Proposal:

Create three (3) dual degree programs with the School of Business (2) and the School of Journalism (1). For the collaborative degrees with Business students would earn a BGS in Psychology and a BS in either Marketing or Management. For the dual degree with Journalism, students would earn a BA in Psychology and a BA in Journalism with an emphasis in Strategic Communications.

Goals addressed by this proposal:

- **Convert Psychology minors to majors**, which will grow CLAS student credit hours. Now Business and Journalism students are taking a 18 hour minor in Psychology. If students are able to pursue this dual major, this should lead to an increase of a minimum of 32 CLAS hours taken by these students (beyond the minor hours). Psychology has experienced a decline in majors in part due to an increase in the popularity of the Psychology minor. We have seen a shift for students to do the Business or Journalism major and a Psychology minor. We hope to recapture these CLAS credit hours.

- **Build curricular collaborations with the professional schools** that should lead to collaborations in other areas. This kind of cross-disciplinary training is both consistent with modern trends in curriculum planning and it fits well with the KU Strategic Initiatives.

- **Offer exciting new options to undergraduates in areas of proven interest.** Students are already electing to combine a Business or Journalism major with the Psychology minor. We believe that these dual major options will be very popular with students (and parents) who see the value in both a liberal arts education and the more specialized training provided in the professional schools.

Other key information:

- Incoming freshman who double majored in Management/Marketing & Psychology would take 128 hours.

- This proposal would, of course require a targeted exception to the 100-hour rule in the CLAS. This is the primary modification to current CLAS policy.

- Beyond this change, the Journalism dual major would require no additional changes to the current BA in Psychology.

- The Business dual major would require two additional changes to the current BGS in Psychology. These are the acceptance of the Business version of Introductory Statistics (i.e. substituting Psyc 200 with DSCI 202). Also substituting two Psychology elective courses with Psychology oriented Business courses (i.e. replacing an advanced Social Psychology course with a course like MGMT 310).