I.B.4 – Borough of Manhattan Community College – AA in Communication Studies

RESOLVED, that the program in Communication Studies leading to the Associate of Arts degree at Borough of Manhattan Community College be approved effective November 30, subject to financial ability.

EXPLANATION: The proposed program in Communication Studies at BMCC will provide students interested in the liberal arts with a curriculum designed to provide them with skills for direct employment in fields such as advertising, corporate communications, and human resources, as well as one that will easily transfer to a senior college. Coursework in conflict resolution, as well as intercultural, interpersonal, and mass communication, will be complemented by electives in public speaking, business communication and management. The college has established articulation agreements with Brooklyn College and the School of Professional Studies, appealing to both its traditional and non-traditional populations.