

**Commission on Graduate and Professional Studies and Policies
Resolution 2019-2020B**

Resolution to Approve New Major, Reputation Management, in Master of Arts in Communication

Approved by the Commission on Graduate and Professional Studies and Policies:	April 15, 2020
Faculty Senate waived right to comment:	March 31, 2020
Staff Senate waived right to comment:	April 28, 2020
Graduate Student Assembly waived right to comment:	April 28, 2020
Student Government Association waived right to comment:	April 13, 2020
First Reading by University Council:	April 20, 2020
Second Reading by University Council:	May 4, 2020
Approved by the President:	May 4, 2020
First Effective Date to Enroll:	Fall 2020
First Effective Date to Graduate:	Spring 2021

WHEREAS, reputation management is emerging within the corporate world as a new way to understand the public relations management function and is evolving among public relations and business researchers as a recognized scholarship area; and

WHEREAS, the Major in Reputation Management under the current Master of Arts in Communication will provide a unique area of graduate study in public relations, position Virginia Tech as a leader in an emerging area of public relations scholarship, and add a professionally focused choice to the current Communication graduate program; and

WHEREAS, the Major in Reputation Management will organize courses already in the Virginia Tech graduate catalog into a specific professional plan of study under the currently approved non-thesis option for the Master of Arts in Communication; and

WHEREAS, courses in the Major in Reputation Management could be taught in Blacksburg, in the National Capital Region, online, or through distance learning; and

WHEREAS, The U.S. Department of Labor projects a faster-than-average 8% annual growth in jobs for public relations managers through 2028; and

WHEREAS, the National Capital Region alone is home to more than 25,000 public relations and communication jobs in the government, corporate, and nonprofit sectors (U.S. Bureau of Labor Statistics, 2018); and

WHEREAS, a graduate major in Reputation Management would appeal to early career corporate communicators—especially those in the National Capital Region—who are looking for advanced studies that will prepare them for broader management responsibilities and enhance their career advancement; and

WHEREAS, the Pamplin College of Business has agreed to allow students majoring in Reputation Management to take marketing and other business offerings for cognate-area courses and is interested in seeing the Major in Reputation Management evolve to include a graduate certificate for MBA students; and

WHEREAS, the Major in Reputation Management will boost Virginia Tech's reputation in both communication and business disciplines as well as in the corporate, government, and nonprofit sectors because no other institution in the Commonwealth, Atlantic Coast Conference, or Southeastern United States offers graduate studies in reputation management.

THEREFORE, LET IT BE RESOLVED that the new Major in Reputation Management be approved for addition to the Master of Arts in Communication effective Fall 2020 and the proposal forwarded to University Council for approval.