

**Results for Certified Evaluation and Accreditation
for Professional Graduate School of Public Relations**

**The Graduate School of Information & Communication
School of Information & Communication
Master's program for Information & Communication**



Basic Information of the Institution	
Ownership: Private	Location: Tokyo, Japan
Accreditation Status	
Year of the Review: 2021	
Accreditation Status: accredited (Accreditation Period: April 1, 2022 – March 31, 2027)	

**Certified Evaluation and Accreditation Results
for Graduate School of Information & Communication
School of Information & Communication
Master's Program for Information & Communication**

The Graduate School of Information & Communication, School of Information & Communication, Master's program for Information & Communication was established in 2017 as a graduate university consisting of a single graduate school (Graduate School of Information & Communication) for training information and communication specialists who can promote public relations strategies. The Program has conducted educational and research activities primarily intended for working adults who engage in public relations, advertisement, corporate planning, and marketing at organizations such as corporations and public bodies such as government agencies, as well as working adults who wish to develop their career or expertise in the public relations field. The program was established for the following purpose: "In order to fulfill our role as an institute of higher education and social responsibility, we develop advanced professionals with broad perspective and a high level insight in the fields of public relations and information utilization, and provide education that facilitates various activities of people in industrial and regional societies and promote information utilization. (...) In response to the social conditions, we develop individuals with advanced problem-solving skills and value-creating abilities, especially in the field of public relations and social information in industrial and regional societies." In line with this purpose, the Program has designed a curriculum to develop the skills needed to formulate and implement individually tailored, specific communication strategies for organizations, product planners, and other related staff, as well as the skills needed to identify issues in the field of information and communication and propose effective solutions to such issues. Specifically, the Program has developed a step-by-step curriculum consisting of basic subjects, specialized basic subjects, specialized subjects, and seminar subjects. Education in the Program is oriented toward interactive, practical learning, involving activities such as discussions on the latest examples in the field of information and communication with a variety of guest lecturers (e.g., managers, journalists). The Program has regular meetings and interviews with graduates to identify the needs of students and graduates. On the basis of the opinions gathered, the Program has made Information & Communication Seminar, which involves preparation of a Research Achievement Report, a compulsory subject from the first semester of the

The Graduate School of Information & Communication
School of Information & Communication
Master's program for Information & Communication

first year. It is commendable that the Program has effectively improved its educational method through such initiatives. The Program has received favorable reviews from the employers of graduates as a result of such initiatives, which is an achievement worthy of praise.

However, the issues described below, including those that require immediate addressing, were identified.

First, as the university was opened in 2017 as a graduate university with only one graduate school, the School of Information & Communication, the same purpose was adopted for the university and the graduate school. However, due to the subsequent establishment of the School of Professional Education, the university developed a new purpose as a graduate university with two graduate schools. However, since the purpose of the School of Information & Communication developed at the time of establishment is not defined in the school rules, etc., immediate measures need to be taken to ensure compliance with the Graduate School Establishment Standards.

Next, there are issues with the curriculum. Although the Program considers Social Information Seminar, which involves preparation and guidance for the Research Achievement Report, as the core subject for learning, the core subjects are not clearly presented in the curriculum. Therefore, the Program should clarify the fundamental subjects for learning the theories and methodologies in the field of information and communication so as to clearly present a curriculum that bridges theory and practice. In addition, in order to encourage systematic learning, the Program should create a system for guidance for taking courses based on a course-taking model, and revise the maximum number of credits that students can register for in a year to encourage them to take subjects in a well-balanced manner. At the time of approval of establishment by the Minister of Education, Culture, Sports, Science and Technology (MEXT), the MEXT pointed out the need for subjects on the topic of corporate (PR) globalization, given the importance of adapting to globalization in the field of information and communication. Therefore, the Program should offer such subjects. To solve these curriculum-related issues, the Program is expected to use the Collaboration Council for Educational Program to gather opinions from various sectors of the industrial world.

Some course syllabuses do not provide an adequate class schedule. Therefore, the Program should try to improve syllabus details and prepare syllabuses that contribute to student learning. Furthermore, although the Program has a system that allows students to make inquiries about assessment of academic achievement, many students are not made aware of the system, and the system has not been utilized. Therefore, the Program should develop an effective system and provide students with

The Graduate School of Information & Communication
School of Information & Communication
Master's program for Information & Communication

an appropriate explanation on it.

In order to provide education that bridges theory and practice, the Program focuses on practical education and recruits faculty who have a variety of practical experience in the field of information and communication. As the Program considers it important to recruit faculty with research skills in addition to practical experience, it hires people with a Master's degree or PhD and research achievements. However, the Program does not present any specific requirements and criteria for the research skills required of practitioner faculty members. Therefore, the Program should stipulate the requirements and criteria to prove that it has teaching staff who possess research skills in addition to practical experience. As the Program leaves it to individual faculty members to conduct research, it should promote research activity through initiatives such as joint research projects between practitioner faculty members and academic faculty members to establish the field of information and communication, which is an emergent field. For the promotion of research activity, the Program should have a sufficient amount of academic library material of a sufficient quality and increase the number of staff responsible for reference services.

There are issues with the faculty organization and student enrollment. Consistent self-study is vital in order to solve these issues as well as those described above. Even though the Program decided that self-study must be conducted every year at the time of founding, appropriate self-study has only been conducted since 2019. Therefore, the Program should conduct periodic self-study in accordance with its own rules. The JUAA hopes the Program makes improvements to its activities on the basis of the self-study results, review comments from MEXT, and the results of the Certified Evaluation and Accreditation for Professional Graduate School of Public Relations that the Program is undergoing for the first time. The Program intends to actively promote HyFlex classes that combine face-to-face and online tuition to allow students to enroll from distant locations.

The HyFlex class format was adopted in 2020 from the perspective of preventing the spread of COVID-19. By making HyFlex classes a permanent feature, the Program could be able to improve convenience for adult students and admit new types of students. However, as the HyFlex class format is a new kind of class method, the Program needs to verify its effectiveness on a regular basis. Furthermore, the Program should understand that students studying exclusively online need support, alternative services for using library material, etc. These points should be considered to ensure an appropriate learning environment.

In order to make its focus on communication strategy-related education clearer,

**The Graduate School of Information & Communication
School of Information & Communication
Master's program for Information & Communication**

the university has decided to change the names of the university, the graduate school, and the awarded degree in 2022. The JUAA hopes the Program further clarifies the need and definition of the field of information and communication, which is a new field developed by the Program, and disseminates that information to the public so as to establish itself as an information and communication professional graduate school.