

# New Program Proposal

Date Submitted: 02/12/26 9:22 pm

## Viewing: **BS-CEM : Communication and Emergent Media**

Last edit: 02/12/26 9:22 pm

Changes proposed by: sghatak

Program Status	Active		
Requestor	Name	Saran Ghatak	E-mail
	sghatak@iit.edu		
Origination Date	2026-2-12		
Is this an interdisciplinary program?	No		
Is this stem-eligible?	No		
Available for direct application?	Yes		
Academic Unit	Humanities		
College	Lewis College of Science and Letters		
Program Title	Communication and Emergent Media		
Effective Academic Year	2026 - 2027	Effective Term	
	Summer 2026		
Academic Level	Undergraduate		

### In Workflow

1. HUMA Chair
2. Academic Affairs
3. Undergraduate Academic Affairs
4. Director of Assessment
5. LS Dean
6. Marketing and Communications
7. Undergraduate Studies Committee Chair
8. Faculty Council Chair
9. Faculty Council Chair
10. Provost
11. President
12. Board of Trustees
13. Academic Affairs

### Approval Path

1. 02/05/26 3:46 pm  
Saran Ghatak (sghatak): Approved for HUMA Chair
2. 02/06/26 12:40 pm  
Ayesha Qamer (aqamer): Rollback to Initiator
3. 02/06/26 3:44 pm  
Saran Ghatak (sghatak): Approved for HUMA Chair
4. 02/09/26 11:10 am  
Ayesha Qamer (aqamer): Approved for Academic Affairs
5. 02/09/26 2:07 pm  
Joseph Gorzkowski

(jgorzkow): Rollback to Initiator

6. 02/11/26 5:28 pm  
Saran Ghatak  
(sghatak): Approved for HUMA Chair
7. 02/12/26 8:51 pm  
Ayesha Qamer  
(aqamer): Rollback to Initiator
8. 02/12/26 9:23 pm  
Saran Ghatak  
(sghatak): Approved for HUMA Chair

*If all courses in a subject in your department are required, please enter each subject followed by the number ranges in the "Quick Add" field in the pop up box when you click the green plus button below. For example: ARCH 100-499.*

What courses will factor the major GPA?

COM 220 - Rhetoric, Argumentation, and Persuasion  
 COM 230 - Information Literacy and Sense-Making  
 COM 235 - Ethics of Technology and Communication  
 COM 421 - Technical Communication  
 COM 227 - Media History and Theory  
 COM 498 - Communication and Emerging Media Capstone I  
 COM 499 - Communication and Emergent Media Capstone II  
 COM 372 - Mass Media and Society  
 COM 424 - Document Design  
 COM 320 - A.I.-Assisted Workflows  
 COM 380 - Topics in Communication  
 COM 428 - Verbal and Visual Communication  
 COM 383 - Social Networks  
 BUS 301 - Organizational Behavior  
 BUS 371 - Marketing Fundamentals  
 BUS 102 - Introduction to Business Analytics  
 ITM 311 - Introduction to Software Development  
 ITMD 361 - Fundamentals of Web Development  
 ITMD 362 - Human-Computer Interaction and Web Design  
 ITMD 441 - Web Application Foundations  
 COM 301 - Introduction to Linguistics  
 COM 308 - Structure of Modern English  
 COM 310 - The Human Voice: Description, Analysis and Application  
 COM 301 - Introduction to Linguistics  
 COM 308 - Structure of Modern English  
 COM 310 - The Human Voice: Description, Analysis and Application  
 COM 315 - Discourse Analysis  
 COM 353 - Media and Globalization  
 COM 382 - Social Media and Society

COM 424 - Document Design  
COM 425 - Editing  
COM 435 - Intercultural Communication  
COM 437 - Video Documentation  
COM 438 - Exhibit Design  
COM 491 - Independent Reading and Research

Program Type            Degree

Degree Type            Bachelor of Science (BS)

CIP Code

09.0702 - Digital Communication and Media/Multimedia.

Is there more than one Academic Unit proposer?

No

Program Code            BS-CEM

Program Attribute

Total Program            120

Credit Hours

## Program Narrative and Justification

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Narrative description of how the institution determined the need for the program. For example, describe what need this program will address and how the institution became aware of that need. If the program is replacing a current program(s), identify the current program(s) that is being replaced by the new program(s) and provide details describing the benefits of the new program(s). If the program will be offered in connection with, or in response to, an initiative by a governmental entity, provide details of that initiative.

The Bachelor of Science in Communication for Emerging Media prepares graduates to serve as interpreters between technical systems and human communities. In an era when artificial intelligence commoditizes routine communication tasks, the program develops distinctly human capacities—ethical judgment, contextual interpretation, narrative construction, and relational intelligence—that enable graduates to add value in technology-intensive organizations.

The program conceptualizes communication as the synthesis of applied rhetoric, information science, and human-centered design. Students develop theoretical foundations that inform adaptive professional practice alongside technical fluencies in AI-assisted workflows, data visualization, and immersive media. Graduates are prepared for roles requiring translation between engineering cultures and broader organizational constituencies.

Narrative description of how the program was designed to meet local market needs, or for an online program, regional or national market needs. For example, indicate if Bureau of Labor Statistics data or State labor data systems information was used, and/or if State, regional, or local workforce agencies were consulted. Include how the course content, program length, academic level, admission requirements, and prerequisites were decided; including information received from potential employers about course content; and information regarding the target students and employers.

**Labor Market Demand:** The Bureau of Labor Statistics projects 5% growth for public relations specialists (2024-2034), faster than average, with approximately 27,600 annual openings. Median salaries range from \$69,780 for PR specialists to \$138,520 for PR managers. Emerging roles in AI ethics, UX writing, and data visualization show even stronger growth trajectories with median salaries of \$100,000-\$150,000.

**Market Size:** The AI governance market alone is projected to grow from \$227 million (2024) to \$2.78 billion by 2033 (32.1% CAGR). The extended reality market is projected to reach \$865.36 billion by 2030 (40.61% CAGR), creating substantial demand for professionals who can bridge technical and communication domains.

**Competitive Position:** While strategic communication programs exist at peer institutions (Penn State, Northwestern, Colorado-Boulder), none combine IIT's unique STEM integration with emerging media focus. IIT's position as Chicago's only tech-focused university creates differentiation opportunities.

**Student Demand:** Communication programs nationally enrolled 128,290 declared majors (juniors/seniors) in Fall 2023, with 56,700 bachelor's completions in 2022-23. While traditional journalism shows decline (-8.7%), strategic communication and technology-focused programs demonstrate resilience. IIT's recent 36% enrollment growth over four years indicates institutional momentum.

Narrative description of any wage analysis the institution may have performed, including any consideration of Bureau of Labor Statistics wage data related to the new program.

The program prepares graduates for diverse roles in technology companies, consulting firms, healthcare organizations, advanced manufacturing, government agencies, and nonprofit organizations. Representative career pathways include:

**Strategic Communication:** Communication strategist, corporate communications manager, public affairs specialist, internal communications director (\$69,780 - \$168,191)

**Technical Communication:** Technical writer, documentation specialist, developer relations, API documentation specialist, UX writer (\$54,400 - \$204,611)

**Data Communication:** Data journalist, visualization specialist, analytics communicator, research communicator specialists (\$47,844 - \$141,138)

**AI and Ethics:** AI ethics specialist, responsible AI communicator, policy analyst, technology policy advisor (\$95,000 - \$175,000+)

Narrative description of how the program was reviewed or approved by, or developed in conjunction with, one or more of the following: a) business advisory committees; b) program integrity boards; c) public or private oversight or regulatory agencies (not including the state licensing/authorization agency and accrediting agency); and d) businesses that would likely employ graduates of the program. For example, describe the steps taken to develop the program, identify when and with whom discussions were held, provide relevant details of any proposals or correspondence generated, and/or describe any process used to evaluate the program.

Not applicable

**Admission Entry Details**

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Available Fall Admit	Yes	Available Spring Admit	Yes
			Available Summer Admit
Yes			
Available On Campus	Yes		Available Online
	Yes		
Available Full-Time	Yes		Available Part-Time
Yes			
Available International	Yes		Available Domestic
	Yes		

What are the enrollment estimates?

Year 1	5	Year 2	10	Year 3	15
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Attach Additional Program Justification Document(s) [Academic Market Viability Report IIT CEM\(1\).pdf](#)  
[BS Communication and Emergent Media Curriculum Proposal FINAL.pdf](#)

**Academic Information**

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**Advising**

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Since quality advising is a key component of good retention, graduation, and career placement, how will students be mentored? What student professional organizations will be formed? How will the department work with the Career Services office to develop industry connections?

Students will closely work with faculty advisors. We will explore forming an AI Media Lab in collaboration with the Communication Lab.

**Program Resources**

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Which program resources are

necessary to offer  
this program?

Personnel

Describe the personnel requirements necessary to offer the program. Describe how and when resources will be made available to hire any additional personnel that are required.

Currently there are 3 full time Communication faculty in the department. Dean deWinter will occasionally teach as well. Additionally, we have robust support from Social Sciences faculty and Humanities adjunct faculty at this time.

## Proposed Catalog Entry

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Admission

Requirements

Passing Writing Placement Test.

Course Requirements

Core courses (15 credits)

<a href="#">COM 220</a>	Rhetoric, Argumentation, and Persuasion	3
<a href="#">COM 235</a>	Ethics of Technology and Communication	3
<a href="#">COM 421</a>	Technical Communication	3
<a href="#">COM 230</a>	Information Literacy and Sense-Making	3
<a href="#">COM 227</a>	Media History and Theory	3
Applied Communication & Technical Fluency (any 5 courses for 15 credits)		
<a href="#">COM 372</a>	Mass Media and Society	3
<a href="#">COM 424</a>	Document Design	3
<a href="#">ITM 311</a>	Introduction to Software Development	3
<a href="#">BUS 301</a>	Organizational Behavior	3
<a href="#">BUS 371</a>	Marketing Fundamentals	3
<a href="#">COM 320</a>	A.I.-Assisted Workflows	3
<a href="#">COM 380</a>	Topics in Communication	3
<a href="#">COM 428</a>	Verbal and Visual Communication	3
<a href="#">COM 383</a>	Social Networks	3
<a href="#">ITMD 361</a>	Fundamentals of Web Development	3
<a href="#">ITMD 362</a>	Human-Computer Interaction and Web Design	3
<a href="#">ITMD 441</a>	Web Application Foundations	3
<a href="#">BUS 102</a>	Introduction to Business Analytics	3

Communication Electives (12 credits)

Students complete a minimum of 12 credit hours of communication electives. Any communication course can be counted towards this requirement. Additional electives from aligned fields can be approved by the program committee.

Capstone Project (6 credits)

<a href="#">COM 498</a>	Communication and Emerging Media Capstone I	3
<a href="#">COM 499</a>	Communication and Emergent Media Capstone II	3

Statistics Requirement (Any one course for 3 credits)

<a href="#">STAT 225</a>	Introductory Statistics	3
<a href="#">MATH 425</a>	Statistical Methods	3
<a href="#">BUS 221</a>	Business Statistics	3
<a href="#">PSYC 203</a>	Undergraduate Statistics for the Behavioral Sciences	4

MATH credit beyond Statistics (3 credits)

Natural science and engineering (10 credits minimum)

Computer Science (2 credits minimum)

Humanities and Social Sciences (15 credits minimum)

IPro (6 credits)

Free electives (33 credits)

Sample

Curriculum/Program Requirements

Communication Core	15
Applied Communication and Technical Fluency	15
Communication electives	12
Statistics requirement	3
STEM module	12
Introduction to Profession (ITP)	3
Interprofessional Projects (IPRO)	6
Capstone	6
Illinois Tech Core (Humanities and Social Sciences)	15
Free electives	33

Specialization Requirements

**Program Outcomes and Assessment Process**

What are your learning objectives in this program? Please list each learning objective in the boxes below:

*Note: These should be the same as described in your assessment plan at the bottom of this form.*

1. Apply rhetorical theory to analyze and construct persuasive communication across media and contexts, demonstrating understanding of how language, argument, and narrative shape belief and action.

2. Evaluate communication technologies critically in their historical, ethical, and theoretical contexts, addressing issues of algorithmic bias, privacy, consent, and professional responsibility.
3. Integrate AI tools effectively into professional communication workflows while maintaining appropriate human oversight and critical evaluation of AI outputs.
4. Translate quantitative information into accessible narrative and visual forms, applying principles of data visualization and data-driven storytelling

Upload your  
assessment plan  
here:

[BS\\_COM\\_EmergMed\\_AssessmentPlan.xlsx](#)

## Undergraduate Program Requirements

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What courses will factor the major GPA?	<p>COM 220 - Rhetoric, Argumentation, and Persuasion</p> <p>COM 230 - Information Literacy and Sense-Making</p> <p>COM 235 - Ethics of Technology and Communication</p> <p>COM 421 - Technical Communication</p> <p>COM 227 - Media History and Theory</p> <p>COM 498 - Communication and Emerging Media Capstone I</p> <p>COM 499 - Communication and Emergent Media Capstone II</p> <p>STAT 225 - Introductory Statistics</p> <p>MATH 425 - Statistical Methods</p> <p>BUS 221 - Business Statistics</p> <p>PSYC 203 - Undergraduate Statistics for the Behavioral Sciences</p>
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## Undergraduate Degree Requirements

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Minimum credit hours	120
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Specialization  
required?

No

Minor required?

No

## **Proposed General Curriculum**

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List Major Course  
Requirements

Core courses (15 credits)

<a href="#"><u>COM 220</u></a>	Rhetoric, Argumentation, and Persuasion	3
<a href="#"><u>COM 230</u></a>	Information Literacy and Sense-Making	3
<a href="#"><u>COM 235</u></a>	Ethics of Technology and Communication	3
<a href="#"><u>COM 421</u></a>	Technical Communication	3
<a href="#"><u>COM 227</u></a>	Media History and Theory	3

Applied Communication & Technical Fluency (Any five - 15 credits)

<a href="#"><u>COM 372</u></a>	Mass Media and Society	3
<a href="#"><u>COM 424</u></a>	Document Design	3
<a href="#"><u>ITM 311</u></a>	Introduction to Software Development	3
<a href="#"><u>BUS 301</u></a>	Organizational Behavior	3
<a href="#"><u>BUS 371</u></a>	Marketing Fundamentals	3
<a href="#"><u>COM 320</u></a>	A.I.-Assisted Workflows	3
<a href="#"><u>COM 380</u></a>	Topics in Communication	3
<a href="#"><u>COM 428</u></a>	Verbal and Visual Communication	3
<a href="#"><u>COM 383</u></a>	Social Networks	3
<a href="#"><u>ITMD 362</u></a>	Human-Computer Interaction and Web Design	3
<a href="#"><u>ITMD 361</u></a>	Fundamentals of Web Development	3
<a href="#"><u>ITMD 441</u></a>	Web Application Foundations	3
<a href="#"><u>BUS 102</u></a>	Introduction to Business Analytics	3

Electives (12 credits)

Students complete a minimum of 12 credit hours of communication electives. Any COMM course can be counted towards this requirement. Additional electives from aligned fields can be approved by the program committee.

Capstone Project (6 credits)

<a href="#"><u>COM 498</u></a>	Communication and Emerging Media Capstone I	3
<a href="#"><u>COM 499</u></a>	Communication and Emergent Media Capstone II	3

List Mathematics Requirements		
Statistics Requirement (3 credits)		
Take one of the following		
<a href="#">STAT 225</a>	Introductory Statistics	3
<a href="#">MATH 425</a>	Statistical Methods	3
<a href="#">BUS 221</a>	Business Statistics	3
<a href="#">PSYC 203</a>	Undergraduate Statistics for the Behavioral Sciences	4
MATH3 credits beyond Statistics		
List Science Requirements		
Natural science and engineering 10 credits minimum		
List Computer Science Requirements		
Computer Science 2 credits minimum		
List Humanities and Social Sciences Requirements		
<a href="#">COM 101/111</a>		3
<a href="#">HUM 200</a>	level	3
Social Science electives 9		
List Interprofessional Project (IPRO) Requirements		
<a href="#">IPRO 3973</a>		
<a href="#">IPRO 4973</a>		
List Technical Elective Course Options		
None		
List Free Elective Credit Hours (if applicable)	33	
Semester-by-semester plan of study for the degree program		

Reviewer

Comments

**Ayesha Qamer (aqamer) (02/06/26 12:40 pm):** Rollback: Under course requirements section, please revise COM 497 as this course does not exist.

**Ayesha Qamer (aqamer) (02/09/26 11:10 am):** 2/9/2026, AQ: Adjusted prograde code

**Joseph Gorzkowski (jgorzkow) (02/09/26 2:07 pm):** Rollback: Sample curriculum is missing, so please add that. There are no 2 credit hour Math electives, so please change the "2-3 credits beyond Statistics" to "3 credits beyond Statistics" and change the Natural Science to 10 credits to meet the 16 required by the Core. MGPA should include all COM elect options. 7 MGPA courses is not enough, as there will need to be extra options in case students have a MGPA below 2.0 upon completion of those courses.

**Ayesha Qamer (aqamer) (02/12/26 8:51 pm):** Rollback: Rolling back at the request of Saran Ghatak to amend the required courses section.

Key: 688





