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Submission Date:
Action-Date:

App 3/25/97
Senate App 4/29/97

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Kurt Dudt Phone 2492

Department Communications Media

II. PROPOSAL TYPE (Check All Appropriate Lines)

_____ **COURSE** _____ Suggested 20 character title

____ New Course* _____ Course Number and Full Title

____ Course Revision _____ Course Number and Full Title

____ Liberal Studies Approval + for new or existing course _____ Course Number and Full Title

____ Course Deletion _____ Course Number and Full Title

____ Number and/or Title Change _____ Old Number and/or Full Old Title

_____ New Number and/or Full New Title

____ Course or Catalog Description Change _____ Course Number and Full Title

X **PROGRAM:** X Major ____ Minor ____ Track

____ New Program* _____ Program Name

X Program Revision* Bachelor of Science in Communications Media Program Name

____ Program Deletion* _____ Program Name

____ Title Change _____ Old Program Name

_____ New Program Name

III. Approvals (signatures and date)

B. Gudrudson 9/9/96
Department Curriculum Committee

Kurt P. Dudt 9/9/96
Department Chair

12/11/96
College Curriculum Committee

12/11/96
College Dean

+Director of Liberal Studies (where applicable)

12/14/96
*Provost (where applicable)

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____ Title Change _____ Old Program Name

_____ New Program Name

III. **Approvals** (signatures and date)

B. Gulbrickson 9/9/96
Department Curriculum Committee

Kurt P. Dudt 9/9/96
Department Chair

12/11/96
College Curriculum Committee

12/11/96
College Dean

_____
+Director of Liberal Studies (where applicable)

12/14/96
*Provost (where applicable)

II. Description of Curriculum Change

1. Catalog description for the revised program

The department offers a Bachelor of Science in Communications Media and two minors, one in Communications Media and one in Educational Technology. The minor in Communications Media is an eighteen-credit program designed to complement any major. The minor in Educational Technology is a twenty-four-credit program designed for students in the College of Education who are completing a teaching degree. The department also serves preservice teachers and other students who are required to complete the course, Technology for Learning and Instruction, CM 301

The philosophy of the Communications Media Department is to prepare generalists in the area of Communications. Our students may select from a number elective courses, depending on their career interests.

The department faculty offers a wide variety of experience in all areas of Communications Media. With the combination of classroom work and the optional internship program, departmental graduates are competitive for positions in various areas. Students graduating with a degree in Communications Media have obtained positions in such areas as; radio, television, cable televison, public relations, advertising, medical media relations and corporate media relations.

Students changing majors from other academic departments within the university are required to be in good academic standing before the transfer will be approved.

1. CATALOG DESCRIPTION FOR EXISTING PROGRAM

The department offers a Bachelor of Science in Communications Media and two minors, one in Communications Media and one in Educational Technology. The department also serves preservice teachers and other students who are required to complete the basic course in Technology for Learning and Instruction, CM 301.

The philosophy of the Communications Media Department is to prepare generalists in the area of Communications. Our students can choose from one of three tracks with the department, depending on their career interests: Product Development, Electronic Media, or Training and Development. Regardless of the sequence chosen, students may select courses outside of their sequence in order to broaden their skills.

The faculty within the department offers a wide variety of experiences in all areas of Communications Media. With the combination of classroom work and the optional internship program, departmental graduates are competitive for positions in various areas. Students graduating from this major have obtained positions in such areas as radio, television, cable television, public relations, advertising agencies, medical and media centers, and corporate media centers.

The department has two minors, one in Communications Media and one in Educational Technology. The minor in Communications Media is an eighteen-credit program designed to complement any major. The minor in Educational Technology is a twenty-four credit program designed for students in the College of Education who are completing a teaching degree.

Students changing majors from other academic departments within the university are required to have a 2.5 grade-point average before transfer will be approved.

2. Summary of Changes:

a. Table Comparing old and new programs

NEW PROGRAM

Bachelor of Science-Communications Media

Liberal Studies: As outlined in the Liberal Studies section with the following specifications: **54-55**

Social Science: PC 101
Liberal Studies elective: BE/CO/IM 101, no courses with CM prefix, not to include courses cross-listed with CM

College: **3**
EP 202 Educational Psychology or
EP 388 Interpersonal Effectivness and Communication

Major: **42**

Required Courses:		10sh
CM 101	Communications Media in American Society	3sh
CM 200	Images	3sh
CM 395	Career Planning	1sh
one course from the following list		
CM 303	Scriptwriting	3sh
CM 330	Communications Media in Training and Education	3sh
CM 403	Writing for Broadcasting	3sh

Controlled Electives:
Other Communications Media elective courses 32sh

Other Requirements: **18**
Out-of College Requirement (adviser approval)

Free Electives: 6-7

(#)Total Degree Requirements **124**

#A maximum of 12sh of CM 493, Internship can be applied to requirements for graduation.

OLD PROGRAM

Bachelor of Science--Communications Media

Liberal Studies: As outlined in Liberal Studies section with the following specifications:			**54-55**
Natural Science: Laboratory sequence required (GS 101/102-103/104 recommended)			
Social Science: PC 101			
Liberal Studies electives: CO 101, no courses with CM prefix			
College:			**3**
EP 202	Educational Psychology or		
EP 388	Interpersonal Effectiveness and Communication	3sh	
Major:			**42-45**
CM 101	Communications Media in American Society	3sh	
CM 102	Basic Technology	1sh	
CM 103	Basic Communications Research	1sh	
CM 200	Images	3sh	
CM 395	Career Planning in Communication	1sh	
Controlled electives: According to Track			
Product Development: CM 303 (required), CM 271, 440, 444, 449, 451 (strongly recommended), CM 390, 441, 445, 450, 472, 473, 474, 475, 476, 477, 478, 489, 490 (also recommended)		33sh	
Electronic Media: CM 403 (required), 404, 405, 451, 460 (strongly recommended), CM 230, 452, 454, 456, 480, 455, 390, 490 (also recommended)		36sh	
Training and Development: CM 330, 335 (required), CM 271, 303, 403, 430, 435, 440, 449, 451 (strongly recommended), CM 390, 480, 490, 495 (also recommended)		36sh	
Other Requirements:			**15-18**
Out-of-College Requirement (adviser approval) by Track			
Product Development Track		18sh	
Electronic Media Track		15sh	
Training and Development Track		15sh	
Free Electives:			**6-7**
Total Degree Requirements:			**124**

b. Associated changes

1. The elimination of the three tracks, collapsing the program into one major with electives selected by the students according to their career goals

2. The deletion of two one-credit courses CM 102, CM 103, currently listed as major requirements,

3. The elimination of the 2.5 GPA. requirement for a change of major within the University

4. Elimination of a specific Natural Science requirement.

5. Notation of restrictions for Liberal Studies electives prohibiting Communications Media majors from taking CM courses as Liberal Studies Electives, also to include CM courses cross-listed with other departments.

3. Rationale for Change

a. Students majoring in Communications Media frequently want a broader academic experience than is provided for by the restrictions in the current three Tracks. This change will allow students to choose electives from a wider range of CM courses and tailor their program to meet their career goals.

b. CM 102 and 103 are one credit courses that are obsolete, in their current form, and will likely be revised to include changes in technology in the Communications Media industry. The elimination of the two credits in the program will be accomodated by courses with variable credit, such as CM 390, Practicum in Communications Media or CM 493, Internship in Communications Media.

c. The department faculty has concurred that any student in good standing with the University should be allowed to change majors and apply for a transfer into the department, eliminating the 2.5 GPA requirement.

d. The current wording in the catalogue prohibits students from taking the 10 credit Natural Science option and as GS 101/102-103/104 is only recommended, this can be handled by academic advisers.

e. As more courses are developed by multiple departments, the Communications Media Department wants to ensure that students do not take courses that are cross-listed with CM (such as BE/CM/CO/IM/LB 201) as Liberal Studies electives.

III. Implementation. Answer the following questions:

1. How will the proposed revision affect students already in the existing program?

The elimination of the tracks, the deletion of the two courses and the change of major requirement will have no effect on current students. Students who have previously taken BE/CO/IM/LB 201 in the Liberal Studies program will be allowed an exception on a case-by-case basis.

2. How will teaching loads be affected?

Faculty teaching loads will not be affected. The credits added to the program with the deletion of the two one credit courses will be absorded into faculty loads each semester.

3. Are other resources adequate:

This program revision has no impact on other resources.

4. How will the department adjust to increases or decreases in the number of students as a result of these revisions?

The department does anticipate some additional students through changes of major. While it is difficult to anticipate the number of new students, it is not expected to be significant. As the majority of CM courses are designed for small numbers of students, these students will be accomodated in required and elective courses with additional seats as necessary.