**Potter College of Arts & Letters**

**Western Kentucky University**

**745-2345**

**REPORT TO THE UNIVERSITY CURRICULUM COMMITTEE**

Date: January 30, 2014

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

|  |  |
| --- | --- |
| **Type of Item** | **Description of Item & Contact Information** |
| Consent | **Proposal to Revise a Course Title**  PJ 362 Web Narratives  Contact: Josh Meltzer, [josh.meltzer@wku.edu](mailto:josh.meltzer@wku.edu), 5-2070 |
| Consent | **Proposal to Revise a Course Title**  SOCL 363 Populations and Society  Contact: Holli Drummond, [holli.drummond@wku.edu](mailto:holli.drummond@wku.edu), 5-2259 |
| Consent | **Proposal to Revise Course Prerequisites/Corequisites**  AD 341 Principles of Advertising  Contact: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu), 5-5833 |
| Consent | **Proposal to Revise Course Prerequisites/Corequisites**  BCOM 261 Basic Radio Production  Contact: Jeanine Cherry, [jeanine.cherry@wku.edu](mailto:jeanine.cherry@wku.edu), 5-8921 |
| Consent | **Proposal to Revise Course Prerequisites/Corequisites**  BCOM 366 Video Editing, Aesthetics and Techniques  Contact: Stephen White, [stephen.white@wku.edu](mailto:stephen.white@wku.edu), 5-5891 |
| Consent | **Proposal to Revise Course Prerequisites/Corequisites**  BCOM 367 Field Production  Contact: Stephen White, [stephen.white@wku.edu](mailto:stephen.white@wku.edu), 5-5891 |
| Consent | **Proposal to Revise Course Prerequisites/Corequisites**  BCOM 465 Advanced Broadcast News  Contact: Brad Pfranger, [bradley.pfranger@wku.edu](mailto:bradley.pfranger@wku.edu), 5-6497 |
| Consent | **Proposal to Revise Course Prerequisites/Corequisites**  BCOM 480 Advanced Post Production  Contact: Ron DeMarse, [ron.demarse@wku.edu](mailto:ron.demarse@wku.edu), 5-2840 |
| Consent | **Proposal to Revise Course Prerequisites/Corequisites**  BCOM 482 Television Program Production  Contact: Jo-Anne Ryan, [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu), 5-3828 |
| Consent | **Proposal to Revise Course Prerequisites/Corequisites**  BCOM 485 Broadcast Operations and Management  Contact: Dick Taylor, Dick.Taylor@wku.edu, 270-745-5249 |
| Consent | **Proposal to Revise Course Prerequisites/Corequisites**  JOUR 301 Press Law and Ethics  Contact: Mac McKerral, [mac.mckerral@wku.edu](mailto:mac.mckerral@wku.edu), 5-5882 |
| Consent | **Proposal to Revise Course Prerequisites/Corequisites**  JOUR 325 Feature Writing  Contact: Mac McKerral, [mac.mckerral@wku.edu](mailto:mac.mckerral@wku.edu), 5-5882 |
| Consent | **Proposal to Revise Course Prerequisites/Corequisites**  PJ 336 Picture Editing  Contact: James Kenney, [james.kenney@wku.edu](mailto:james.kenney@wku.edu), 5-6307 |
| Consent | **Proposal to Revise Course Prerequisites/Corequisites**  PR 355 Fundamentals of Public Relations  Contact: Vicki Bagwell, [vicki.bagwell@wku.edu](mailto:vicki.bagwell@wku.edu), 5-5834 |
| Consent | **Proposal to Revise Course Prerequisites/Corequisites**  PR 358 Public Relations Writing and Production  Contact: Vicki Bagwell, [vicki.bagwell@wku.edu](mailto:vicki.bagwell@wku.edu), 5-5834 |
| Consent | **Proposal to Revise Course Prerequisites/Corequisites**  PR 454 Public Relations Strategy and Planning  Contact: Vicki Bagwell, [vicki.bagwell@wku.edu](mailto:vicki.bagwell@wku.edu), 5-5834 |
| Consent | **Proposal to Revise a Course Catalog Listing**  BCOM 201 Process and Effects of Mass Communication  Contact: Dick Taylor, [dick.taylor@wku.edu](mailto:dick.taylor@wku.edu), 5-5249 |
| Consent | **Proposal to Revise a Course Catalog Listing**  BCOM 368 News Videography and Editing  Contact: Brad Pfranger, [bradley.pfranger@wku.edu](mailto:bradley.pfranger@wku.edu), 5-6497 |
| Consent | **Proposal to Revise a Course Catalog Listing**  BCOM 467 Broadcast Workshop  Contact: Brad Pfranger, [bradley.pfranger@wku.edu](mailto:bradley.pfranger@wku.edu), 5-6497 |
| Consent | **Proposal to Revise a Course Catalog Listing**  FILM 399 Special Topics in Film  Contact: Ron DeMarse, [ron.demarse@wku.edu](mailto:ron.demarse@wku.edu), 5-2840 |
| Consent | **Proposal to Create an Equivalent Course**  ENG 366 History of Narrative Film  Contact: Ted Hovet, [ted.hovet@wku.edu](mailto:ted.hovet@wku.edu), 5-5782 |
| Consent | **Proposal to Create an Equivalent Course**  ENG 465 Film Genres  Contact: Ted Hovet, [ted.hovet@wku.edu](mailto:ted.hovet@wku.edu), 5-5782 |
| Consent | **Proposal to Create an Equivalent Course**  ENG 466 Film Theory  Contact: Ted Hovet, [ted.hovet@wku.edu](mailto:ted.hovet@wku.edu), 5-5782 |
| Consent | **Proposal to Suspend a Course**  BCOM 185 Introduction to Broadcasting  Contact: Jo-Anne Ryan, [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu), 5-3828 |
| Consent | **Proposal to Suspend a Course**  BCOM 350 Scriptwriting for Film & Television  Contact: Travis Newton, [travis.newton@wku.edu](mailto:travis.newton@wku.edu), 5-5890 |
| Consent | **Proposal to Suspend a Course**  BCOM 380 Intermediate Post Production  Contact: Ron DeMarse, [ron.demarse@wku.edu](mailto:ron.demarse@wku.edu), 5-2840 |
| Consent | **Proposal to Suspend a Course**  BCOM 379 Producing for Video and Film  Contact Person: Ron DeMarse, ron.demarse@wku.edu, 270-745-2840 |
| Consent | **Proposal to Revise Course Prerequisites/Corequisites**  BCOM 485 Broadcast Operations and Management  Contact: Dick Taylor, Dick.Taylor@wku.edu, 270-745-5249 |
| Consent | **Proposal to Suspend a Course**  BCOM 466 Directing Television and Film  Contact: Ron DeMarse, [ron.demarse@wku.edu](mailto:ron.demarse@wku.edu), 5-2840 |
| Consent | **Proposal to Suspend a Course**  SOCL 353 Sociology of Modern Japan  Contact: Holli Drummond, [holli.drummond@wku.edu](mailto:holli.drummond@wku.edu), 5-2259 |
| Consent | **Proposal to Suspend a Course**  SOCL 420 Political Sociology  Contact: Holli Drummond, [holli.drummond@wku.edu](mailto:holli.drummond@wku.edu), 5-2259 |
| Consent | **Proposal to Suspend a Program**  414 Minor in Mass Communications  Contact: Loup Langton, [loup.langton@wku.edu](mailto:loup.langton@wku.edu), 5-4144 |
| Consent | **Proposal to Suspend a Program**  725 Major in Mass Communications  Contact: Loup Langton, [loup.langton@wku.edu](mailto:loup.langton@wku.edu), 5-4144 |
| Consent | **Proposal to Delete a Course**  JOUR 201 Media and Society  Contact: Loup Langton, [loup.langton@wku.edu](mailto:loup.langton@wku.edu), 5-4144 |
| Consent | **Proposal to Delete a Course**  JOUR 232 Electronic Technologies for Journalism  Contact: Loup Langton, [loup.langton@wku.edu](mailto:loup.langton@wku.edu), 5-4144 |

Proposal Date: 9/20/13

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Title**

**(Consent Item)**

Contact Person: Josh Meltzer, [josh.meltzer@wku.edu](mailto:josh.meltzer@wku.edu), 270-745-2070

1. **Identification of proposed course:**
   1. Course prefix (subject area) and number: PJ 362
   2. Course title: Web Narratives
   3. Credit Hours: 3

**2. Proposed course title:** Short Form Documentary

**3. Proposed abbreviated course title:** Short Documentary

**4. Rationale for the revision of course title:**

The change of this course title more closely reflects the material covered in the course, which has evolved as the field of journalistic web storytelling has modernized. As web publication standards have changed for narrative storytelling, this course has focused more towards short form documentary production and storytelling rather than publication to the web.

**5. Proposed term for implementation**: 2014 (30)

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

|  |  |
| --- | --- |
| PJ Program Committee | October 28, 2013 |
| SJ&B Curriculum Committee | October 30, 2013 |
| School of Journalism & Broadcasting | November 1, 2013 |
| PCAL Curriculum Committee | December 5, 2013 |
| Undergraduate Curriculum Committee |  |

**Attachment: Course Inventory Form**

Proposal Date: Nov 1, 2013

**Potter College of Arts & Letters**

**Department of Sociology**

**Proposal to Revise Course Title**

**(Consent Item)**

Contact Person: Holli Drummond, [holli.drummond@wku.edu](mailto:holli.drummond@wku.edu), 745-2259

1. **Identification of proposed course:**
   1. Course prefix (subject area) and number: SOCL 363
   2. Course title: Population and Society
   3. Credit Hours: 3

**2. Proposed course title:** Population, Society, and Development

**3. Proposed abbreviated course title:** Pop, Soc, and Dev

**4. Rationale for the revision of course title:**

This course is, and has always been, a demography course. It focuses on both local and global population dynamics while seeking to understand those dynamics via examination of social, economic, political, and ecological contexts. While the content of the course is unaltered, we seek to add “development” to the title of the course in an attempt to make the connection between the study of demography and our new “community, environment, and development” concentration more easily understood. Though similar courses are found in most sociology programs, a course with the exact title as the above is offered at the University of Denver.

**5. Proposed term for implementation:** Fall 2014

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

|  |  |
| --- | --- |
| Department/ Unit Sociology | Nov 20, 2013 |
| Potter College Curriculum Committee | December 5, 2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attachment: Course Inventory Form**

Proposal Date: August 30, 2013

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

Contact Person: Cliff Shaluta, [cliff.shaluta@wku.edu](mailto:cliff.shaluta@wku.edu), 270-745-5833

**1. Identification of course:**

* 1. Course prefix (subject area) and number: AD 341
  2. Course title: Principles of Advertising

**2. Current prerequisites requirements:** JOUR 201 and 202 (for journalism majors)

**3. Proposed prerequisites requirements:** SJB 101 (for SJ&B majors)

**4. Rationale for the revision of prerequisites/corequisites/special requirements:**

JOUR 201 *Media & Society* has been deleted from inventory effective fall 2014.

SJB 101 *Understanding Media* is a new media survey course that will replace JOUR 201.

Dropping the JOUR 202 writing course as a prerequisite opens JOUR 341 to all majors in the School.

**5. Effect on completion of major/minor sequence:** None. Current students that have completed at least JOUR 201 *Media and Society* or BCOM 201 *Process and Effect of Mass Communication* will be given pre-req overrides.

**6. Proposed term for implementation:** 2014 (30)

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

|  |  |
| --- | --- |
| SJ&B Curriculum Committee: | 10/30/13 |
| School of Journalism & Broadcasting | 11/1/13 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attached: Course Inventory Form**

Proposal Date: October 8, 2013

**Potter College of Arts & Letter**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

Contact Person: Jeanine Cherry, [jeanine.cherry@wku.edu](mailto:jeanine.cherry@wku.edu), (270) 745-8921

**1. Identification of course:**

* 1. Course prefix (subject area) and number: BCOM 261
  2. Course title: Basic Radio Production

**2. Current prerequisites/corequisites/special requirements:**

Either BCOM 185 or BCOM 201 (prerequisite)

**3. Proposed prerequisites/corequisites/special requirements:**

Either SJB 101 or 102 or 103 (prerequisite)

**4. Rationale for the revision of prerequisites/corequisites/special requirements:**

Deactivation of BCOM 185, Creation of SJB 101, 102, 103

The new prerequisites provide the students with an overview of media, broadcasting and mass communication in general. It provides them with a foundation to understand the technologies, principles and theoretical practices of communicating to mass audiences. The course in radio production builds upon that material by focusing on one industry, radio technology specifically, and how to practically apply that knowledge on the air with the appearance of one-on-one communication but with programming devised to reach targeted population demographics.

**5. Effect on completion of major/minor sequence:**

One of the newly created courses SJB 101, 102, or 103 will serve as a pre-requisite in place of the deactivated course, BCOM 185. Current students in the broadcasting major or minor that have completed BCOM 185 or BCOM 201 will be given a course pass.

**6. Proposed term for implementation:** 2014(30)

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

|  |  |
| --- | --- |
| Broadcasting Program Committee | 10/22/2013 |
| SJ&B Curriculum Committee | 10/30/2013 |
| School of Journalism & Broadcasting | 11/ 1/2013 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

Proposal Date: October 8, 2013

**Potter College of Arts & Letter**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

Contact Person: Steve White, [Stephen.White@wku.edu](mailto:Stephen.White@wku.edu), 270-745-5891

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: BCOM 366
  2. Course title: Video Editing, Aesthetics and Techniques

**2. Current prerequisites/corequisites/special requirements:**

BCOM 266 or FILM 201 or permission of instructor (prerequisites)

**3. Proposed prerequisites/corequisites/special requirements:**

BCOM 266 or both FILM 101 and FILM 201 (prerequisites)

**4. Rationale for the revision of prerequisites/corequisites/special requirements:**

Clarify sequence of courses. FILM 101 is a new course that will give students in the film major preliminary production experience, before they enroll in BCOM 366.

**5. Effect on completion of major/minor sequence:**

None. Students currently enrolled in the film major that have completed FILM 201 will be given course overrides. Students in the broadcasting major and minor will not be impacted.

**6. Proposed term for implementation:** 2014(30)

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

|  |  |
| --- | --- |
| Broadcasting Program Committee | 10/22/2013 |
| Film Program Committee | 10/24/2013 |
| SJ&B Curriculum Committee | 11/1/13 |
| School of Journalism & Broadcasting | **11/1/2013** |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attached: Course Inventory Form**

Proposal Date: October 8, 2013

**Potter College of Arts & Letter**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

Contact Person: Steve White, [Stephen.white@wku.edu](mailto:Stephen.white@wku.edu), 745-5891

**1. Identification of course:**

* 1. Course prefix (subject area) and number: BCOM 367
  2. Course title: Field Production

**2. Current prerequisites:** BCOM 266 and BCOM 366 for majors in broadcasting, BCOM 366 for majors in film (prerequisites)

**3. Proposed prerequisites:** BCOM 366

**4. Rationale for the revision of prerequisites:** BCOM 266 is a redundant prerequisite, as it is already a prerequisite for BCOM 366

**5. Effect on completion of major/minor sequence:** None

**6. Proposed term for implementation:** 2014(30)

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

|  |  |
| --- | --- |
| Broadcasting Program Committee | 10/22/2013 |
| SJ&B Curriculum Committee | 10/30/13 |
| School of Journalism & Broadcasting | 11/1/13 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attached: Course Inventory Form**

Proposal Date: October 8, 2013

**Potter College of Arts & Letter**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

Contact Person: Brad Pfranger, [bradley.pfranger@wku.edu](mailto:bradley.pfranger@wku.edu), 270-745-6497

**1. Identification of course:**

* 1. Course prefix (subject area) and number: BCOM 465
  2. Course title: Advanced Broadcast News

**2. Current prerequisites/corequisites/special requirements:**

Prerequisite:BCOM 365 and BCOM 368

**3. Proposed prerequisites/corequisites/special requirements:** Prerequisite:BCOM 365

**4. Rationale for the revision of prerequisites/corequisites/special requirements:** Since BCOM 368 will be a prerequisite for BCOM 365 effective fall 2014; it would be redundant to require BCOM 368 for BCOM 465.

**5. Effect on completion of major/minor sequence:** none

**6. Proposed term for implementation:** 2015(30)

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

|  |  |
| --- | --- |
| Broadcasting Program Committee | 10/22/2013 |
| SJ&B Curriculum Committee | 10/30/2013 |
| School of Journalism & Broadcasting | 11/1/2013 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attachment:** **Course Inventory Form**

Proposal Date: October 8, 2013

**Potter College of Arts & Letter**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

Contact Person: Ron DeMarse, ron.demarse@wku.edu, 270-745-2840

**1. Identification of course:**

1.1 Course prefix (subject area) and number: BCOM 480

1.2 Course title: Advanced Post Production

**2. Current prerequisites:** BCOM 380 (prerequisite)

**3. Proposed prerequisites:** BCOM 366 (prerequisite)

**4. Rationale for the revision of prerequisites:**

BCOM 380 is being suspended, and necessary instruction shifted to BCOM 480. Future sections of BCOM 480 will assume only the knowledge imparted in BCOM 366.

**5. Effect on completion of major/minor sequence:**

None. Since BCOM 380 is being suspended, current BCOM majors who are required to take BCOM 380 will be permitted to substitute BCOM 480 to satisfy that requirement. As BCOM 366 currently serves as a prerequisite for BCOM 380, this change will eliminate a layer of prerequisites, making it easier for students to enroll.

No effect on completion of the current minor in broadcasting.

No effect on completion of the current major in film or minor in film studies.

**6. Proposed term for implementation:** 2014(30)

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

|  |  |
| --- | --- |
| Broadcasting Program Committee | 10/22/2013 |
| SJ&B Curriculum Committee | 10/30/2013 |
| School of Journalism & Broadcasting | 11/1/2013 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attachment:** **Course Inventory**

Proposal Date: October 8, 2013

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

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

**1. Identification of course:**

* 1. Course prefix (subject area) and number: BCOM 482
  2. Course title: Television Program Production

**2. Current prerequisites/corequisites/special requirements:** BCOM 367, 380, 466

**3. Proposed prerequisites:** BCOM 367, 463, 480

**4. Rationale for the revision of prerequisites:** BCOM 466 *Directing Television and Film* will be replaced in the course inventory by a new course, BCOM 463 *Producing and Directing*. BCOM 380 *Intermediate Post Production* will be suspended in fall 2014. BCOM 480 *Advanced Post Production* will be a required course in the broadcasting production track effective fall 2014. These courses prepare students for their capstone course in the production track, BCOM 482.

**5. Effect on completion of major/minor sequence:**

None, pre-requisite overrides will be provided for current broadcast majors that have

completed BCOM 367, 466 and 380. Students that have not completed 466 or 380 will

be required to meet the new prerequisite requirement, and will be given iCAP exceptions

to substitute 463 and 480 for 466 and 380 in their degree program.

**6. Proposed term for implementation:** 2014 (30)

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

|  |  |
| --- | --- |
| Broadcasting Program Committee | 10/22/2013 |
| SJ&B Curriculum Committee | 10/30/2013 |
| School of Journalism & Broadcasting | 11/1/2013 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attached: Course Inventory Form**

Proposal Date: October 8, 2013\*

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

**Contact Person:** Dick Taylor, Dick.Taylor@wku.edu, 270-745-5249

**1. Identification of course:**

Current course prefix (subject area) and number: BCOM 485

Course title: Broadcast Operations and Management

**2. Current prerequisite requirements:** Second semester junior status

**3. Proposed prerequisite requirements:** BCOM 385 or permission of instructor

**4. Rationale for the revision of prerequisites/corequisites/special requirements:**

Managing a broadcast property requires an understanding of how revenue is produced, which is the basis of BCOM 385 Broadcast Sales

**5. Effect on completion of major/minor sequence:** none

**6. Proposed term for implementation:** 2014 (30)

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

|  |  |
| --- | --- |
| Broadcasting Program Committee | 10/22/2013 |
| SJ&B Curriculum Committee | 10/30/13 |
| School of Journalism & Broadcasting | 11/1/13 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attachment: Course Inventory Form**

**Proposal Date:** Sept. 30, 2013

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

Contact Person: Mac McKerral, [mac.mckerral@wku.edu](mailto:mac.mckerral@wku.edu), 745-5882

**1. Identification of course:**

* 1. Course prefix (subject area) and number: JOUR 301
  2. Course title: Press Law and Ethics

**2. Current prerequisites/corequisites/special requirements:** Prerequisites: JOUR 201, 202 and junior standing, or permission of instructor.

**3. Proposed prerequisites/corequisites/special requirements:** Prerequisites: PS 110, SJB 101, JOUR 202 and junior standing, or permission of instructor.

**4. Rationale for the revision of prerequisites/corequisites/special requirements:** Students need the fundamental grounding in the structure of American national government provided by PS 110, *American National Government,* in order to fully grasp the material presented and to increase success in this law class.

JOUR 201, *Media and Society,* will be deleted from inventory in fall 2014 and will be replaced by SJB 101, *Understanding Media*.

**5. Effect on completion of major/minor sequence:** None. Students that have completed JOUR 201 will be given prerequisite overrides in place of SJB 101.

**6. Proposed term for implementation:** 2014 (30)

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

|  |  |
| --- | --- |
| SJ&B Curriculum Committee: | 10/30/13 |
| School of Journalism & Broadcasting | 11/1/13 |
| Potter College Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attachment: Course Inventory Form**

**Proposal Date:** Sept. 30, 2013

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Catalog Listing**

**(Consent Item)**

Contact Person: Mac McKerral, [mac.mckerral@wku.edu](mailto:mac.mckerral@wku.edu) , 745-5882

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: JOUR 325
  2. Course title: Feature Writing
  3. Credit hours: 3

**2. Current course catalog listing:** Prerequisites: JOUR 302 and 323, or permission of instructor. A professional reporting course that teaches feature writing and marketing of feature articles for magazines and newspapers. Course Fee

**3. Proposed course catalog listing:** Prerequisites: JOUR 302 and 323, or permission of instructor. A professional reporting course that teaches feature writing and marketing of feature articles for print and online. Course Fee

**4. Rationale for revision of the course catalog listing:** The change reflects the current content of the course. The rapidly changing media marketplace demands writing skills for multiple platforms.

**5. Proposed term for implementation:**  2014 (30)

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

SJ&B Curriculum Committee: \_\_10/30/13\_\_\_\_\_\_\_\_\_

School of Journalism & Broadcasting: \_\_\_11/1/13\_\_\_\_\_\_\_\_

Potter College Curriculum Committee \_\_\_\_\_12/5/2013\_\_\_\_\_\_

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

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

**Attachment: Course Inventory Form**

  Proposal Date: August 28, 2013

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

Contact Person: James Kenney, [james.kenney@wku.edu](mailto:james.kenney@wku.edu), 270.745.6307

**1. Identification of course:**

* 1. Course prefix (subject area) and number: PJ 336
  2. Course title: Picture Editing

**2. Current prerequisites/corequisites/special requirements:** Prerequisites: JOUR 333 (Photojournalism majors); JOUR 131, 232 (News-Editorial majors); or permission of the instructor.

**3. Proposed prerequisites/corequisites/special requirements:** Prerequisite: PJ 233 **(**Photojournalism majors); prerequisite: PJ 131 (Non-Photojournalism Majors in the School of Journalism & Broadcasting); or permission of instructor.

**4. Rationale for the revision of prerequisites/corequisites/special requirements:** The JOUR 232 requirement has been dropped due to this course being deleted from the SJ&B curriculum. The PJ 233 prerequisite for majors and PJ 131 prerequisite for non-majors provide the basic foundation of photojournalism skills required to prepare students for the  editing material and exercises covered in PJ 336.

**5. Effect on completion of major/minor sequence:** None.Current students in the major will be given course pre-requisite overrides if they have completed PJ 333 or have permission.

**6. Proposed term for implementation:** 2014 (30)

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

|  |  |
| --- | --- |
| PJ Program Committee | October 28, 2013 |
| SJ&B Curriculum Committee | October 30, 2013 |
| School of Journalism & Broadcasting | November 1, 2013 |
| PCAL Curriculum Committee | December 5, 2013 |
| Undergraduate Curriculum Committee |  |

**Attachment**: **Course Inventory Form**

Proposal Date: Sept. 27, 2013

**Potter College of Arts and Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

Contact Person: Vicki Bagwell, [Vicki.bagwell@wku.edu](mailto:Vicki.bagwell@wku.edu), 745-5834

**1. Identification of course:**

* 1. Course prefix (subject area) and number: PR 355
  2. Course title: Fundamentals of Public Relations

**2. Current prerequisites/corequisites/special requirements:**

Prerequisites: JOUR 201 and JOUR 202 (for journalism majors), typing skills.

**3. Proposed prerequisites/corequisites/special requirements:**

Prerequisites: SJB101, 102, 103 and JOUR 202

**4. Rationale for the revision of prerequisites/corequisites/special requirements:**

In an effort to re-examine the effectiveness of core curriculum courses, the School of Journalism & Broadcasting formed the Core Curriculum Change Committee in September 2011. Upon reviewing changes in communication platforms related to the various academic disciplines in the School, the committee developed a new core curriculum (SJB 101, 102, 103) for the advertising, broadcasting, news/editorial, public relations and photojournalism majors.

The new core curriculum will require majors in public relations to take three new core curriculum courses during their freshman year – SJB 101 Understanding Media: Content, Ethics & Technology, SJB 102 Media Content, Collaboration and Community and SJB 103 Digital Storytelling for the 21st Century. JOUR 202 Media Writing was retained as the fourth core curriculum course for the public relations major.

**5. Effect on completion of major/minor sequence:**

Current majors in public relations that have completed both JOUR 201 and 202 will be given a course pass. Students that have only completed JOUR 202 may substitute SJB 101 Understanding Media for JOUR 201 Media and Society.

For students in the catalog year 2014, these core curriculum changes increase the number of prerequisite courses by two, but all core curriculum classes are taken during the student’s first year in the program. The student should be prepared to enroll in PR 355 after one year in the major, which is the current expectation with two prerequisites.

**6. Proposed term for implementation:** 2014(30)

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

|  |  |
| --- | --- |
| PR Program Committee | 10/24/13 |
| School of Journalism & Broadcasting Committee | 10/30/13 |
| School of Journalism & Broadcasting | 11/1/13 |
| Potter College Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attachment:** **Inventory Form**

Proposal Date: Sept. 27, 2013

**Potter College of Arts and Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

Contact Person: Vicki Bagwell, [Vicki.bagwell@wku.edu](mailto:Vicki.bagwell@wku.edu), 745-5834

**1. Identification of course:**

* 1. Course prefix (subject area) and number: PR 358
  2. Course title: Public Relations Writing and Production

**2. Current prerequisites/corequisites/special requirements:**

Prerequisites: JOUR 232, 355

**3. Proposed prerequisites/corequisites/special requirements:**

Prerequisite: PR 355

**4. Rationale for the revision of prerequisites/corequisites/special requirements:**

Upon reviewing changes in communication platforms related to the various academic disciplines in the School, the Core Curriculum Change Committee developed a new core curriculum (SJB101, 102, 103). The new core curriculum replaces previously required courses in the public relations major, including JOUR 232. JOUR 232 will be deleted from the course inventory.

**5. Effect on completion of major/minor sequence:**

This change in prerequisite courses does not delay or change the expected completion date for the major.

**6. Proposed term for implementation:** 2014(30)

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

|  |  |
| --- | --- |
| PR Program Committee | 10/24/13 |
| SJ&B Curriculum Committee | 10/30/13 |
| School of Journalism & Broadcasting | 11/1/13 |
| Potter College Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attachment:** **Course Inventory Form**

Proposal Date: Sept. 27, 2013

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

Contact Person: Vicki Bagwell, [Vicki.bagwell@wku.edu](mailto:Vicki.bagwell@wku.edu), 745-5834

**1. Identification of course:**

* 1. Course prefix (subject area) and number: PR 454
  2. Course title: Public Relations Strategy and Planning

**2. Current prerequisites/corequisites/special requirements:**

Prerequisites: JOUR 300, 323, 358

**3. Proposed prerequisites/corequisites/special requirements:**

Prerequisites: AD 300,PR 356, 358

**4. Rationale for the revision of prerequisites/corequisites/special requirements:**

In an effort to prepare students for more digital changes in the public relations industry, PR 356 (Digital Tactics in Public Relations) has been added to the major effective fall 2014. PR 356 replaces JOUR 323 (News Editing) as a required pre-requisite for the senior-level PR 454. JOUR 323 will be an elective course in the major effective fall 2014.

**5. Effect on completion of major/minor sequence:**

Current students that have completed JOUR 323 instead of PR 356 will be given a course pass. Current students that take PR 356 instead of JOUR 323 will be given an iCAP exception to count PR 356 in the major instead of JOUR 323. This replacement of a new prerequisite course does not delay or change the expected completion date for the major.

**6. Proposed term for implementation:** 2014(30).

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

|  |  |
| --- | --- |
| PR Program Committee | 10/24/13 |
| SJ&B Curriculum Committee | 10/30/13 |
| School of Journalism & Broadcasting | 11/1/13 |
| Potter College Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attachment:** **Inventory Form**

Proposal Date: October 8, 2013

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Catalog Listing**

**(Consent Item)**

Contact Person: Contact Person: Dick Taylor, dick.taylor@wku.edu, 270-745-5249

1. **Identification of course:**
   1. Course prefix (subject area) and number: BCOM 201
   2. Course title: Process and Effects of Mass Communication
2. **Current course catalog listing:** An in-depth study of the theoretical foundations for analyzing mass communication messages, channels, institutions, audiences and salient effects. Provides overview of research-based scholarly conceptions of mass media roles and functions for individuals and groups.
3. **Proposed course catalog listing: (aim for 25 words or less)**

Mass communication’s potential to influence audience beliefs and behaviors are analyzed. Provides a clear, compelling presentation of the fundamentals and history of the theoretical underpinnings and current status of media effects research – knowledge that will help the student to navigate in a media-saturated environment.

1. **Rationale for revision of the course catalog listing:** To more clearly state course objectives.
2. **Proposed term for implementation:** 2014(30)
3. **Dates of prior committee approvals:**

|  |  |
| --- | --- |
| Broadcasting Program Committee | 10/22/2013 |
| SJ&B Curriculum Committee | 10/30/13 |
| School of Journalism & Broadcasting | 11/1/13 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attached: Course Inventory Form**

Proposal Date: October 8, 2013r

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Catalog Listing**

**(Consent Item)**

Contact Person: Brad Pfranger, [bradley.pfranger@wku.edu](mailto:bradley.pfranger@wku.edu), 270-745-6497

1. **Identification of course:**
   1. Course prefix (subject area) and number: BCOM 368
   2. Course title: News Videography and Editing
2. **Current course catalog listing:** A study of, and practical experience in, field techniques of videography and editing procedures and practices as they pertain to television news and documentaries. Emphasis is on digital video and nonlinear editing for electronic news gathering (ENG) for commercial and noncommercial television news programs. Course Fee
3. **Proposed course catalog listing: (aim for 25 words or less)**

A study of, and practical experience in, field techniques of videography and editing procedures and practices as they pertain to television news and documentaries. Emphasis on ethical television photojournalism, digital video and nonlinear editing for electronic news gathering (ENG) for commercial and noncommercial television news programs. Course Fee

1. **Rationale for revision of the course catalog listing:** BCOM 368 does not simply cover the skill set required by videographers to document news events. It also incorporates lectures on ethics, professionalism, and theory.
2. **Proposed term for implementation:** 2014(30)
3. **Dates of prior committee approvals:**

|  |  |
| --- | --- |
| Broadcasting Program Committee | 10/22/2013 |
| SJ&B Curriculum Committee | 10/30/13 |
| School of Journalism & Broadcasting | 11/1/13 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attached: Course Inventory Form**

Proposal Date: October 8, 2013

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Catalog Listing**

**(Consent Item)**

Contact Person: Brad Pfranger, [bradley.pfranger@wku.edu](mailto:bradley.pfranger@wku.edu), 270-745-6497

1. **Identification of course:**
   1. Course prefix (subject area) and number: BCOM 467
   2. Course title: Broadcast Workshop
2. **Current course catalog listing:** An intense study of a specific production or news skill generally required of broadcasting personnel. These skills will be identified and studied through discussion and application. Various production-related topics include television lighting, television graphics, electronic news gathering (ENG), commercial spot production, industrial applications, scenic design and construction, radio/TV sports announcing and others.
3. **Proposed course catalog listing:**An intense study of a specific production or news skill generally required of broadcasting personnel. These skills will be identified and studied through discussion and application. Various production-related topics include television lighting, television graphics, electronic news gathering (ENG), commercial spot production, industrial applications and radio/TV sports announcing. Workshop production outlets include regular newscasts, television and radio sports broadcasts, and others.
4. **Rationale for revision of the course catalog listing:** It is important for students to know which programs they will be involved with during their time in the workshop.
5. **Proposed term for implementation:** 2014(30)
6. **Dates of prior committee approvals:**

|  |  |
| --- | --- |
| Broadcasting Program Committee | 10/22/2013 |
| SJ&B Curriculum Committee | 10/30/2013 |
| School of Journalism & Broadcasting | 11/1/2013 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attached: Course Inventory Form**

Proposal Date: November 19, 2013

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Catalog Listing**

**(Consent Item)**

Contact Person: Ron DeMarse, [ron.demarse@wku.edu](mailto:ron.demarse@wku.edu), 270-745-2840

1. **Identification of course:**
   1. Course prefix (subject area) and number: FILM 399
   2. Course title: Special Topics in Film
2. **Current course catalog listing:** A detailed study of special topics in film.
3. **Proposed course catalog listing: (aim for 25 words or less)**

A detailed study of special topics in film. May be repeated with change of content.

1. **Rationale for revision of the course catalog listing:** Original proposal intended – but did not specify – that the course was repeatable with content change. A variety of course topics are offered under the FILM 399 umbrella, and students should receive additional credit when they complete the course more than once, provided the content is not identical.
2. **Proposed term for implementation:** 2014(30)
3. **Dates of prior committee approvals:**

|  |  |
| --- | --- |
| Film Program Committee | 10/24/2013 |
| SJ&B Curriculum Committee | 10/30/2013 |
| School of Journalism & Broadcasting | 11/1/2013 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attached: Course Inventory Form**

Proposal Date: October 8, 2013

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Create an Equivalent Course**

**(Consent Item)**

Contact Person: Ted Hovet, [ted.hovet@wku.edu](mailto:ted.hovet@wku.edu), 745-5782

**1. Identification of existing course:**

* 1. Current course prefix (subject area) and number: ENG 366
  2. Course title: History of Narrative Film

**2. Identification of proposed equivalent course prefix(es) and numbers:** FILM 366

**3. Rationale for each equivalent course:**

ENG 366, History of Narrative Film, was established as a course before the major in film was created in 2010. It is now an elective in both the major in English and the major in film. It would serve students well to be able to take the class as either ENG 366 or FILM 366, whichever best fits their degree plan. Both the Department of English and the School of Journalism & Broadcasting have approved this equivalency and will cross-list the course when it is offered.

**4. Proposed term for implementation:** 2014(30)

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

Department of English 10/24/2013\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Film Program Committee | 10/24/2013 |
| SJ&B Curriculum Committee | 10/30/2013 |
| School of Journalism & Broadcasting | 11/1/2013 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attached: Course Inventory Form**

Proposal Date: October 8, 2013

**Potter College of Arts & Letter**

**School of Journalism & Broadcasting**

**Proposal to Revise Course Prerequisites/Corequisites**

**(Consent Item)**

Contact Person: Brad Pfranger, [bradley.pfranger@wku.edu](mailto:bradley.pfranger@wku.edu), 270-745-6497

**1. Identification of course:**

* 1. Course prefix (subject area) and number: BCOM 465
  2. Course title: Advanced Broadcast News

**2. Current prerequisites/corequisites/special requirements:** BCOM 365 and BCOM 368

**3. Proposed prerequisites/corequisites/special requirements:** BCOM 365

**4. Rationale for the revision of prerequisites/corequisites/special requirements:** Since BCOM 368 will be a prerequisite for BCOM 365 effective fall 2014; it would be redundant to require BCOM 368 for BCOM 465.

**5. Effect on completion of major/minor sequence:** none

**6. Proposed term for implementation:** 2015(30)

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

|  |  |
| --- | --- |
| Broadcasting Program Committee | 10/22/2013 |
| SJ&B Curriculum Committee | 10/30/2013 |
| School of Journalism & Broadcasting | 11/1/2013 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attachment:** **Course Inventory Form**

Proposal Date: October 8, 2013

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Create an Equivalent Course**

**(Consent Item)**

Contact Person: Ted Hovet, [ted.hovet@wku.edu](mailto:ted.hovet@wku.edu), 745-5782

**1. Identification of existing course:**

* 1. Current course prefix (subject area) and number: ENG 466
  2. Course title: Film Theory

**2. Identification of proposed equivalent course prefix(es) and numbers:** FILM 466

**3. Rationale for each equivalent course:**

ENG 466, Film Theory, was established as a course before the film major was created in 2010. It is now an elective in both the English major and the Film major. It would serve students well to be able to take the class as either ENG 466 or FILM 466, whichever best fits their degree plan. Both the English Department and the School of Journalism & Broadcasting have approved this equivalency and will cross-list the course when it is offered.

**4. Proposed term for implementation:** 2014(30)

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

Department of English 10/24/2013\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Film Program Committee | 10/24/2013 |
| SJ&B Curriculum Committee | 10/30/2013 |
| School of Journalism & Broadcasting | 11/1/2013 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attached: Course Inventory Form**

Proposal Date: October 8, 2013

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Course**

**(Consent Item)**

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

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: BCOM 185
  2. Course title: Introduction to Broadcasting

**2. Rationale for the course suspension:** The School of Journalism & Broadcasting has created a new media survey course SJB 101 Understanding Media. SJB101 will be one of the three new core courses that will be added to the major in broadcasting. While the course will not exclusively cover the broadcasting industry, students will receive a broad overview of the media industry including broadcasting.

**3. Effect of course suspension on programs or other departments, if known:** Not applicable. Current students in the major that have not taken BCOM 185 will be allowed to substitute SJB101.

**4. Proposed term for implementation:** 2014(30)

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

|  |  |
| --- | --- |
| Broadcasting Program Committee | 10/22/2013 |
| SJ&B Curriculum Committee | 10/30/13 |
| School of Journalism & Broadcasting | 11/1/13 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attached: Course Inventory Form**

Proposal Date: October 8, 2013

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Course**

**(Consent Item)**

Contact Person: Travis Newton, travis.newton@wku.edu, 270-745-5890

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: BCOM 350
  2. Course title: Scriptwriting for Film & Television

**2. Rationale for the course suspension:** Course is being rewritten as a FILM 200-level course (FILM 250).

**3. Effect of course suspension on programs or other departments, if known:**

The major in film (REF# 667) will be revised to reflect the change in course number and subject code. The new course will be required in the major in film effective fall 2014. Current students in the film major will be given iCAP exception forms to allow the new FILM 250 course to replace the required course BCOM 350.

The major and minor in broadcasting (REF# 726/330) will replace this course with FILM 250 in its elective list effective fall 2014. iCAP exceptions forms will be provided to current majors/minors.

The minor in film studies (REF# 358) will need to provide iCAP exceptions to students to substitute the new FILM 250 course for BCOM 350 as an elective in the program.

**4. Proposed term for implementation:** 2014(30)

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

|  |  |
| --- | --- |
| Broadcasting Program Committee | 10/22/2013 |
| Film Program Committee | 10/24/2013 |
| SJ&B Curriculum Committee | 10/30/2013 |
| School of Journalism & Broadcasting | 11/1/2013 |
| PCAL Curriculum Committee | 12/5/213 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attachment: Course Inventory Form**

Proposal Date: October 16, 2013\*

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Course**

**(Consent Item)**

Contact Person: Ron DeMarse, ron.demarse@wku.edu, 270-745-2840

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: BCOM 376
  2. Course title: Film Production for Television

**2. Rationale for the course suspension:**

BCOM 376 Film Production for Television was originally designed as an upper-division course to allow students the opportunity to film a variety of television projects on black and white and color film. Over time, this course has evolved into a course on cinematography using film as the medium of instruction. Since film cameras are giving way to digital cameras, the original course, BCOM 376, is being rewritten in such a fundamental way as to necessitate a new course proposal. Important concepts and applications from the course will be incorporated into the new FILM 376 Cinematography course. FILM 376 will replace BCOM 376 in the major in film. Currently, full-time faculty staffing cannot support teaching both a course in film production for television and a course in cinematography at this time.

**3. Effect of course suspension on programs or other departments, if known:**

Film and Broadcasting majors from past catalog years (which required BCOM 376) will be permitted to take FILM 376 in its place, and i-CAP exceptions will be filed. This change reflects the new curriculum in the Film major effective fall 2014. BCOM 376 is an elective in the minor in film studies and an elective (for some catalog years) in the major/minor in broadcasting. i-CAP exception forms will be allowed to substitute FILM 376 for BCOM 376 as an elective in these programs.

**4. Proposed term for implementation:** 2014(30)

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

|  |  |
| --- | --- |
| Broadcasting Program Committee | 10/22/2013 |
| SJ&B Curriculum Committee | 10/30/2013 |
| School of Journalism & Broadcasting | 11/1/2013 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attachment: Course Inventory Form**

Proposal Date: October 16, 2013\*

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Course**

**(Consent Item)**

Contact Person: Ron DeMarse, ron.demarse@wku.edu, 270-745-2840

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: BCOM 379
  2. Course title: Producing for Video and Film

**2. Rationale for the course suspension:**

In an effort to streamline the TV/Film Production Track and incorporate the new SJB core courses into the major in broadcasting, two existing courses, BCOM 379 *Producing for Television and Film* and BCOM 466 *Directing Television and Film*, will be suspended from inventory. BCOM 379 will be dropped as a required course in the television production concentration within the curriculum requirements of the broadcasting major, effective fall 2014, and will be suspended. Important concepts and applications from the course will be incorporated into both the new BCOM 463 Producing and Directing course, and the new FILM 379 Film Producing course.

**3. Effect of course suspension on programs or other departments, if known:**

Broadcasting majors from past catalog years (which required BCOM 379) will be permitted to take BCOM 463 in its place, and i-CAP exceptions will be filed. This change reflects the new curriculum in the major in broadcasting, effective 2014. This change will have no effect on the film major.

**4. Proposed term for implementation:** 2014(30)

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

|  |  |
| --- | --- |
| Broadcasting Program Committee | 10/22/2013 |
| SJ&B Curriculum Committee | 10/30/2013 |
| School of Journalism & Broadcasting | 11/1/2013 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attachment: Course Inventory Form**

Proposal Date: October 8, 2013

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Course**

**(Consent Item)**

Contact Person: Ron DeMarse, ron.demarse@wku.edu, 270-745-2840

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: BCOM 380
  2. Course title: Intermediate Post Production

**2. Rationale for the course suspension:**

BCOM 380 will be dropped as a required course in the production concentration within the broadcasting major curriculum effective fall 2014, and will no longer be taught. Important concepts and applications from the course will be incorporated into BCOM 480 (Advanced Post Production). It was determined that three separate post-production classes were unnecessary for Broadcasting majors.

**3. Effect of course suspension on programs or other departments, if known:**

This change will have no effect on other programs and no long-term effect on the Broadcasting major. Broadcasting students from past catalog years (which required BCOM 380) will be permitted to take BCOM 480 in its place, and iCAP exceptions will be filed. This change reflects the new curriculum in the major in broadcasting effective 2014.

**4. Proposed term for implementation:** 2014(30)

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

|  |  |
| --- | --- |
| Broadcasting Program Committee | 10/22/2013 |
| SJ&B Curriculum Committee | 10/30/2013 |
| School of Journalism & Broadcasting | 11/1/2013 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attachment: Course Inventory Form**

Proposal Date: October 8, 2013

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Course**

**(Consent Item)**

Contact Person: Ron DeMarse, ron.demarse@wku.edu, 270-745-2840

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: BCOM 466
  2. Course title: Directing Television and Film

**2. Rationale for the course suspension:**

BCOM 466 will not be required in the TV production concentration within the revised broadcast program, which will be implemented in fall 2014. Important concepts and applications from the course will be incorporated into the new BCOM 463 (Producing and Directing) class.

**3. Effect of course suspension on programs or other departments, if known:**

This change will have no effect on other programs and no long-term effect on the major in broadcasting. Broadcasting students from past catalog years (which required BCOM 466) will be permitted to take BCOM 463 in its place, and iCAP exceptions will be filed. This change reflects the new Broadcasting curriculum.

**4. Proposed term for implementation:** 2015(30)

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

|  |  |
| --- | --- |
| Broadcasting Program Committee | 10/22/2013 |
| SJ&B Curriculum Committee | 10/30/2013 |
| School of Journalism & Broadcasting | 11/1/2013 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attachment: Course Inventory Form**

Proposal Date: Nov 1, 2013

**Potter College of Arts & Letters**

**Department of Sociology**

**Proposal to Suspend a Course**

**(Consent Item)**

Contact Person: Holli Drummond, [holli.drummond@wku.edu](mailto:holli.drummond@wku.edu), 745-2259

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: SOCL 353
  2. Course title: Sociology of Modern Japan

**2. Rationale for the course suspension:**

The Sociology has experienced significant faculty attrition over the last five years. Unfortunately, we have been unable to replace faculty at the rate at which they have been lost. Thus, we are currently unable to offer this course.

**3. Effect of course suspension on programs or other departments, if known:**

The course is an elective for 1) Gender and Women’s Studies, 2) the Asian Religions and Culture major, and 3) the Asian Studies minor. It is with regret that we inform these programs of the loss of this course.

**4. Proposed term for implementation:**

Fall 2014

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

|  |  |
| --- | --- |
| Department/ Unit Sociology | Nov 20, 2013 |
| Potter College Curriculum Committee | Dec 5, 2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attachment: Course Inventory Form**

Proposal Date: Nov 1, 2013

**Potter College of Arts & Letters**

**Department of Sociology**

**Proposal to Suspend a Course**

**(Consent Item)**

Contact Person: Holli Drummond, [holli.drummond@wku.edu](mailto:holli.drummond@wku.edu), 745-2259

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: SOCL 420
  2. Course title: Political Sociology

**2. Rationale for the course suspension:**

The Sociology has experienced significant faculty attrition over the last five years. Unfortunately, we have been unable to replace faculty at the rate at which they have been lost. Thus, we are currently unable to offer this course.

**3. Effect of course suspension on programs or other departments, if known:**

None

**4. Proposed term for implementation:**

Fall 2014

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

|  |  |
| --- | --- |
| Department/ Unit Sociology | Nov 20, 2013 |
| Potter College Curriculum Committee | Dec 5, 2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attachment: Course Inventory Form**

Proposal Date: 3/20/13

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Program**

**(Consent Item)**

Contact Person: Loup Langton, loup.langton@wku.edu, 270.745.4394

**1. Identification of program:**

* 1. Program reference number: 414
  2. Program title: Minor in Mass Communication
  3. Credit hours: 21

**2. Rationale for the program suspend:** The minor currently has 7 students, down from 13 in spring of 2012. The minor in mass communication offers a flexible, interdisciplinary education aimed at providing an understanding of the dynamics of mass communication in society. Student enrollment trends suggest that this minor needs to be revamped. Students are more attracted to the pre-professional programs in the School. Suspension of the program, while the School undergoes significant curriculum revisions, will provide an opportunity to evaluate and redesign the program.

**3. Effect on current students or other departments, if known:** The School will continue to provide all courses or equivalent course substitutions necessary for the current minors to graduate on time.

**4. Proposed term for implementation:** 2014 (30)

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

SJ&B Curriculum Committee \_\_April 2013\_\_\_\_\_\_\_

School of Journalism & Broadcasting \_\_11/1/13\_\_\_\_\_\_\_\_\_\_

PCAL Curriculum Committee \_\_\_12/5/2013\_\_\_\_\_\_\_

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

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

Proposal Date: 3/20/13

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Suspend a Program**

**(Consent Item)**

Contact Person: Loup Langton, loup.langton@wku.edu, 270.745.4394

**1. Identification of program:**

* 1. Program reference number: 725
  2. Program title: Major in Mass Communication
  3. Credit hours: 36

**2. Rationale for the program suspension:** Although those “seeking admission to the program” have averaged 18 students for the past two years, the number enrolled as “admitted to the major” has averaged less than five students during that same time span.

The major in mass communication offers students the opportunity to acquire a broad, flexible, interdisciplinary liberal arts education which is aimed at a comprehensive understanding of the dynamics of mass communication in society. For this reason, the major is unique in the School of Journalism & Broadcasting, in that it is not a specialized professional program. Student enrollment trends suggest that this program needs to be revamped. Students are more attracted to the pre-professional programs in the School. Suspension of the program, while the School undergoes significant curriculum revisions, will provide an opportunity to evaluate and redesign the program.

**3. Effect on current students or other departments, if known:** The School will continue to provide all courses or equivalent course substitutions necessary for the current majors (minors) to graduate on time.

**4. Proposed term for implementation:** 2014 (30)

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

SJ&B Curriculum Committee \_\_April 2013\_\_\_\_\_\_\_

School of Journalism & Broadcasting \_\_11/1/13\_\_\_\_\_\_\_\_\_\_

PCAL Curriculum Committee \_\_\_\_12/5/2013\_\_\_\_\_\_

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

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

Proposal Date: October 8, 2013rev

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Delete a Course**

**(Consent Item)**

Contact Person: Loup Langton, [loup.langton@wku.edu](mailto:loup.langton@wku.edu) 745-4144

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: JOUR 201
  2. Course title: Media and Society

**2. Rationale for the course suspension:** The School of Journalism & Broadcasting has created a new media survey course SJB 101 Understanding Media. SJB 101 will be one of the three new core courses that will be added to the following majors: advertising, broadcasting, news/editorial journalism, photojournalism, and public relations. SJB 101 will cover material similar to JOUR 201 but with an updated approach to the material

SJB 101 Understanding Media helps students acquire and practice key digital media, audience analysis, and information management skills. Full integration of media content, ethics and technology learning into the core curricula of the School of Journalism & Broadcasting will leave students immeasurably better positioned to compete in today’s varied and changing media workplace. Understanding Media includes an in-depth study of the theoretical foundations and ethical considerations for analyzing mass communication messages, channels, institutions, audiences, and communities.

**3. Effect of course suspension on programs or other departments, if known:** The programs outside the School of Journalism & Broadcasting that will be impacted include the major in popular culture studies (758) and the minor in floodplain management (361).  Programs outside the School of Journalism & Broadcasting have been notified and may substitute BCOM 201 Mass Communication Theory and Effects or SJB 101 Understanding Media. Students currently enrolled in the advertising, news/editorial, photojournalism and public relations majors that have not already taken the JOUR 201 requirement will be allowed to substitute SJB101.

**4. Proposed term for implementation:** 2014(30)

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

|  |  |
| --- | --- |
| SJ&B Curriculum Committee | 10/30/13 |
| School of Journalism & Broadcasting | 11/1/13 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |

Proposal Date: October 8, 2013

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Delete a Course**

**(Consent Item)**

Contact Person: Loup Langton, [loup.langton@wku.edu](mailto:loup.langton@wku.edu) 745-4144

**1. Identification of course:**

* 1. Current course prefix (subject area) and number: JOUR 232
  2. Course title: Electronic Technologies for Journalism

**2. Rationale for the course suspension:** The School of Journalism & Broadcasting will introduce a new course, SJB 102 Media Content, Collaboration and Community, in fall 2014. SJB 102 will be one of the three new core courses that will be added to the following majors: advertising, broadcasting, news/editorial journalism, photojournalism, and public relations. Media technology has fundamentally altered the way in which the world communicates, the School of Journalism & Broadcasting is responding to these changes through new approaches to educating students.

**3. Effect of course suspension on programs or other departments, if known:**

Students currently enrolled in the advertising, news/editorial journalism and public relations majors that have not already taken JOUR 232, will be allowed to substitute SJB 102 Media Content, Collaboration and Community. Students pursuing the iMedia Certificate (REF# 1702) will be allowed to substitute SJB 102 or another appropriate course.

The only program outside the School of Journalism & Broadcasting that will be impacted is the minor in computer information systems (REF# 347), which lists JOUR 232 as a restricted elective. The program department head has been contacted about the deletion.

**4. Proposed term for implementation:** 2014(30)

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

|  |  |
| --- | --- |
| SJ&B Curriculum Committee | 10/30/13 |
| School of Journalism & Broadcasting | 11/1/13 |
| PCAL Curriculum Committee | 12/5/2013 |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

**Attached: Course Inventory Form**