New Program Proposal

Date Submitted: 03/13/26 4:29 pm

Viewing: BS-CMAI : Bachelor of Science in Communication and Emergent Media with Artificial Intelligence

Last edit: 03/17/26 1:30 pm

Changes proposed by: sghatak

Program Status	Active		
Requestor	Name	Saran Ghatak	E-mail sghatak@iit.edu
Origination Date	2026-3-13		
Is this an interdisciplinary program?	No		
Is this an incubator program?	Yes		
Is this stem-eligible?	Yes		
Available for direct application?	Yes		
Academic Unit	Humanities		
College	Lewis College of Science and Letters		
Program Title	Bachelor of Science in Communication and Emergent Media with Artificial Intelligence		
Effective Academic Year	2026 - 2027	Effective Term	Fall 2026
Academic Level	Undergraduate		

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.

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. 03/13/26 4:31 pm Saran Ghatak (sghatak): Approved for HUMA Chair
2. 03/17/26 1:30 pm Ayesha Qamer (aqamer): Approved for Academic Affairs
3. 03/17/26 3:23 pm Joseph Gorzkowski (jgorzkow): Approved for Undergraduate Academic Affairs

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 Desisgn COM 491 - Independent Reading and Research MATH 123 - AI for Computational Mathematics and Coding CS 180 - Artificial Intelligence Foundations COM 200 - AI, Data, and Communications PHIL 381 - Artificial Intelligence, Philosophy and Ethics BUS 432 - Artificial Intelligence in Business DS 151 - Introduction to Data Science BUS 102 - Introduction to Business Analytics DS 261 - Ethics and Privacy in Data Science PHIL 372 - Ethics of Technology and Communication PHIL 380 - Topics in Philosophy
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-CMAI

Program Attribute

Total Program Credit Hours 120

Program Narrative and Justification

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 initative by a governmental entity, provide details of that initiative.

Incubator program for AI+ initiative

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.

Incubator program for AI+ initiative

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.

Incubator program for AI+ initiative

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

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

What are the enrollment estimates?

Year 1	5	Year 2	10	Year 3	15

Attach Additional Program Justification Document(s)

Academic Information

Advising

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

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

Admission Requirements

Course Requirements

Core courses (15 credits)

COM 220	Rhetoric, Argumentation, and Persuasion	3
COM 235	Ethics of Technology and Communication	3
COM 421	Technical Communication	3
COM 230	Information Literacy and Sense-Making	3
COM 227	Media History and Theory	3

Applied Communication & Technical Fluency (any 5 courses for 15 credits)

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

COM 498	Communication and Emerging Media Capstone I	3
COM 499	Communication and Emergent Media Capstone II	3

Statistics Requirement (Any one course for 3 credits)

STAT 225	Introductory Statistics	3
MATH 425	Statistical Methods	3
BUS 221	Business Statistics	3
PSYC 203	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 (15 credits)

Certificate in AI Fluency		**(9)**
MATH 123	AI for Computational Mathematics and Coding	3
CS 180	Artificial Intelligence Foundations	3
COM 200	AI, Data, and Communications	3
Certificate in AI Management		**(9)**
DS 151	Introduction to Data Science	3
or BUS 102	Introduction to Business Analytics	
BUS 432	Artificial Intelligence in Business	3
PHIL 381	Artificial Intelligence, Philosophy and Ethics	3
or DS 261	Ethics and Privacy in Data Science	
or PHIL 372	Ethics of Technology and Communication	
or PHIL 380	Topics in Philosophy	

Sample Curriculum/Program Requirements

Communication Core	15
Applied COM 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

	Year 1
Semester 1	Credit Hours
COM 101	3
COM 235	3
PSYC 203	4
HUM 200	3
Natural Science/ Engineering Elective	3
	16

Total Credit Hours: 16

	Year 1
Semester 2	Credit Hours
COM 220	3
COM 227	3
MATH Elective	3
Computer Science Elective	2
Natural Science Elective	3
	14

Total Credit Hours: 14

	Year 2
Semester 1	Credit Hours
COM 230	3
Natural Science/ Engineering Elective	3
Social Science Elective	3
Applied COM and Technical Fluency/ COM elective	3
PHIL 381	3
	15

Total Credit Hours: 15

	Year 2
Semester 2	Credit Hours
COM 421	3
COM elective	3
Applied COM and Technical Fluency/ COM elective	3
Social Science Elective	3
MATH 123	3
	15

Total Credit Hours: 15

	Year 3
Semester 1	Credit Hours
Social Science Elective	3
Applied COM and Technical Fluency	3
Applied COM and Technical Fluency	3
DS 151	3

Applied COM and Technical Fluency/ COM elective	3
	15

Total Credit Hours: 15

	Year 3
Semester 2	Credit Hours
IPRO 397	3
Humanities or Social Sciences Elective	3
Applied COM and Technical Fluency/ COM elective	3
BUS 432	3
Applied COM and Technical Fluency/ COM elective	3
	15

Total Credit Hours: 15

	Year 4
Semester 1	Credit Hours
COM 498	3
IPRO 497	3
COM elective	3
Applied COM and Technical Fluency/ COM elective	3
COM 200	3
	15

Total Credit Hours: 15

	Year 4
Semester 2	Credit Hours
COM 499	3
Free elective	3
CS 180	3
Free elective	3
Free elective	3
	15

Total Credit Hours: 15

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 CEM-AI Assessment Plan.xlsx

Undergraduate Program Requirements

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
STAT 225 - Introductory Statistics
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BUS 221 - Business Statistics
PSYC 203 - Undergraduate Statistics for the Behavioral Sciences
MATH 123 - AI for Computational Mathematics and Coding
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PHIL 381 - Artificial Intelligence, Philosophy and Ethics
DS 151 - Introduction to Data Science
BUS 432 - Artificial Intelligence in Business
BUS 102 - Introduction to Business Analytics
DS 261 - Ethics and Privacy in Data Science
PHIL 372 - Ethics of Technology and Communication
PHIL 380 - Topics in Philosophy

Undergraduate Degree Requirements

Minimum credit hours 120

Specialization required?
No

Minor required?
No

Proposed General Curriculum

List Major Course Requirements

Core courses (15 credits)

COM 220	Rhetoric, Argumentation, and Persuasion	3
COM 230	Information Literacy and Sense-Making	3
COM 235	Ethics of Technology and Communication	3
COM 421	Technical Communication	3
COM 227	Media History and Theory	3

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

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

COM 498	Communication and Emerging Media Capstone I	3
COM 499	Communication and Emergent Media Capstone II	3

Certificate in AI Fluency		(9)
MATH 123	AI for Computational Mathematics and Coding	3
CS 180	Artificial Intelligence Foundations	3
COM 200	AI, Data, and Communications	3

Certificate in AI Management		(9)
PHIL 381	Artificial Intelligence, Philosophy and Ethics	3
or DS 261	Ethics and Privacy in Data Science	
or PHIL 372	Ethics of Technology and Communication	
or PHIL 380	Topics in Philosophy	
DS 151	Introduction to Data Science	3
or BUS 102	Introduction to Business Analytics	
BUS 432	Artificial Intelligence in Business	3

List Mathematics Requirements

Statistics Requirement (3 credits)

Take one of the following

STAT 225	Introductory Statistics	3
MATH 425	Statistical Methods	3
BUS 221	Business Statistics	3
PSYC 203	Undergraduate Statistics for the Behavioral Sciences	4

MATH3 credits beyond Statistics

List Science Requirements

Natural science and engineering10 credits minimum

List Computer Science Requirements

Computer Science2 credits minimum

List Humanities and Social Sciences Requirements	
COM 101/111	3
HUM 200 level	3
Social Science electives	9
List Interprofessional Project (IPRO) Requirements	
IPRO 397	3
IPRO 497	3
List Technical Elective Course Options	
None	
List Free Elective Credit Hours (if applicable)	15
Semester-by-semester plan of study for the degree program	

Reviewer Comments

Ayesha Qamer (aqamer) (03/17/26 1:30 pm): 3/17/2026, AQ: Adjusted program code and program title

Key: 707