specific professional industry standard(s) and/or best practice(s):  
The organization or agency, from which the professional industry standard(s) and/or best practice(s) emanate:

Please see attached Appendix 2 document

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**Program Accreditation**

Does this program need specialized accreditation in order for a graduate to become licensed by the State or to earn a national professional certification, so graduates of this program can work in their profession or have substantially better prospects for employment?

If so, please identify the specialized accrediting agency:

Please see attached Appendix 2 document

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**Transferability of Associate of Science Degrees**

Since CHE/BPE policy reserves the Associate of Science designation for associate degrees whose credits apply toward meeting the requirements of a related baccalaureate degree, please answer the following questions:

Does a graduate of this A.S. degree program have the option to apply all or almost all of the credits to a related baccalaureate degree at your institution?

If so, please list the baccalaureate degree(s):

Please see attached Appendix 2 document

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**Job Titles**

List specific job titles and broad job categories that would be appropriate for a graduate of this program:

Please see attached Appendix 2 document

## **Appendix 1. Library Resources**

### **Books, Library and Supplies**

#### **Hunt Library: Bringing the Library to You**

<http://huntlibrary.erau.edu/>

The Hunt Library, located on the Daytona Beach Campus, is the Library for all Worldwide students, faculty and staff, regardless of location. The Hunt Library slogan, "Bringing the Library to You," defines our commitment that the Worldwide community has access to all library resources and services.

The mission of the Hunt Library is to provide materials, services, and facilities to students, faculty, and staff in support of the University's commitment to excellence in teaching, learning, and research for both the Daytona Beach and Worldwide campuses.

Hunt Library users will find resources in a variety of formats: books, government documents, periodicals, microforms, conference proceedings, videos, DVDs, and electronic resources.

The Hunt Library's web pages are located at [library.erau.edu](http://library.erau.edu); choose the Hunt Library link.

The electronic library includes round-the-clock access to EAGLEsearch (<http://library.erau.edu/find/eaglesearch.html>), which allows researchers to search much of Hunt Library's collection simultaneously, as well as the Library's online catalog, Voyager (<http://voyager.db.erau.edu:7008/vwebv/searchAdvanced>), and over 100 online databases (<http://guides.erau.edu/databases>) (which include many full-text resources).

#### **Textbook Purchase**

Please consult the Campus Director at your Worldwide location or your Student Affairs Office advisor for information on ordering textbooks. Students may search for textbook information by term on the Worldwide Master Textbook & Materials List site. Online, EagleVision Home, and certain classroom books may be purchased through the Worldwide bookstore website (<http://store.nexternal.com/erau/storefront.aspx>).

#### **Identification Cards**

Applying for a student identification card, known as the EAGLEcard, is done through your ERNIE (<http://ernie.erau.edu>) login under Student Services (<https://ernie.erau.edu/portal/page/portal/students/services/worldwide>). These identification cards may be required to use the library facilities of other universities and might be used for student discounts wherever a student identification card is honored.

## Help

The Hunt Library is the researcher's primary resource provider. Regardless of their location, members of Embry-Riddle's Worldwide community have circulation (check-out) privileges, online quick-help opportunities, and access to a web-based document delivery system.

Research Librarians are also available via telephone at (800) 678-9428 or (386) 226-7656, by chat (<http://library.erau.edu/help/ask-a-librarian>) or by emailing us at [library@erau.edu](mailto:library@erau.edu) ([library@erau.edu](mailto:library@erau.edu)). Research Librarians will provide detailed advice on research strategies, referrals to relevant reference sources, assistance with literature searches, and help navigating the library's website.

An overview of the Hunt Library's help features is available from <http://library.erau.edu/help/>

## How to Contact the Hunt Library

Phone: (800) 678-9428 or (386) 226-7656 (8 a.m.-5 p.m. Eastern)

E-mail: [library@erau.edu](mailto:library@erau.edu)

Internet: [library.erau.edu/home.html](http://library.erau.edu/home.html)

# Hunt Library Strategic Plan

## Vision Statement

The Embry-Riddle Aeronautical University Hunt Library will be a leading resource for the access and discovery of information and research in aviation and aerospace studies.

## Mission Statement

The Hunt Library supports the Daytona Beach and Worldwide Campuses. It provides access to materials, information resources, services and facilities to students, faculty and staff in support of the University's commitment to excellence in teaching, learning, and research. As an academic support unit, the Library maintains flexibility and is proactive in meeting the changing information needs of its clientele.

## Strategic Directions for 2013-2016

To fulfill the Library's vision, the staff will focus on the following strategic directions.

**Strategic Direction 1:** Provide easy access to Library collections, excellent customer service, and student study space through the transitions to temporary and new permanent locations.

**Strategic Direction 2:** Facilitate open access to the research and creative works of faculty, students and staff.

**Strategic Direction 3:** Enhance virtual collections, instruction and research assistance.

**Strategic Direction 4:** Preserve the University's collections of rare and unique information resources.

**Strategic Direction 5:** Develop new research and service partnerships

## **Appendix 2. Bachelor of Science in Communication**

### **State Licensure**

Does a graduate of this program need to be licensed by the State to practice their profession in Indiana and if so, will this program prepare them for licensure?

*No, a graduate of this program will not need to be licensed by the State to practice their profession.*

Is so, please identify

The specific license(s) needed:

The State agency issuing the license(s):

### **Professional Certification**

What are the professional certifications that exist for graduates of similar program(s)?

Will a graduate of this program be prepared to obtain national professional certification(s) in order to find employment, or to have substantially better prospects for employment, in a related job in Indiana?

If so, please identify

Each specific professional certification:

- *Communication Management Professional*
- *Foundation Level – Society for Technical Communication*
- *American Management Association*

The national organization issuing each certification:

- *International Association of Business Communicators*
- *Society for Technical Communication*
- *American Management Association*

Please explain the rationale for choosing each professional certification:

*These professional certifications will help graduates of this program further themselves in the field of communications will help the graduate keep current with new information and technology.*

Please identify the single course or a sequence of courses that lead to each professional certification?

*To attain each of these certifications the graduate will need to submit either documentation to show that they are in the field of communication or sit for an exam that will test their knowledge of the field of communication. The graduate must show knowledge of the field. Some of these certifications required both evidence and a test, while others require one or the other.*

### **Professional Industry Standards/Best Practices**

Does the program curriculum incorporate professional industry standard(s) and/or best practice(s)?

*This Program does not incorporate professional industry standards and/or best practices because it is only a Bachelor level degree program.*

If so, please identify

The specific professional industry standard(s) and/or best practice(s):

The organization or agency from which the professional industry standard(s) and/or best practice(s) emanate:

### **Program Accreditation**

Does this program need specialized accreditation in order for a graduate to become licensed by the State or to earn a national professional certification, so graduates of this program can work in their profession or have substantially better prospects for employment?

*Since this is only a Bachelor level degree program there is no specialized accreditation in order for the graduate to become licensed in the state or earn a national professional certification.*

If so, please explain the specialized accrediting agency:

### **Transferability of Associate of Science Degrees**

Since CHE/BPE policy reserves the Associate of Science designation for associate degrees whose credits apply toward meeting the requirements of a related baccalaureate degree, please answer the following questions:

Does a graduate of this A.S. degree program have the option to apply all or almost all of the credits to a related baccalaureate degree at your institution?

If so, please list the baccalaureate degree(s):

*N/A since this is a Bachelor's level Degree Program.*

## **Job Titles**

List specific job titles and broad job categories that would be appropriate for a graduate of this program:

- *Digital Media Specialist*
- *Marketing & Communications Specialist*
- *Communications Lead*
- *Communications Sr. Manager*