I.B.1 – BARUCH COLLEGE – BA IN COMMUNICATION STUDIES

RESOLVED, that the program in Communication Studies leading to the Bachelor of Arts at Baruch College be approved, effective February 25, 2014, subject to financial ability.

EXPLANATION: This degree program is part of the strategic plan of Baruch College to make the Weissman School of Arts & Sciences a destination liberal arts college. The program will simultaneously expose students to a rigorous traditional curriculum in the field of communications and skills that lead to employment. Along with common foundation courses, students will select a concentration in interpersonal and group communications, intercultural and international communications, rhetoric and public advocacy, or digital communication and culture. The program will prepare its graduates for careers in human resources, public relations, and advertising.