



Curriculum and Program Review Committee

Report to Academic Council
at its meeting of October 30, 2007

For Action

1. Proposed Bachelor of Arts (Honours) Program in Communication (Faculty of Education)

The Curriculum and Program Review Committee recommends:

That Academic Council approve the proposed Bachelor of Arts (Honours) Program in Communication, Faculty of Education, as set out in item 1.1a of the Agenda.

Rationale:

The Faculty of Education proposes to offer a new undergraduate program leading to an honours degree in Communications. The professionally-oriented program is unique in that it is a professionally focussed, cohort based model that provides a thorough grounding in the theory, practice, skills and technology of communication. It will prepare graduates for careers in the information-based and knowledge driven workplace and marketplace. Further, this program has the following strengths:

- It focuses on the rapidly growing area of communication studies that complements existing University programs in business, information technology and the sciences.
- It provides opportunities for specializations in digital media, health sciences, science and technology, and commerce and marketing
- It provides articulation options for students at Durham College in the Print and Broadcast Journalism, Public Relations and Advertising programs.

The proposal is attached as item 1.1a of the Agenda.