**Potter College of Arts & Letters**

**Western Kentucky University**

**745-2345**

**REPORT TO THE UNIVERSITY CURRICULUM COMMITTEE**

Date: February 28, 2013

The Potter College of Arts & Letters submits the following items for consideration:

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| **Type of Item** | **Description of Item & Contact Information** |
| Action | **Proposal to Revise a Program**716 Major in News/Editorial JournalismContact: Jo-Anne Ryan, jo-anne.ryan@wku.edu, 5-3828 |
| Action | **Proposal to Revise a Program**726 Major in BroadcastingContact: Jo-Anne Ryan, jo-anne.ryan@wku.edu, 5-3828 |
| Action | **Proposal to Revise a Program**727 Major in AdvertisingContact: Jo-Anne Ryan, jo-anne.ryan@wku.edu, 5-3828 |
| Action | **Proposal to Revise a Program**750 Major in PhotojournalismContact: Jo-Anne Ryan, jo-anne.ryan@wku.edu, 5-3828 |
| Action | **Proposal to Revise a Program**763 Major in Public Relations Contact: Jo-Anne Ryan, jo-anne.ryan@wku.edu, 5-3828 |

Proposal Date: November 27, 2012r

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise a Program**

**(Action Item)**

Contact Person: Jo-Anne Ryan jo-anne.ryan@wku.edu 745-3828

**1. Identification of program:**

* 1. Current program reference number: 716
	2. Current program title: Major in News/Editorial Journalism (B.A.)
	3. Credit hours: 42

**2. Identification of the proposed program changes:**

* Revise the academic regulation requiring students to take a minimum of 80 semester hours in courses outside the major area of journalism and mass communications, with no fewer than 65 semester hours in the liberal arts and natural sciences.

• Revise the restrictions on the selection of a minor.

**3. Detailed program description:**

***Current program Proposed program – changes in bold***

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| Major in News/Editorial JournalismADMISSION REQUIREMENTS: Students wishing to enter the major in news/editorial journalism initially are admitted as majors seeking admission (reference 716P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.Students must meet the following requirements before admission to the major:1. Completion of 48 hours of course work applicable to the baccalaureate degree with  a minimum overall grade point average of 2.5. Required courses include COMM 161,  ENG 100, HIST 119 or 120 and the  university math requirement. A minimum  grade of “C” is required in ENG 100.2. Completion of the following courses with at least a grade of “C”: JOUR 201, 202, 232CURRICULUMThe major in News/Editorial Journalism (reference number 716) requires 42 semester hours and leads to a Bachelor of Arts degree. Students must have a minor or second major outside the School of Journalism & Broadcasting and approved by the major advisor. Students must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communication, with no fewer than 65 semester hours in the liberal arts and natural sciences.One-half of the hours in the major must be at the 300- or 400-level. REQUIRED COURSES (39 hours)JOUR 131 Introduction to Digital PhotographyJOUR 201 Media and SocietyJOUR 202 Introduction to Media WritingJOUR 232 Electronic Technologies for JournalismJOUR 261 Introduction to Multimedia BCOM 264 Digital Video ProductionBCOM 265 Basic Broadcast News JOUR 301 Press Law & Ethics JOUR 302 Intermediate Reporting JOUR 323 News Editing JOUR 325 Feature Writing JOUR 348 Introduction to Interactive Advertising JOUR 426 Advanced Reporting RESTRICTED UPPER DIVISION ELECTIVE (3 hours)JOUR 336 Picture Editing JOUR 341 Principles of Advertising JOUR 343 Print Design JOUR 355 Fundamentals of Public Relations JOUR 421 American Press History JOUR 422 Current Issues in Mass Communication JOUR 481 Problems in Mass CommunicationJOUR 491 Internship/Practicum JOUR 495 Collaborative Journalism BCOM 368 News Videography & Editing REQUIRED COURSES OUTSIDE THE MAJORECON 203 Macroeconomics PS 110 American National Government PS 304 State Government HIST 349 The United States Since 1945ONE OF THE FOLLOWING TWO COURSESGEOG 110 World Regional Geography GEOG 360 Geography of North America  | Major in News/Editorial JournalismADMISSION REQUIREMENTS: Students wishing to enter the major in news/editorial journalism initially are admitted as majors seeking admission (reference 716P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.Students must meet the following requirements before admission to the major:1. Completion of 48 hours of course work applicable to the baccalaureate degree with  a minimum overall grade point average of 2.5. Required courses include COMM 161,  ENG 100, HIST 119 or 120 and the  university math requirement. A minimum  grade of “C” is required in ENG 100.2. Completion of the following courses with at least a grade of “C”: JOUR 201, 202, 232CURRICULUMThe major in News/Editorial Journalism (reference number 716) requires 42 semester hours and leads to a Bachelor of Arts degree. **Students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit including the University’s general education requirements.****In addition to meeting institutional requirements for graduation, the news/editorial major must have a minor or second major outside of the School of Journalism & Broadcasting and Film Studies that is approved by the major faculty advisor. Students may not select a minor in film studies, or those offered within the School, unless taken as a second minor.**One-half of the hours in the major must be at the 300- or 400-level.REQUIRED COURSES (39 hours)JOUR 131 Introduction to Digital PhotographyJOUR 201 Media and SocietyJOUR 202 Introduction to Media WritingJOUR 232 Electronic Technologies for JournalismJOUR 261 Introduction to Multimedia BCOM 264 Digital Video ProductionBCOM 265 Basic Broadcast News JOUR 301 Press Law & Ethics JOUR 302 Intermediate Reporting JOUR 323 News Editing JOUR 325 Feature Writing JOUR 348 Introduction to Interactive Advertising JOUR 426 Advanced Reporting RESTRICTED UPPER DIVISION ELECTIVE (3 hours)JOUR 336 Picture Editing JOUR 341 Principles of Advertising JOUR 343 Print Design JOUR 355 Fundamentals of Public Relations JOUR 421 American Press History JOUR 422 Current Issues in Mass Communication JOUR 481 Problems in Mass CommunicationJOUR 491 Internship/Practicum JOUR 495 Collaborative Journalism BCOM 368 News Videography & Editing REQUIRED COURSES OUTSIDE THE MAJORECON 203 Macroeconomics PS 110 American National Government PS 304 State Government HIST 349 The United States Since 1945ONE OF THE FOLLOWING TWO COURSESGEOG 110 World Regional Geography GEOG 360 Geography of North America  |

**4. Rationale for the proposed program change:**

* The revision will update an academic program regulation required by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). ACEJMC recentlyapproved revisions to the accreditation standards, including adjustment of the 80/65 credit requirement to a minimum of 72 credit hours outside of the School of Journalism & Broadcasting unit, while meeting liberal arts and sciences-general education requirements of the institution.

Revisions go into effect in the 2013-14 academic year.

* The program revision regarding minors clarifies the policy for the major. The underlying principle of the policy is to ensure that students will have a broad education beyond the discipline.

**5. Proposed term for implementation and special provisions (if applicable):**

Implementation will be fall 2013, with the special provision to include currently enrolled students beginning with the graduating class of December 2013 and thereafter.

**6. Dates of prior committee approvals:**

SJ&B Curriculum Committee \_11/30/12\_\_\_\_\_\_\_\_\_

School of Journalism & Broadcasting \_11/30/12\_\_\_\_\_\_\_\_\_

 PCAL Curriculum Committee \_2/7/2013\_\_\_\_\_\_\_\_\_\_

 Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Proposal Date: November 27, 2012r

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise a Program**

**(Action Item)**

Contact Person: Jo-Anne Ryan jo-anne.ryan@wku.edu 745-3828

**1. Identification of program:**

* 1. Current program reference number: 726
	2. Current program title: Major in Broadcasting (B.A.)
	3. Credit hours: 39

**2. Identification of the proposed program changes:**

* Revise the academic regulation requiring students to take a minimum of 80 semester hours in courses outside the major area of journalism and mass communications, with no fewer than 65 semester hours in the liberal arts and natural sciences.
* Clarify the restrictions on the selection of a minor.
* Delete BCOM 429 Broadcast Meteorology from restricted electives

**3. Detailed program description:**

 *Current Program Proposed Program* ***- revisions in bold***

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| --- | --- |
| Major in BroadcastingADMISSION REQUIREMENTS: Students wishing to enter the major in broadcasting initially are admitted as majors seeking admission (reference 726P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.Students must meet the following requirements before admission to the major:1. Completion of 30 hours of course work applicable to the baccalaureate degree with  a minimum overall grade-point average of 2.7. Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120 and the university math requirement. A minimum grade of “C” is required in ENG 100.2. Completion of the following courses with at least a “C,” according to the intended concentration: Broadcast News:  BCOM 185 and either 201 or 265 Radio/TV Operations & Management:  BCOM 185 and either 201 or 261 TV/Film Production:  BCOM 185 and either 201 or 266CURRICULUMThe major in broadcasting (reference number 726) requires a minimum of 39 semester hours and leads to a Bachelor of Arts degree. Students must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communication, with no fewer than 65 semester hours in the liberal arts and natural sciences.A minor or second major outside of the School of Journalism & Broadcasting and the field of mass communication, the Department of Communication, and Film Studies is required. Communication studies or Film Studies may be only taken as a second minor.One-half of the hours in the major must be at the 300- or 400-level. Only 3 hours of internship or co-op may be counted within the major. One-hour workshops may be repeated in different topics up to 4 hours. Only 3 hours of workshop credit may be counted within the 39-hour major.Students entering the major may choose from three concentrations for their study emphasis as listed below. Broadcast News ConcentrationRequired courses for all majors (12 hours)BCOM 185 Introduction to BroadcastingBCOM 201 Process and Effects of Mass Comm.BCOM 301 Mass Communication Law and Ethics BCOM 325 Survey of Writing for TV & Radio Requirements within news concentration (21 hours)BCOM 265 Basic Broadcast News BCOM 266 Basic Television Production BCOM 335 News Discovery and Selection BCOM 365 Intermediate Broadcast News BCOM 368 News Videography/EditingBCOM 465 Adv. Broadcast News  Select one of the following three courses (3 hours)BCOM 326 Radio/TV Performance BCOM 385 Broadcast Commercial Sales BCOM 485 Broadcast Operations & Mngmnt Restricted electives (6 hours)*C*hosen in consultation with department faculty advisor. Suggested electives: BCOM 261,360,328,329,361,385, 429,485,461(1 hr), 467(1 hr), 491, JOUR 131,261,495, or COMM 247. General Education requirements \*ECON 150 or 202 or 203 PS 110 American National GovernmentGEOG 121 Meteorology One of the following two coursesGEOG 110 World Regional Geography COMM 263 Fndmntls of Comm & Culture General Elective requirement\*PS 250 International PoliticsSuggested courses outside of major and General EducationPS 304 State Government HIST 349 The United States since 1945Television/Film Production ConcentrationRequired courses for all majors (12 hours)BCOM 185 Introduction to BroadcastingBCOM 201 Process and Effects of Mass Comm.BCOM 301 Mass Communication Law and Ethics BCOM 325 Survey of Writing for TV & Radio Requirements within concentration (21 hours)BCOM 266 Basic Television Production BCOM 366 Video Editing BCOM 367 Field Production BCOM 379 Producing Video and Film BCOM 380 Intermediate Post Production BCOM 466 Directing Television and Film BCOM 482 Television Program Production Restricted Electives (6 hours)Six additional hours chosen in consultation with departmental faculty advisor.Suggested electives:FILM 201, BCOM 350, 376, 378, 480, 485, 491; ENG 309, 365, 366, 465, 466, JOUR 232, 261, 341, 495General Education requirements \*ECON 150 or 202 or 203 PS 110 American Nat’l Government *One of the following*GEOG 110 World Regional Geography COMM 263 Fndmntls of Comm. & Culture Suggested courses in General EducationPHYS 103 Light, Color and Vision PHYS 130 Acoustics Music/Speech Suggested courses outside of major and General Education HIST 349 The United States since 1945 Radio and Television Operations ConcentrationRequired courses for all majors (12 hours)BCOM 185 Introduction to Broadcasting BCOM 201 Process and Effects of Mass Comm.BCOM 301 Mass Communication Law and Ethics BCOM 325 Survey of Writing for TV & RadioRequirements within concentration (21 hours)BCOM 261 Basic Radio Production BCOM 265 Basic Broadcast News BCOM 266 Basic Television Production BCOM 360 Electronic Media Programming & Research BCOM 385 Broadcast Commercial Sales BCOM 485 Broadcast Operations & Management  *One of the following two courses*BCOM 361 Advanced Radio Production BCOM 366 Studio and Post Production TechniquesUpper Division Electives (6 hours)Select six hours of upper division electives within the School of J&B or the University approved by department faculty advisor. BCOM 491, Internship, strongly recommended.General Education requirements \*ECON 150 or 202 or 203 PS 110 American National Government  *One of the following*GEOG 110 World Regional Geography COMM 263 Fundamentals of Comm. & Culture Suggested courses outside of major and General Education:ACCT 200, HIST 349, MGT 210, MKT 220, PHIL 215 and PSY 371 or PHIL 320.\* Broadcasting students transferring to WKU with 60 or more hours of credit will be exempt from department required courses in general education and general electives, but must meet general education requirements of the Universityand the liberal arts/sciences requirements of the School of Journalism and Broadcasting. | Major in BroadcastingADMISSION REQUIREMENTS: Students wishing to enter the major in broadcasting initially are admitted as majors seeking admission (reference 726P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.Students must meet the following requirements before admission to the major:1. Completion of 30 hours of course work applicable to the baccalaureate degree with  a minimum overall grade-point average of 2.7. Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120 and the university math requirement. A minimum grade of “C” is required in ENG 100.2. Completion of the following courses with atleast a grade of “C,” according to the intended concentration: Broadcast News:  BCOM 185 and either 201 or 265 Radio/TV Operations & Management:  BCOM 185 and either 201 or 261 TV/Film Production:  BCOM 185 and either 201 or 266CURRICULUMThe major in broadcasting (reference number 726) requires a minimum of 39 semester hours and leads to a Bachelor of Arts degree. **Students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit including the University’s general education requirements.****In addition to meeting institutional requirements for graduation, the broadcasting major must have a minor or second major outside of the School of Journalism & Broadcasting, the Department of Communication, and Film Studies that is approved by the major faculty advisor. Students may not select a minor in film studies, communication studies, or from those offered within the School, unless taken as a second minor.**One-half of the hours in the major must be at the 300- or 400-level. Only 3 hours of internship or co-op may be counted within the major. One-hour workshops may be repeated in different topics up to 4 hours. Only 3 hours of workshop credit may be counted within the 39-hour major.Students entering the major may choose from three concentrations for their study emphasis as listed below. 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General Education requirements \*ECON 150 or 202 or 203 PS 110 American National Government GEOG 121 Meteorology One of the following two coursesGEOG 110 World Regional Geography COMM 263 Fndmntls of Comm & Culture General Elective requirement\*PS 250 International PoliticsSuggested courses outside of major and General EducationPS 304 State Government HIST 349 The United States since 1945Television/Film Production ConcentrationRequired courses for all majors (12 hours)BCOM 185 Introduction to BroadcastingBCOM 201 Process and Effects of Mass Comm.BCOM 301 Mass Communication Law and Ethics BCOM 325 Survey of Writing for TV & Radio Requirements within concentration (21 hours)BCOM 266 Basic Television Production BCOM 366 Video Editing BCOM 367 Field Production BCOM 379 Producing Video and Film BCOM 380 Intermediate Post Production BCOM 466 Directing Television and Film BCOM 482 Television Program Production Restricted Electives (6 hours)Six additional hours chosen in consultation with departmental faculty advisor.Suggested electives:FILM 201, BCOM 350, 376, 378, 480, 485, 491; ENG 309, 365, 366, 465, 466, JOUR 232, 261, 341, 495General Education requirements \*ECON 150 or 202 or 203 PS 110 American Nat’l Government *One of the following*GEOG 110 World Regional Geography COMM 263 Fndmntls of Comm. & Culture Suggested courses in General EducationPHYS 103 Light, Color and Vision PHYS 130 Acoustics Music/Speech Suggested courses outside of major and General Education HIST 349 The United States since 1945 Radio and Television Operations ConcentrationRequired courses for all majors (12 hours)BCOM 185 Introduction to Broadcasting BCOM 201 Process and Effects of Mass Comm.BCOM 301 Mass Communication Law and Ethics BCOM 325 Survey of Writing for TV & RadioRequirements within concentration (21 hours)BCOM 261 Basic Radio Production BCOM 265 Basic Broadcast News BCOM 266 Basic Television Production BCOM 360 Electronic Media Programming & Research BCOM 385 Broadcast Commercial Sales BCOM 485 Broadcast Operations & Management  *One of the following two courses*BCOM 361 Advanced Radio Production BCOM 366 Studio and Post Production Techniques Upper Division Electives (6 hours)Select six hours of upper division electives within the School of J&B or the University approved by department faculty advisor. BCOM 491, Internship, strongly recommended.General Education requirements \*ECON 150 or 202 or 203 PS 110 American National Government  *One of the following*GEOG 110 World Regional Geography COMM 263 Fundamentals of Comm. & Culture Suggested courses outside of major and General Education:ACCT 200, HIST 349, MGT 210, MKT 220, PHIL 215 and PSY 371 or PHIL 320.\* Broadcasting students transferring to WKU with 60 or more hours of credit will be exempt from department required courses in general education and general electives, but must meet general education requirements of the University and **complete a minimum of 72 semester hours of courses outside the School of Journalism & Broadcasting.** |

**4. Rationale for the proposed program change:**

* The revision will update an academic program regulation required by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). ACEJMC recentlyapproved revisions to the accreditation standards, including adjustment of the 80/65 credit requirement to a minimum of 72 credit hours outside of the School of Journalism & Broadcasting unit, while meeting liberal arts and sciences-general education requirements of the institution.

Revisions go into effect in the 2013-14 academic year.

* The program revision regarding minors clarifies the policy for the major. The underlying principle of the policy is to ensure that students will have a broad education beyond the discipline.
* BCOM 429 *Broadcast Meteorology* has been deleted from the course inventory.

**5. Proposed term for implementation and special provisions (if applicable):**

Implementation will be fall 2013, with the special provision to include all catalog years effective with the graduating class of December 2013 and thereafter.

**6. Dates of prior committee approvals:**

SJ&B Curriculum Committee 11/30/12\_\_\_\_\_\_\_\_\_

School of Journalism & Broadcasting 11/30/12\_\_\_\_\_\_\_\_\_

PCAL Curriculum Committee 2/7/2013\_\_\_\_\_\_\_\_

 Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Proposal Date: November 27, 2012r

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise a Program**

**(Action Item)**

Contact Person: Jo-Anne Ryan jo-anne.ryan@wku.edu 745-3828

**1. Identification of program:**

* 1. Current program reference number: 727
	2. Current program title: Major in Advertising (B.A.)
	3. Credit hours: 36

**2. Identification of the proposed program changes:**

* Revise the academic regulation requiring students to take a minimum of 80 semester hours in courses outside the major area of journalism and mass communications, with no fewer than 65 semester hours in the liberal arts and natural sciences.
* Revise the restrictions on the selection of a minor.

**3. Detailed program description:**

*Current program**Proposed program* ***– changes in bold***

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| --- | --- |
| Major in AdvertisingADMISSION REQUIREMENTS: Students wishing to enter the major in advertising initially are admitted as majors seeking admission (reference 727P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.Students must meet the following requirements before admission to the major:1. Completion of 48 hours of course work applicable to the baccalaureate degree with  a minimum overall grade point average of 2.5. Required courses include COMM 161,  ENG 100, HIST 119 or 120 and the  university math requirement. A minimum  grade of “C” is required in ENG 100.2. Completion of the following courses with at least a grade of “C”: JOUR 201, 202, 232CURRICULUMMajor in AdvertisingThe major in advertising (reference number 727) requires 36 semester hours and leads to a Bachelor of Arts degree.Students must have a minor or second major outside the School of Journalism & Broadcasting. Generally, studentsmay select any minor except communication studies, film studies or those offered within the School, as long as the minor is approved by the major advisor, 80 hours are taken outside the area of journalism and mass communication, with no fewer than 65 hours of liberal arts and natural science courses.A minor in marketing is recommended for advertising majors emphasizing branding. Advertising majors who choose the print advertising emphasis are required to minor in graphic design, which is offered by the Department of Art.One-half of the hours in the major must be at the 300- or 400-level. All advertising majors must take a statistics course, MKT 220 and either GEOG 110 or 360. *Required core courses:* (18 hours)JOUR 201 Media and SocietyJOUR 202 Intro Media WritingJOUR 232 Electronic Technologies for JournalismJOUR 341 Principles of Advertising JOUR 300 Research in Ad & PR JOUR 344 Advertising in a Digital World *and six courses (18 hours) in one of three concentrations* BRANDING Required courses (9 hoursJOUR 346 Account Planning JOUR 349 Advertising Media JOUR 446 Advertising Campaigns *and three courses of restricted electives to be selected from:* (9 hours) MKT 328 Marketing On The World Wide WebBCOM 266 Basic TV ProductionBCOM 385 Broadcast Commercial SalesJOUR 131 Intro. to Digital PhotographyJOUR 340 Creative Strategy/Copywriting JOUR 343 Print Design, Production, TypographyJOUR 348 Intro. Interactive Advertising JOUR 355 Fundamentals Public RelationsJOUR 443 Interactive Advertising DesignJOUR 448 Ad Internship or PracticumJOUR 481 Problems in Mass Comm.JOUR 495 Collaborative Journalism*One of the following two law classes*JOUR 301 Press Law & EthicsBCOM 301 Mass Communication Law & EthicsCREATIVE - INTERACTIVE ADVERTISING DESIGN: (18 hours)BCOM 264 Digital Video ProductionJOUR 340 Creative Strategy and Copywriting JOUR 343 Print Design, Production, TypographyJOUR 348 Intro. to Interactive Advertising Design JOUR 443 Interactive Advertising Design JOUR 444 Adv. Interactive Ad DesignCreative - Print Advertising Design[minor in Graphic Arts #385 required]Required courses (12 hours)JOUR 340 Creative Strategy and Copywriting JOUR 343 Print Design, Production, TypographyJOUR 345 Copywriting & Layout JOUR 445 Advanced Copywriting/Layout *And two courses of restricted electives to be selected from the following:* (6 hours)MKT 328 Marketing On The World Wide WebBCOM 266 Basic TV ProductionBCOM 385 Broadcast Commercial SalesJOUR 131 Intro. to Digital PhotographyJOUR 346 Advertising Account Planning JOUR 355 Fundamentals Public RelationsJOUR 348 Intro to Interactive Advertising JOUR 443 Interactive Advertising DesignJOUR 481 Problems in Mass Comm.JOUR 495 Collaborative Journalism *One of the following two law classes*JOUR 301 Press Law & EthicsBCOM 301 Mass Communication Law & Ethics | Major in AdvertisingADMISSION REQUIREMENTS: Students wishing to enter the major in advertising initially are admitted as majors seeking admission (reference 727P). 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**4. Rationale for the proposed program change:**

* The revision will update an academic program regulation required by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). ACEJMC recentlyapproved revisions to the accreditation standards, including adjustment of the 80/65 credit requirement to a minimum of 72 credit hours outside of the School of Journalism & Broadcasting unit, while meeting liberal arts and sciences-general education requirements of the institution.

Revisions go into effect in the 2013-14 academic year.

* The program revision regarding minors clarifies the policy for the major. The underlying principle of the policy is to ensure that students will have a broad education beyond the discipline.

**5. Proposed term for implementation and special provisions (if applicable):**

Implementation will be fall 2013, with the special provision to include currently enrolled students beginning with the graduating class of December 2013 and thereafter.

**6. Dates of prior committee approvals:**

SJ&B Curriculum Committee \_11/30/12\_\_\_\_\_\_\_\_\_

School of Journalism & Broadcasting \_11/30/12\_\_\_\_\_\_\_\_\_

PCAL Curriculum Committee \_2/7/13 \_\_\_\_\_\_\_\_\_\_

 Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Proposal Date: November 27, 2012r

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise a Program**

**(Action Item)**

Contact Person: Jo-Anne Ryan jo-anne.ryan@wku.edu 745-3828

**1. Identification of program:**

* 1. Current program reference number: 750
	2. Current program title: Major in Photojournalism (B.A.)
	3. Credit hours: 42

**2. Identification of the proposed program changes:**

* Revise the academic regulation requiring students to take a minimum of 80 semester hours in courses outside the major area of journalism and mass communications, with no fewer than 65 semester hours in the liberal arts and natural sciences.
* Revise the restrictions on the selection of a minor.

**3. Detailed program description:**

***Current program Proposed program - changes in bold***

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| Major in PhotojournalismADMISSION REQUIREMENTS: Students wishing to enter the major in photojournalism are admitted as majors seeking admission (reference 750P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.Students must meet the following requirements before admission to the major:1. Completion of 30 hours of course work applicable to the baccalaureate degree with  a minimum overall grade point average of 2.5. Required courses include COMM 145  or COMM 161 (preferably COMM 161), HIST 119 or 120 and the university math requirement. A minimum grade of “C” is required in ENG 100.2. Completion of the following courses with at least a grade of “C”: JOUR 201, 202, 231,  261.CURRICULUMThe major in photojournalism (reference number 750) requires 42 semester hours and leads to the Bachelor of Arts degree. Students must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communication, with no fewer than 65 hours in the liberal arts and natural sciences. In addition to meeting institutional requirements for graduation, the photojournalism major must have a minor or second major that is approved by the major faculty advisor.  One-half of the hours in the major must be at the 300- or 400-level. REQUIRED COURSES - 36 HOURS JOUR 201 Media & SocietyJOUR 202 Introduction to Media WritingJOUR 231 Introduction to PhotojournalismJOUR 261 Introduction to Multimedia *One of the following two law classes* JOUR 301 Press Law & Ethics  BCOM 301 Mass Comm Law & Ethics JOUR 302 Intermediate Reporting JOUR 333 Lighting Technologies JOUR 334 Picture Stories JOUR 336 Picture Editing JOUR 362 Web Narratives JOUR 432 Photojournalism Practicum JOUR 436 Photojournalism Projects RESTRICTED ELECTIVES - 6 HOURSJOUR 323 News Editing JOUR 325 Feature Writing JOUR 443 Interactive Advertising Design JOUR 439 Adv. Studio Lighting Techniques BCOM 368 News Videography & Editing REQUIREMENTS OUTSIDE THE MAJORPS 110 American National Government PS 304 State Government ENT 312 Entrepreneurship *One of the following two GEOG classes* GEOG 110 World Regional Geography GEOG 360 Geography of N. America  | Major in PhotojournalismADMISSION REQUIREMENTS: Students wishing to enter the major in photojournalism are admitted as majors seeking admission (reference 750P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.Students must meet the following requirements before admission to the major:1. Completion of 30 hours of course work applicable to the baccalaureate degree with  a minimum overall grade point average of 2.5. Required courses include COMM 145 or  COMM 161 (preferably COMM 161), HIST 119 or 120 and the university math requirement. A minimum grade of “C” is required in ENG 100.2. Completion of the following courses with at least a grade of “C”: JOUR 201, 202, 231,  261.CURRICULUMThe major in photojournalism (reference number 750) requires 42 semester hours and leads to the Bachelor of Arts degree. **Students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit including the University’s general education requirements.****In addition to meeting institutional requirements for graduation, the photojournalism major must have a minor or second major outside of the School of Journalism & Broadcasting and Film Studies that is approved by the major faculty advisor. Students may not select a minor in film studies, or those offered within the School, unless taken as a second minor.** One-half of the hours in the major must be at the 300- or 400-level.REQUIRED COURSES - 36 HOURS JOUR 201 Media & SocietyJOUR 202 Introduction to Media WritingJOUR 231 Introduction to PhotojournalismJOUR 261 Introduction to Multimedia *One of the following two law classes* JOUR 301 Press Law & Ethics  BCOM 301 Mass Comm Law & Ethics JOUR 302 Intermediate Reporting JOUR 333 Lighting Technologies JOUR 334 Picture Stories JOUR 336 Picture Editing JOUR 362 Web Narratives JOUR 432 Photojournalism Practicum JOUR 436 Photojournalism Projects RESTRICTED ELECTIVES - 6 HOURSJOUR 323 News Editing JOUR 325 Feature Writing JOUR 443 Interactive Advertising Design JOUR 439 Adv. Studio Lighting Techniques BCOM 368 News Videography & Editing REQUIREMENTS OUTSIDE THE MAJORPS 110 American National Government PS 304 State Government ENT 312 Entrepreneurship *One of the following two courses* GEOG 110 World Regional Geography GEOG 360 Geography of N. America |

**4. Rationale for the proposed program change:**

* The revision will update an academic program regulation required by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). ACEJMC recentlyapproved revisions to the accreditation standards, including adjustment of the 80/65 credit requirement to a minimum of 72 credit hours outside of the School of Journalism & Broadcasting unit, while meeting liberal arts and sciences-general education requirements of the institution.

Revisions go into effect in the 2013-14 academic year.

* The program revision regarding minors clarifies the policy for the major. The underlying principle of the policy is to ensure that students will have a broad education beyond the discipline.

**5. Proposed term for implementation and special provisions (if applicable):**

Implementation will be fall 2013, with the special provision to include currently enrolled students beginning with the graduating class of December 2013 and thereafter.

**6. Dates of prior committee approvals:**

SJ&B Curriculum Committee \_11/30/12\_\_\_\_\_\_\_\_\_

School of Journalism & Broadcasting \_11/30/12\_\_\_\_\_\_\_\_\_

 PCAL Curriculum Committee \_2/7/2013\_\_\_\_\_\_\_\_\_\_

 Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Proposal Date: November 27, 2012 r

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise a Program**

**(Action Item)**

Contact Person: Jo-Anne Ryan jo-anne.ryan@wku.edu 745-3828

**1. Identification of program:**

* 1. Current program reference number: 763
	2. Current program title: Major in Public Relations (B.A.)
	3. Credit hours: 39

**2. Identification of the proposed program changes:**

* Revise the academic regulation requiring students to take a minimum of 80 semester hours in courses outside the major area of journalism and mass communications, with no fewer than 65 semester hours in the liberal arts and natural sciences.
* Clarify the restrictions on the selection of a minor.

**3. Detailed program description:**

*Current program Proposed program* ***– revisions in bold***

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| Major in Public RelationsADMISSION REQUIREMENTS: Students wishing to enter the major in public relations initially are admitted as majors seeking admission (reference 763P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.Students must meet the following requirements before admission to the major:1. Completion of 48 hours of course work applicable to the baccalaureate degree with  a minimum overall grade-point average of 2.5. Required courses include COMM 161,  ENG 100, HIST 119 or 120 and the university math requirement. A minimum grade of “C” is required in ENG 100.2. Completion of the following courses with at least a grade of ‘C’: JOUR 201, 202, 232CURRICULUMThe major in public relations (reference number 763) requires 39 semester hours and leads to a Bachelor of Arts degree. Students must have a minor or second major outside the School of Journalism & Broadcasting. Generally, students may select any minor except communication studies, film studies or those offered within the School, as long as the minor is approved by the major advisor, 80 hours are taken outside the area of journalism and mass communication, with no fewer than 65 hours of liberal arts and natural science courses. Students selecting a minor in communication studies or a minor in film studies will need to select a second minor. One-half of the hours in the major must be at the 300- or 400-level. REQUIRED COURSES (36 hours)JOUR 201 Media and SocietyJOUR 202 Introduction to Media WritingJOUR 232 Electronic Technologies JournalismJOUR 355 Fundamentals of Public Relations BCOM 325 Survey Writing TV/Radio JOUR 323 News Editing JOUR 358 PR Writing & Production *One of the following two law courses* JOUR 301 Press Law & Ethics  BCOM 301 Mass Communication Law & Ethics JOUR 300 Research in Ad & PR JOUR 354 International PR JOUR 454 PR Strategy/Planning JOUR 456 Public Relations Management Restricted Electives *Select one 3 hour restricted elective, with faculty advisor consultation.*JOUR 131 Digital Photography JOUR 325 Feature Writing JOUR 341 Principles of Advertising JOUR 443 Advertising Interactive Design JOUR 458 Public Relations Internship/Practicum JOUR 481 Problems in Mass CommunicationJOUR 495 Collaborative Journalism BCOM 264 Digital Video ProductionCOMM 346 PersuasionENG 306 Business Writing MKT 322 Integrated Marketing Communication PSY 371 Psychology of Sales Behavior Courses required outside the major:COMM 161 Business/Professional Speaking ECON 203 Principles of Macroeconomics GEOG 110 World Regional Geography PS 110 American National Government MKT 220 Basic Marketing Concepts One Course in Statistics: ECON 206, SOCL 300, MATH 183, PSY 201, or AMS 271 | Major in Public RelationsADMISSION REQUIREMENTS: Students wishing to enter the major in public relations initially are admitted as majors seeking admission (reference 763P). 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