

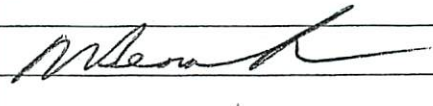
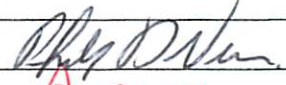
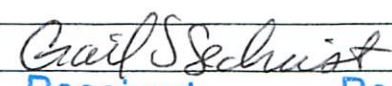
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LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No. <u>07-61</u>	UWUCC Action-Date: <u>App-2/3/09</u>	Senate Action Date: <u>App-2/24/09</u>
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Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person Stanford G. Mukasa	Email Address mukasa@iup.edu
Proposing Department/Unit Journalism	Phone 7-3097

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply) ☒ New Course ☐ Course Prefix Change ☐ Course Deletion ☐ Course Revision ☐ Course Number and/or Title Change ☐ Catalog Description Change		
		JRNL 261: Introduction to Magazine Industry
<u>Current Course prefix, number and full title</u>		<u>Proposed course prefix, number and full title, if changing</u>
2. Additional Course Designations: check if appropriate ☐ This course is also proposed as a Liberal Studies Course. ☐ Other: (e.g., Women's Studies, Pan-African) ☐ This course is also proposed as an Honors College Course.		
3. Program Proposals ☐ New Degree Program ☐ Program Title Change ☐ Program Revision ☐ New Minor Program ☐ New Track ☐ Other		
<u>Current program name</u>		<u>Proposed program name, if changing</u>
4. Approvals		
Department Curriculum Committee Chair(s)		Date <u>11/14/07</u>
Department Chair(s)		<u>11/14/07</u>
College Curriculum Committee Chair		<u>4/16/08</u>
College Dean	<u>A am</u>	<u>4/16/08</u>
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs		<u>2-3-09</u>
	Received	Received

* where applicable

JAN 27 2009

JAN 13 2009

APR 16 2008

Liberal Studies Liberal Studies Liberal Studies

JRNL 261 Introduction to the Magazine Industry

Prerequisites: Sophomore standing OR Instructor permission (3c-01-3cr)

I. Catalog Description

Introduces the magazine industry, how it is managed, how it functions, its strategies, and its roles and goals in society.

II. Course Outcomes

Upon completion of this course, students should be able to:

1. Identify the strategies magazine circulation departments utilize to increase subscribers.
2. Analyze the approaches advertising representatives employ to influence magazine content.
3. Differentiate between the approaches publishers use to target specific groups of subscribers.
4. Contrast layout-and-design strategies and their effectiveness.
5. Contrast the quality of writing across magazines of similar genres.
6. Recognize the roles that publishers, editors, sales and circulation representatives, designers, photographers, columnists, writers and contributors assume in magazine production.
7. Summarize the collaborative efforts required by these publication professionals to produce a magazine.
8. Examine the types of writing, editing, and design skills that aspiring journalists must possess in order to enjoy success in the industry.
9. Apply knowledge to a prototype for a magazine that will include market data research, a sample of advertising and writing, and a design of publishable quality.

III. Course Method

1. Lectures
2. Tests will be based on lectures, videos, assigned readings and students' presentations and projects
3. Presentations: Students will work in groups and make class presentations.
4. Individual magazine proposals
5. Research/interview project
6. Final examination

IV. Course Outline

A. Course Introduction and History of Magazine Industry

2 weeks

Course introduction

Introduction: History of Magazine Publishing. Beginnings of printing in England with Richard Steele and Joseph Addison. Published Tatler in 1709. USA. 1741: Benjamin Franklin's The General Magazine, and Historical Chronicle.

Philosophies of the early printing industry.

B. Trends in Magazine Publishing Industry

1 week

1. Reader fragmentation, specialization
2. Targeted readership based on demographic factors
3. Cross ownership (owning wide variety of mass media)
4. Mass media consolidation
5. Exam 1

- C. Starting and Maintaining a Publication** 2 weeks
1. Market research. Identifying demographic markets.
 2. Editorial policy formulation
 3. Costing. Revenue/expenditure analysis
 4. Magazine economics: primary and secondary sources of income
 5. Project assignments and discussion on projects and assignments
- D. Typical Readers and Demographic Profiles** 1 week
1. How publications attract readers
 2. Why readers need a publication
- E. Establishing Circulation Base** 1 week
1. Magazine marketing: Promo and PR
 2. Exam 2
- F. Circulation and Distribution** 1 week
1. Circulation terminology
 2. Industry politics – how industry formulates management and marketing policies
 3. Audits – how magazines and marketing strategies for circulation
 4. Distribution – policy and marketing strategies for circulation
 5. Fulfillment and pricing
 6. Subscriptions and single copy sales, channels for subscription sales and direct mail
- G. Promotion. Advantages and Disadvantages** 1 week
1. Ad sales and break-out of ad income
 2. Advertiser resistance, strategies to overcome
- H. The Product: Editorial Analysis, Editorial Staffing, Magazine Design** 2 weeks
1. The importance of editorial content and how to evaluate its viability and vitality
 2. Editorial pacing, balance, scheduling, content
 3. The editorial department: editors, writers, art directors, proofreaders and their Relationship with their audience
 4. The importance of writing
 5. Magazine design: art direction and formats
 6. Exam 3
- I. Project Presentations** 2 weeks
- Students will make presentations in class on the magazine prototype. Class discussions on projects. Students will critique each others' presentations
- J. Revisions** 1 week
- Students will complete revisions to their magazine proposals as a result of the previous week's Project Presentation critiques.
- K. Final Exam** 1 week

K. Evaluation Methods

1. Activity or assignment Percentage of final grade

Three exams 30
Presentations/proposals 30
Class participation 10
Project 20
Final examination 10
Total 100

2. Grade weights

90%+ = A 89% - 80% = B 79% - 70% = C 69% - 60% = D Below 60% = F

L. Undergraduate Course Attendance Policy

Students may miss up to three hours of class for either illness or personal emergency without an adverse reflection on their grades.

M. Required textbook(s), Supplemental Books and Readings

See bibliography below.

N. Special Resource Requirements

No special resources required.

O. Bibliography

Daly, Charles P.; Henry, Patrick; Ryder, Ellen (1996) "The Magazine Publishing Industry." Boston, Mass.: Allyn & Bacon.

Johnson, Sammye, & Prijatel, Patricia (2006) "The Magazine From Cover to Cover," Second Edition. Cary, N.C.: Oxford University Press. **Required**

Kobak, James (2002) "How to Start a Magazine." N.Y., M. Evans and Company, Inc. **Required**

Patterson, Benton Rain; Patterson, Coleman E.P. (1991) "The Editor in Chief: A Management Guide for Magazine Editors" (Paperback). Hoboken, N.J.: Wiley-Blackwell; 2nd edition.

Williams, Thomas A. (2002) "Publish Your Own Magazine and Manage a Successful Publication" (Paperback). N.Y.: Routledge; 2nd edition.

Woodard, Cheryl (2004) "Starting & Running a Successful Newsletter or Magazine," Fifth Edition. Berkeley, Calif.: Nolo. **Required**

Course Analysis Questionnaire

Section A: Details of the Course

A1 How does this course fit into the programs of the department? For what students is the course designed? (Majors, students in other majors, liberal studies). Explain why this content cannot be incorporated into an existing course.

This course is intended primarily for sophomores and juniors as a first look into magazines as a possible professional communications goal. Journalism minors and non-journalism majors may also enroll. Magazines are a separate medium, and this course's principles differentiate markedly from those applicable to newspapers and public relations. The journalism department believes that the curriculum area of magazines has potential for strong enrollment and is another professional writing, editing and design option for our majors.

A2 Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements.

No.

A3 Has this course ever been offered at IUP on a trial basis (e.g. as a special topic). If so, explain the details of the offering (semester/year and number of students).

Fall 2004 enrollment 36
Fall 2004 enrollment 36

Fall 2005 enrollment 43
Fall 2005 enrollment 44

Fall 2006 enrollment 40
Fall 2006 enrollment 39

A4 Is this course to be a dual-level course? If so, please note that the graduate approval occurs after the undergraduate.

This course is not intended to be dual level.

A5 If this course may be taken for variable credit, what criteria will be used to relate the credits to the learning experience of each student? Who will make this determination and by what procedures?

The course is not intended for variable credit.

A6 Do other higher education institutions currently offer this course? If so, please list examples (institution, course title).

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University of California-Berkeley: J-298 – Making a Magazine
University of Texas-Austin: J349T – Magazine Production
University of Missouri-Columbia: Journ 4408 – Magazine Editing and Journ 4506
Advanced Magazine Design
University of Florida-Gainesville: Jou 4510 – Magazine management and Publication

A7 Is the content, or are the skills, of the proposed course recommended or required by a professional society, accrediting authority, law or other external agency? If so, please provide documentation.

Not to our knowledge.

Section B: Interdisciplinary Implications

B1 Will this course be taught by instructors from more than one department? If so, explain the teaching plan, its rationale, and how the team will adhere to the syllabus of record.

There are no plans at present for interdepartmental teaching of the course.

B2 What is the relationship between the content of this course and the content of courses offered by other departments? Summarize your discussions (with other departments) concerning the proposed changes and indicate how any conflicts have been resolved. Please attach relevant memoranda from these departments that clarify their attitudes toward the proposed change(s).

There is no relationship with any other department's courses.

B3 Will this course be cross-listed with other departments? If so, please summarize the department representatives' discussions concerning the course and indicate how consistency will be maintained across departments.

The course is not intended to be cross-listed.

Section C: Implementation

C1 Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how this course will fit into the schedule(s) of current faculty. What will be taught less frequently or in fewer sections to make this possible? Please specify how preparation and equated workload will be assigned for this course.

No additional faculty will be required. This elective course will be offered once per year. JRNL 321 Feature Writing will be offered once per year instead of twice to accommodate this course.

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C2 What other resources will be needed to teach this course and how adequate are the current resources? If not adequate, what plans exist for achieving adequacy?

No additional space or travel funds will be required. Current library funds are sufficient to cover the library materials for this course.

C3 Are any of the resources for this course funded by a grant? If so, what provisions have been made to continue support for this course once the grant has expired? (Attach letters of support from Dean, Provost, etc.)

No grant funding

C4 How frequently do you expect this course to be offered? Is this course particularly designed for or restricted to certain seasonal semesters?

Once per year. Will not be restricted to a single semester.

C5 How many sections of this course do you anticipate offering in any single semester?

One or two sections.

C6 How many students do you plan to accommodate in a section of this course? What is the justification for this planned number of students?

25. The course requires numerous writing assignments and class presentations of 15 to 20 minutes per student.

C7 Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.

No.

C8 If this course is a distance education course, see the Implementation of Distance Education Agreement and the Undergraduate Distance Education Review Form in Appendix D and respond to the questions listed.

Not a distance education course.

Section D

Magazines have become a growing and specialized form of journalism. Many of our graduates are employed by general interest and trade magazines. It is important for our students to have access to current information and research in this field.