

AUG 11 1993

LSC Use Only
Number: _____
Action: _____
Date: _____

UWUCC Use Only
Number: 93-30
Action: App
Date: UWUCC 2/15/94
senate 5/3/94

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: JN 423 Management in Mass Comm.
Suggested 20 Character Course Title: JN 423 Mgmt. in Mass. Comm.
Department: Journalism
Contact Person: Dr. James M. DeGeorge

II. If a course, is it being Proposed for:

- Course Revision/Approval Only
- Course Revision/Approval and Liberal Studies Approval
- Liberal Studies Approval Only (course previously has been approved by the University Senate)

III. Approvals

James DeGeorge
Department Curriculum Committee
[Signature]
College Curriculum Committee

James DeGeorge (acting)
Department Chairperson
[Signature] 8/4/93 N. New
College Dean *
Resumes Required

Director of Liberal Studies
(where applicable)

Provost (where applicable)

*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

IV. Timetable

Date Submitted to LSC: _____	Semester to be implemented: _____	Date to be published in Catalog: _____
to UWUCC: _____		

JN 423 Management in Mass Communications

3 credits
3 lecture hours
(3c-01-3sh)

Prerequisites: JN 493 or field experience
Attention given to the process of advancement to management positions in the advertising, journalism, and public relations industries.

JN 423--Management in Mass Communications ***J. David Truby***

Management in Mass Communications is a survival course on two levels. One is what management is about while you are climbing up the ladder to their lofty executive sweet (pun), while the other is how to act when you become a management person. Good management is mostly effective, two-way communication and the instructor recognizes the four major tenets of good management: Profit; Fun; Justice; Excellence.

The course covers administration, finances, working for and with people, being in charge of people, communication, law, government, media, problem solving, hiring/firing/promoting, ethics, and all sorts of other goodies you'll need to prosper out there.

PRODUCT WARNING: This course is for Majors Only and sharp ones at that. The instructor suggests you not schedule this course until you've been out on an internship and/or worked in the world beyond IUPland.

Part II. 2.

2

OLD CATALOG NUMBER AND DESCRIPTION

JN 106 Basic Journalistic Skills (required)
JN 343 History of American Journalism
JN 323 Management in Mass Comm.
JN 346 Advanced Reporting
JN 349 Public Affairs Reporting
JN 350 Advertising Writing
JN 390 Public Relations II
JN 391 Presentation Making in Pub. Rel.
JN 392 Problem Solving in Public Relations
JN 394 Document Design II

NEW CATALOG NUMBER AND DESCRIPTION

JN 102 Basic Journalistic Skills (required)
JN 243 History of American Journalism
JN 423 Management in Mass Comm.
JN 446 Advanced Reporting
JN 449 Public Affairs Reporting
JN 450 Advertising Writing
JN 490 Public Relations II
JN 491 Presentation Making in Pub. Rel.
JN 492 Problem Solving in Public Relations
JN 494 Document Design II

Part II. 3. Justification/Rational for changes.

The existing system of numbering journalism courses does not adequately reflect the sequence in which students should take them nor the relative level of difficulty of the courses. For instance, the first journalism course our students should take, Basic Journalistic Skills, Jn 106, is not our lowest numbered course. And there are a number of 300 level courses which are actually advanced senior level courses. An example would be our management course, Jn 323, Management in Mass Communications. It requires field experience. It's unquestionably a senior level course.

For reasons no one can remember, the original numbering did not adequately represent the logic and sequence of our program. The changes proposed would accurately mirror a long-existing reality. There are no changes in course content.

The changes in prerequisites proposed will merely be consonant with the renumbering we propose.