

## New Graduate Program Proposal

### Form Procedure

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### Program Request Information

The main contact person for the Graduate Curriculum Committee should fill out this form.

Title of New Program: \* Certificate in AI & Data-Based Communication Strategy

Department / Unit Developing: \* Communications Media

Department Chair: \* Mr. Jeffrey Warmouth \* jwarmouth@fitchburgstate.edu

Academic Dean: Dr. Sara Levine slevine@fitchburgstate.edu

Requestor Name: \* J.J. Sylvia IV

Members of the Graduate Curriculum Committee: J.J. Sylvia, Kyle Moody, Viera Lorencova, Randy Howe

Program Chair      The Program Chair for this request is among the people listed above.  
\*  Yes  
   No

### Program Details

New Program and/or New Concentration:

- New Program  
 New Concentration

Type of Program: (check all that apply)

- Certificate  
 Teacher Licensure  
 Degree

### Catalog Description

Briefly describe new program/concentration as it will appear in university catalog:

\* The certificate is a 12-credit program designed to provide students with an in-depth understanding of artificial intelligence (AI) and data analytics concepts, technologies, and their applications in the field of communication. It equips students with the knowledge and skills necessary to effectively integrate AI into communication strategies, evaluate AI systems, and navigate the societal and ethical impacts of AI advancements.

### Learning Outcomes

List the Student Learning Outcomes for the program.

1. Understand the substantive legal, policy, and ethical dimensions of artificial intelligence, big data, predictive analytics, algorithms, and automated decision-making through exposure to a variety of sources of information and diverse perspectives.
2. Identify how businesses, individuals, organizations, and governments use data and AI.
3. Develop strategies for the ethical and effective implementation of AI and data analysis technologies in communication, considering factors such as privacy, security, potential biases, and the need for human-centered design.
4. Evaluate and critique the impacts of data and AI on society.

## Enrollment & Implementation

A Cohort Model will be used: \*  Yes  
 No

Additional faculty will be needed (day/adjunct) \*  Yes  
 No

The Program is expected to begin: \* Summer   
Semester Year

### Population Description

Anticipated enrollment/staffing plan (i.e., Who/how many will program serve?)

\*We anticipate that we will be able to recruit 10-20 students per year to complete the certificate program. It blends one new course with other existing courses. An existing FSU faculty member will teach the new course.

### Rationale

Rationale and expected outcomes for new program:

\*The rationale for the new program is based on the growing importance of AI and data analytics in the field of communication. As technology continues to evolve, businesses, organizations, and governments are increasingly relying on these technologies to inform their communication strategies and decision-making processes. However, the use of AI and data analytics raises important ethical and societal considerations, such as privacy, bias, and the potential for unintended consequences (Coeckelbergh, 2020; Dubber, Pasquale, et al, 2021). For example, Boris Eldagsen recently won a World Photography Organization's Sony World Photography Award using a photograph that had been generated by AI, though declined the cash prize. Understanding how and when it is appropriate to use AI.

The Certificate in AI & Data-Based Communication Strategy is designed to address these issues by providing students with a comprehensive understanding of AI and data analytics concepts, technologies, and their applications in the field of communication. The program's learning objectives focus on developing students' knowledge and skills in ethical and effective implementation of AI and data analysis technologies in communication and social media, evaluating their impacts on society, and considering factors such as privacy, security, and potential biases.

Expected outcomes of the program include the following:

1. Graduates will have a deep understanding of AI and data analytics concepts, technologies, and their applications in the field of communication.
2. Graduates will be equipped with the skills necessary to effectively integrate AI into communication strategies and evaluate emerging AI systems and tools.
3. Graduates will be able to identify how businesses, individuals, organizations, and governments use data and AI in communication.
4. Graduates will be able to evaluate and critique the impacts of data and AI on society, and consider ethical factors such as privacy, security, and potential biases in their analyses.

Overall, the program is expected to prepare graduates for careers in communication, marketing, advertising, data analysis, and related fields where the integration of AI and data analytics is becoming increasingly important. The program's focus on ethical and effective implementation of these technologies will also help to ensure that graduates are equipped to address the important societal and ethical considerations associated with their use.

### Resources

Library and other resources needed:

\*No additional resources will be needed.

### Admissions

Describe program's admissions requirements:

\*Admissions requirements are as follows:

1. Official transcript of a bachelor's degree from a regionally accredited institution
2. Professional Resume
3. Official transcripts for graduate level course work from a regionally accredited institution (if applicable)
4. Graduate application and fee

### Implementation Plan

Describe how the new program will begin; will it be phased in; suggested execution:

\*The program will begin immediately and be advertised via a social media campaign.

## Supporting Documentation

A plan of study must be included.

If new courses are proposed or major changes are made to existing courses, submit a Graduate Council New Course Approval form. Attach any letter(s) of support from professional agencies or others within or outside the university.

Attach an approved Plan of Study:

\*Certificate in AI & Data-Based Communication Strategy (1).pdf

Supporting Documentation:

**CIP Code**

List the CIP code you would like associated with the program.  
For a list of possible CIP codes to choose from visit [nces.ed.gov/ipeds/cipcode](https://nces.ed.gov/ipeds/cipcode).

\*NOTE - all CIP codes will be reviewed and approved by the Office of Institutional Research for final confirmation.

Proposed CIP Code: \*

\*  Yes Institutional Research is this the ideal code?  
 No

**Signatures**

...3635353337  
J. J. Sylvia 04/23/2023  
Requester Signature: Date

...3434303037  
Sara Levine 04/24/2023  
Academic Dean Signature: Date

...3534373133  
Jed Warmouth 04/24/2023  
Department Chair Approval: Date

...3638343136  
Becky Copper Heng 04/28/2023  
SGOCE Dean Signature: Date

**Graduate Council**

The Graduate Council Chair Signature indicates that the Council has discussed this proposal and has decided it should move forward.

\_\_\_\_\_  
Graduate Council Chair Signature Date

Institutional Research has checked the CIP Code.

\_\_\_\_\_  
Institutional Research Signature Date

**Notifications**

\_\_\_\_\_  
Approval of the President Date

\_\_\_\_\_  
SGOCE Dean Initials Date

\_\_\_\_\_  
Reviewed by the Registrar: Date

Plan of Study: Certificate in AI & Data-Based Communication Strategy

AI in Communication Strategies (3 cr., Summer A)

Communication Ethics (3 cr., Summer B)

New and Emerging Media (3 cr., Fall A)

Data & Analytics (3 cr., Fall B)

Total of 12 credits. Courses can be completed in any order.

COMM 7xxx AI in Communication Strategies

This course examines how artificial intelligence is impacting human communication and collaboration. After learning the basics of how AI works, you'll get hands-on practice using AI tools as a way of understanding how it works across various industries, with an emphasis on social media. Explore its potential for enhanced creativity, productivity, and decision-making, as well as the ethical and social ramifications of AI in collaboration and communication, including challenges such as privacy, security, and potential biases.

COMM 7005 Communication Ethics

This course examines some of the large issues that face the communications field and considers how the law and one's ethical standards may address these issues. Rather than a review of the law, the course encourages students to think about how the law requires action or inaction and why. Various models for ethical and legal decision making are examined as well.

COMM 7006 New and Emerging Media

This course examines some of the large issues that face the communications field and considers how the law and one's ethical standards may address these issues. Rather than a review of the law, the course encourages students to think about how the law requires action or inaction and why. Various models for ethical and legal decision making are examined as well.

COMM 9025 Data & Analytics

Through the lens of communication and the social sciences, this class explores the ways that individuals, businesses, governments, and non-profit organizations increasingly use data to form arguments about society, make decisions, and generate profits. This class will introduce basic foundational skills in working with data and then quickly scale up to concepts such as data analysis, visualization, and machine learning. Through hands-on projects with data you will work to understand its function and limits — both the benefits and risks.