

*Competitive
Analysis
Themes*



IN OUR GRIT, OUR GLORY™

Competitive Analysis Themes

- Big 10 Academic Alliance (14)
- Carnegie Knight Initiative (12; 3 B1G)
- Lost applications



- Only 5/14 B1G programs are separate colleges
- Only 2/12 CK programs are separate colleges
- 5/14 B1G programs are named
- 8/12 CK programs are named



- Degrees: BA, BJ, BS, BFA
- Some programs offer “classic” majors with concentrations/areas of emphasis; others offer many different majors
- Innovative majors:
 - Informatics & Media
 - Information Technology and Informatics
 - Games and Interactive Media
 - Game Design



CoJMC only program with a comprehensive SPMC major.



- Degrees: MA, MS, MJ, MSJ, MPD, MPS, MMC, Ph.D.
- Separate professional and research master's track
- Joint programs JD/MA, JD/MS, Ph.D. (interdisciplinary), MD/MMC
- Executive education (prof. development)
- 4+1 programs
- International academic partnerships
- ▶ **CoJMC one of the few programs without a media-focused Ph.D. program**





Undergraduate

- New media and interactive storytelling
- Black cinema & media studies
- Game design
- Global media
- Analytics
- Entrepreneurship & Innovation
- Teaching journalism
- Sports journalism
- Visual Communication

Graduate

- Media
- Professional journalism studies
- Consumer Insights & Analytics
- IMC/Strat Comm
- Advanced Social Media

 **CoJMC has room for growth!**

- Fewer than half of the programs offer master's programs online (Iowa, Penn State, Northwestern, Nebraska, Purdue, ASU, Missouri, UNC, Syracuse)
- ASU is the only program that offers undergraduate programs online
- Also: Credit and non-credit certificate programs and courses for prof. development
- ▶ **CoJMC can expand into undergraduate online education and professional development opps.**



- Wide range of research/creative activity institutes and centers
- USC may have the largest number
- Some are interdisciplinary
- Many are endowed



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