

**Commission on Undergraduate Studies and Policies**  
**Resolution 2013-14K**  
**Resolution to Approve New Major in Communication Studies, in Bachelor of Arts in Communication**

Approved by the Commission on Undergraduate Studies and Policies:	April 7, 2014
First Reading by University Council:	April 21, 2014
Approved by University Council:	April 28, 2014
Approved by the President:	April 28, 2014
Effective:	Fall 2014

WHEREAS, the current option in Communication Studies works to "spark curiosity, facilitate creative thinking, and develop tools for effective communication" (*Plan for a New Horizon 2012---2018*), assisting students to become successful professionals; and

WHEREAS, the current Communication Studies Option demonstrates strong enrollments, curricular strength, post-graduation success, and a robust interest in this area of study; and

WHEREAS, majors, as opposed to options, are highlighted in all admissions materials, thereby creating greater opportunities to recruit in-state and out-of-state students to meet enrollment targets for the department and college; and

WHEREAS, the Communication Studies major stresses theories, strategies, and skills for analyzing, managing, and improving human communication in personal, interpersonal, group/organization, and public contexts, thus preparing students for graduate studies or careers in human resources, government, education, social services, ministry and the law; and

WHEREAS, the current Communication Studies Option has recently been enhanced with new courses that build contextual understanding of how and why messages influence individual and group behavior, as well as how they reflect underlying societal values; and

WHEREAS, a major is recorded on a student's transcript and resume, providing institutional validation of their education and supporting graduates' recognition in a competitive employment market so that "Virginia Tech graduates are well-positioned to succeed in an increasingly competitive labor market" (*Plan for a New Horizon 2012---2018*),

THEREFORE LET IT BE RESOLVED THAT the Major in Communication Studies be approved for addition to the Bachelor of Arts in Communication effective Fall 2014.