



Pennsylvania College of Art and Design

and

Goldey-Beacom College

Consortium Agreement

Goldey-Beacom College (GBC) and Pennsylvania College of Art and Design (PCAD) enter in to “the agreement” which establishes a program of Consortial nature for GBC’s Bachelor of Arts in Communication & Media degree program.

### **Provisions of the Agreement – Both Institutions**

1. Agree to follow the articulated degree curriculum and course requirements in this document.
2. Enter into this agreement with the understanding that the agreement will begin in Fall 2024 and will conclude at the end of the 2028-29 academic year if the agreement is not renewed by mutual consent. It shall be subject to revision or modification by mutual written agreement, which can be initiated from either institution.
3. Will collaborate, when applicable, in marketing, advising, and assessment efforts related to the program and agreement.

### **Provisions of the Agreement – Goldey-Beacom College**

1. Will submit student enrollments through the Acadeum platform in accordance with PCAD’s published enrollment dates.
2. Will pay the established enrollment fee through the Acadeum platform in accordance with PCAD’s published fees.
3. Will communicate to PCAD any changes in the degree program’s structure or requirements, abnormal program enrollment levels, specialized accreditation if applicable, or any other material changes that would impact the agreement.
4. Will communicate any changes in institutional-level accreditation.

### **Provisions of the Agreement – Pennsylvania College of Art & Design**

1. Will provide course descriptions, syllabi, course of study documents, and assessment data upon request to GBC.
2. Will ensure that faculty teaching courses included in this agreement are appropriately credentialed and qualified.
3. Will communicate to GBC any changes in course numbering, titling, credit hours, course descriptions, prerequisites, etc. related to the courses in this agreement.
4. Will make grades available through the Acadeum platform in accordance with published dates.
5. Will communicate any changes in institutional-level accreditation.

### **Provisions of the Agreement – Students**

1. Will abide by all relevant policies and procedures of both institutions.
2. Will follow the PCAD drop/add and withdrawal timeframes for each enrollment.
3. Will fall under GBC Billing Policies and Procedures for tuition and fees for each enrollment.

### **Provisions of the Agreement – All Parties**

1. Subscribe to a policy of equal opportunity and will not unlawfully discriminate on the basis of race, color, national origin, disability, genetic information, veteran status, sex, gender, age, or religion.
2. Agree to indemnify and hold one another harmless from any and all claims initiated by participants, survivors, or agents, arising from any negligent acts or omission on the part of either party or their employees or students. Neither GBC nor PCAD will be liable for the acts of the other, nor shall they be liable for the acts of students participating in the agreement.

## **Bachelor of Arts in Communication and Media: (120 credits)**

Listed below is the 2024-25 BA Communication & Media curriculum.

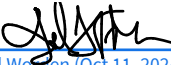
- General Education (42 Credits)
  - COM-285 | Public Speaking
  - COM-486 | Argumentation & Negotiation
  - ECO-200 | Microeconomics
  - ECO-201 | Macroeconomics
  - ENG-175 | Critical Writing I
  - ENG-176 | Critical Writing II
  - ENG-465 | Research Writing I
  - ENG-466 | Research Writing II
  - FYE-101 | First-Year Experience: Moving In
  - FYE-102 | First-Year Experience: Moving Forward
  - FYE-103 | First-Year Experience: Moving Up
  - ITG-149 | Desktop Apps: Microsoft Excel
  - MAT-111 | College Algebra
  - MAT-136 | Precalculus
  - PSY-160 | Intro to Psychology
  - SOC-161 | Intro to Sociology
- Communication & Media Major Courses (45 Credits)
  - FD-112 | Digital Media
  - COM-210 | Intro to Journalism and Newswriting
  - COM-220 | Strategic Communication Writing
  - COM-310 | Strategic Communication Planning
  - COM-350 | Intercultural Communication
  - COM-364 | Communication & Social Media Practicum
  - COM-420 | Communication Law and Ethics
  - COM-492 | Capstone Communication Portfolio
  - GD-201 | Visual Communication
  - GD-205 | Typography: Art & History of Letterform
  - GD-218 | Digital Technology II
  - GD-221 | Introduction to Interactive Design
  - GI-217 | Digital Technology I
  - HUM-102 | Art & The World
  - Option of:
    - MKT-220 | Social Media Marketing
    - MKT-230 | Email Marketing
    - MKT-240 | Viral and Organic Growth
    - GD-217 | UX/UI Design
- Interdisciplinary Courses (12 Credits)
  - MAT-234 | Finite Mathematics
  - MGT-202 | Leadership & Organizational Behavior
  - MKT-205 | Marketing Management
  - STA-326 | Applied Statistics
- Humanities Elective (3 Credits)
  - Option of:
    - HUM-103 | Humanities I
    - HUM-104 | Humanities II
    - HUM-105 | Literary Humanities
- Open Electives (18 Credits)

This agreement becomes effective upon signature by all parties and shall continue in effect as outlined in the provision of this agreement unless voided by either party upon sixty (60) days prior written notice. Pennsylvania College of Art and Design and Goldey-Beacom College will consider any amendments proposed by either party; however, the agreement must be amended in writing, signed by both parties.

**Pennsylvania College of Art & Design**

Name: Joel Worden

Title: Provost/VPAA


Signature:  Joel Worden (Oct 11, 2024 11:44 EDT)

Date: 10/11/2024

**Goldey-Beacom College**

Name: Carissa Massey

Title: Provost

Signature:  \_\_\_\_\_

Date: 10/11/2024