

General Information Template for Academic Program Review

Degree Area and Level:

BA in Business Journalism (CIP 09.0401)

Addressing UNC Tomorrow:

This proposed program would address several Recommendations within the UNC Tomorrow Report including the components to enhance Our Global Readiness (Recommendation 4.1) and Our Citizens and Their Future: Access to Higher Education (Recommendation 4.2).

Role of Program in Relation to State and Regional Needs:

According to the proposal, “There are approximately 10,000 business journalists in the United States. Unlike many other areas of mass communication, there is a growing demand for journalist and other communicators who can report and write about business, the markets and the economy. Many business news media, such as Charlotte-based American City Business Journals, are hiring journalists with an ability to cover business news at a time when journalists in other areas of reporting and writing are being cut.”

US Labor Department Analysis:

- *Summary* – Employment of writers and editors is expected to grow 10 percent, or about as fast as the average for all occupations, from 2006 to 2016. Employment of salaried writers and editors is expected to increase as demand grows for web-based publications. Technical writing, blogging, and other writing for interactive media that provide readers with nearly real-time information will provide opportunities for writers. Print magazines and other periodicals increasingly are developing market niches, appealing to readers with special interests, and making Internet-only content available on their websites. Businesses and organizations are developing newsletters and websites, and more companies are publishing materials directly for the Internet. Online publications and services are growing in number and sophistication, spurring the demand for writers and editors, especially those with Web experience. Professional, scientific, and technical services firms, including advertising and public relations agencies, also are growing and should be another source of new jobs.

- *Summary Data* – Source: U.S. Department of Labor and America's Career InfoNet

Occupational Characteristics - North Carolina					
SOC Code	Occupation	Minimum Educ Level	2008-2018 Growth	2009 Wages	Self-Empl
27-3022	Reporters and Correspondents	Bachelor's degree	Decline	\$34,360	19.3%
27-3041	Editors	Bachelor's degree	Little or no change	\$50,800	12.1%
27-3042	Technical Writers	Bachelor's degree	Average	\$62,730	2.0%
27-3043	Writers and Authors	Bachelor's degree	Average	\$53,900	69.4%

Occupational Projections - North Carolina							
SOC Code	Occupation	Employment			Average Annual Openings		
		Est 2008	Proj 2018	Change	Growth	Replace	Total
27-3022	Reporters and Correspondents	61,600	56,900	-7.6%		1,690	1,690
27-3041	Editors	129,600	129,200	-.3%		3,390	3,390
27-3042	Technical Writers	48,900	57,800	18.2%	890	790	1,680
27-3043	Writers and Authors	151,700	174,100	14.8%	2,240	3,180	5,420

Wage Trends - North Carolina							
SOC Code	Occupation	Median Annual Wage					Change
		2005	2006	2007	2008	2009	2005 to 2009
27-3022	Reporters and Correspondents	\$30,130	\$29,610	\$30,250	\$31,900	\$33,650	11.7%
27-3041	Editors	\$44,360	\$45,510	\$47,270	\$47,980	\$50,630	14.1%
27-3042	Technical Writers	\$53,450	\$55,110	\$58,460	\$60,890	\$63,120	18.1%
27-3043	Writers and Authors	\$42,920	\$47,890	\$46,860	\$44,780	\$46,390	8.1%

Benchmarks for Wage Trends (all occupations)	2005	2006	2007	2008	2009	Change 2005 to 2009
North Carolina Median Wage	\$27,160	\$27,980	\$28,950	\$29,860	\$30,570	12.6%
North Carolina Mean Wage	\$34,460	\$35,520	\$36,900	\$38,230	\$39,420	14.4%
National Median Wage	\$29,430	\$30,400	\$31,410	\$32,390	\$33,190	12.8%
National Mean Wage	\$37,870	\$39,190	\$40,690	\$42,270	\$43,460	14.8%

Availability of Programs Statewide (Enrollment and Degrees Awarded in Last 3 Years):

- Public universities – N/A
- Private universities – N/A

Available or not from Academic Common Market:

North Carolina does not participate in the ACM at the undergraduate level.

UNC-CH Campus enrollment and degrees awarded by similar programs at the Bachelors level:

(Based on two CIP digits – 09 CIP is the summary group for Communication, Journalism, and Related Programs under which Business Journalism is a program.)

Enrollment			Academic Year						
			Fall 06	Spr 07	Fall 07	Spr 08	Fall 08	Spr 09	Fall 09
UNC-CH	Speech Communication and Rhetoric	AB	457	412	511	483	532	486	479
	Mass Communication/Media Studies	AB	758	733	764	744	798	783	839

Number of Degrees Awarded			Academic Year		
			2006-2007	2007-2008	2008-2009
UNC-CH	Speech Communication and Rhetoric	AB	207	200	222
	Mass Communication/Media Studies	AB	335	354	341

Campus Average of enrollment and degrees awarded in this degree area at the Bachelors level:

(Based on two CIP digits – 09 CIP is the summary group for Communication, Journalism, and Related Programs under which Business Journalism is a program - over the last 3 Academic Years, Fall 2006-Fall 2009.)

Campus Average			
	Number of Active Programs	Enrollment per Semester	Degrees Awarded per Year
ASU	5	104	49
ECU	1	303	127
ECSU	1	26	14
FSU	1	49	11
NCA&T	2	137	56
NCCU	1	60	38
NCSU	1	491	251
UNCA	1	60	39
UNC-CH	2	627	277
UNCC	1	547	228
UNCG	2	178	73
UNCP	1	95	38
UNCW	1	269	174
WCU	2	75	36
WSSU	1	84	18
Campus Average:		207	95

UNC Chapel Hill Degree Programs added in the past three years:

- *Bachelor*
 - BA Archaeology (09/07/2007)
 - BA English – joint with the National University of Singapore (01/11/2008)
 - BA Economics – joint with the National University of Singapore (01/11/2008)
- *Master*
 - MS Neurobiology (11/09/2007)
 - MMDS Molecular Diagnostic Science (06/13/2008)
 - MS Clinical Research (06/13/2008)
 - MA German Studies – joint with Duke University (06/13/2008)
 - MA Technology and Communication (04/09/2010)
 - MRS Radiologic Science (04/09/2010)
- *Doctoral*
 - PhD Bioinformatics and Computational Biology (11/09/2007)
 - PhD German Studies – joint with Duke University (06/13/2008)

UNC Chapel Hill Degree Programs discontinued in past three years:

- *Bachelor*
 - BA Russian & East European Studies (03/20/2009)
- *Master*
 - MA Romance Languages and Literatures (03/20/2009)
 - MA Romance Languages and Literatures, Italian Literature (03/20/2009)
 - MA Romance Languages and Literatures, Spanish Literature (03/20/2009)
 - MA Romance Languages and Literatures, Spanish-American Literature (03/20/2009)
 - MA Geological Sciences (05/09/2008)
 - MS Speech and Hearing Sciences, Speech and Language Pathology (05/09/2008)

– *Doctoral*

- PhD Romance Languages and Literatures, French Language and Literature (03/20/2009)
- PhD Romance Languages and Literatures, Italian Language and Literature (03/20/2009)
- PhD Romance Languages and Literatures, Spanish Language and Literature (03/20/2009)
- PhD Romance Languages and Literatures, Spanish-American Language and Literature (03/20/2009)
- PhD Romance Languages and Literatures, Romance Philology (03/20/2009)