

## **ABSTRACT**

**CREATIVE PROJECT:** Integrated Communications Curriculum Design for a Bachelor's Degree Program

**STUDENT:** Kristin Jones

**DEGREE:** Master of Arts

**COLLEGE:** College of Communication, Information, and Media

**DATE:** July, 2014

**PAGES:** 42

This creative project outlines the course sequencing, curriculum requirements, course descriptions, and learning outcomes for an Integrated Communications Bachelor's Degree program. The curriculum meets the accreditation standards of the Accrediting Council on Education in Journalism and Mass Communications. It also incorporates a new, blended set of tactical skills required by current entry-level positions in the fields of public relations, communication, and marketing.

The curriculum is designed in three sections so students will gain specific skill competencies while advancing through the degree. The 120 credit hour degree program is divided into foundation courses, advanced theory courses, and professional practical courses.