

## PROPOSAL TO DISESTABLISH AN ACADEMIC PROGRAM (Degree, concentration, certificate, minor)

This template is to be used for proposed disestablishments included on the Academic Plan and for which the unit has received specific written approval from the Office of the University Provost to proceed with internal proposal development and review. This proposal template should be completed and submitted by the Dean's Office to the Office of the University Provost [mailto: curriculumplanning@asu.edu]. The disestablishment may not be implemented until the Office of the University Provost notifies the academic unit that the disestablishment proposal has completed the approval process.

UNIT AND PROGRAM INFORMATION						
College/School/Institute:		Walter Cronkite School of Journalism and Mass Communication				
Department/Division/School:		N/A				
<b>Proposing Faculty Group</b> (if applicable):		N/A				
<b>Proposal Contact</b>						
Name:	Jessica Pucci		Title:	Associate Dean		
Phone number:	847-778-8552		Email:	jepucci@asu.edu		
Existing Program Information						
<b>Program Type:</b>	Degree		Academi	c Level:	Graduate	
Degree Type:	MS - Master of Science	e	If other s	pecify		
Name:	Business Journalism		Concer	ntration (if applicable)	( )	
Plan code(s) for the program:						

If this is a degree program that has multiple concentrations, list all program names and plan codes impacted. CSBSJMS

**Implementation information:** Degree Search is our official record of the academic catalog. Therefore, all academic programs which are active and have students enrolled are required to be listed on Degree Search. Upon request by the Dean's Office, an academic program can be removed from the undergraduate or graduate application; however, the program will remain in degree search with the notation "This program is no longer accepting applications," until the approved effective date of the disestablishment.

Requested effective date: 2021-22

## Briefly describe the rationale for disestablishment:

Enrollment hasn't seen dramatic decline, but has always been insufficient. Qualified potential students tend to gravitate to other Cronkite School graduate degree programs instead. The school has taken strides via marketing to reach potential students, but interested potential students prefer the Master of Mass Communication degree (which doesn't have a business focus) or the Master of Science in Digital Audience Strategy, which is growing rapidly. The school has also encouraged students in other degree programs to register for the MSBJ courses, but a lack of interest has kept enrollment low.

#### **Impact on other existing programs:**

May include availability of course content for students in other majors who may need it; other.

Disestablishing this program does not impact any other ASU program. MSBJ courses are not taken by students outside the program.



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### **Impact on current students:**

Estimate number of students still enrolled; anticipated date of last graduates; arrangements for continuing students and students in articulated transfer pathways (e.g., MAPP, TAG).

There are 15 enrolled students. They will continue on in the degree program, following the plan of study recommended by our advising team. (Cronkite administration has designed a course carousel that ensures the opportunity for students to complete within their cohorts by Fall22.) Students will be notified that while the MS in Business Journalism program is ending, the school will support them in completing the program; and students will be encouraged to meet with Senior Associate Dean Rebecca Blatt, who oversees graduate programs. There are currently no new applicants.

### **Applications:**

What term should applications close? If this change should be made immediately upon approval, please indicate this. Please note that the program will remain on Degree Search until such a time that no students remain enrolled in the program.

Applications are currently closed. We welcomed a final cohort in Fall 2020, and accepted 0 new students in Spring 2020.

## **Current applicants:**

Describe actions that will be taken regarding admitted students or students who have applied to this program? If current applicants should be moved to a new program, please indicate the plan code of that program.

There are no current applicants.

#### **Additional information:**

Provide any relevant information not required above that will assist in evaluating the proposal. N/A

DEAN APPROVAL(S)					
This proposal has been approved by all	necessary unit and College/School levels of review. I recommend implementation o				
the proposed name change.					
College/School/Division Dean Kristin	Gilger				
Signature <del>Xinh.</del>	Date: 1/29/2021				
College/School/Division Dean					
name:					
(if more than one college involved)					
Signature	Date:/ /20				
Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.					
University Approval(s)					
Graduate College Name:	Elizabeth Wentz, Vice Provost and Dean				
	Effective Date: / /20				
Signature:	Date: / /20				
<u> </u>					
Vice Provost for Undergraduate Education Name:					
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Signature:	<b>Date:</b> / /20				