

## Program Revision Template

**Steps to the approval process:**

1. Complete the applicable template(s) and email them to the departmental or program curriculum committee chair.
2. The curriculum chair emails the proposal to the curriculum committee, then to the department/program faculty for a vote and finally to the department/program chair.
3. The department/program chair emails the proposal to [curriculum-approval@iup.edu](mailto:curriculum-approval@iup.edu); this email will also serve as an electronic signature.
4. Curriculum committee staff will log the proposal, forward it to the appropriate dean's office(s) for review within 14 days and post it on the X Drive for review by all IUP faculty and administrators. Following the dean's review the proposal goes to the UWUCC/UWGC and the Senate.
5. Questions? Email [curriculum-approval@iup.edu](mailto:curriculum-approval@iup.edu).

Contact Person:	Stanford Mukasa	Email Address:	Stanford.Mukasa@iup.edu
Proposing Depart/Unit:	Journalism Department	Phone:	724-357-4411

Program Revisions (Check all that apply):  Program Revision     Program Title Change     Catalog Description Change

Liberal Studies Requirement Changes     Other: [Click here to enter text.](#)

Current Program Information		Proposed Changes	
Current Program Title	Journalism Department	Proposed Program Title <i>(if changing)</i>	Department of Journalism and Public Relations
Current Narrative Catalog Description	<p>Students interested in a career in news, public relations, magazines, advertising, visual journalism, online journalism, social media, and marketing, should enjoy this innovative and flexible program. The journalism major combines journalism elective courses, the student's choice of a variety of courses from other university departments, plus internships that provide on-the-job experience.</p> <p>The IUP journalism major is flexible for the individual student, who decides, with an advisor, what directions his or her education will take for a mass communications career.</p>	Proposed Narrative Catalog Description <i>(if changing)</i>	<p>A bachelor of arts degree in journalism and public relations at IUP prepares students to thrive in a wide variety of career fields, such as: news media, public relations, entertainment, magazines, advertising, visual journalism, online journalism, web design, marketing and social media.</p> <p>In addition to these traditional, journalistic career fields, you will find our graduates combining their outstanding communication skills with other fields about which they are passionate, and landing jobs in hospitals, hotels, politics, advocacy, sports and planning, just to name a few, where strategic communication is essential.</p>



Rationale for Proposed Changes	
<p>Why is the program being revised?</p>	<p>The IUP journalism department has aggressively evolved with the discipline and the many career fields it feeds for at least the past five years, and the word “journalism,” alone, no longer adequately encompasses the education we are providing.</p> <p>We hear parents at many Academic Expos and other similar forums telling their children that “there are no jobs in journalism” or “journalism is dying.”</p> <p>Journalism is not dying. The advent of the internet, blogs, social media and a 24-hour news cycle – to name just a few threats/opportunities – has drastically changed the way we gather and distribute the news. It has also drastically changed how public relations practitioners function as well. We are struggling to develop a new business model in the field. The United States will always need strong journalists to be the watchdogs of our democracy. We are living what history will likely call “a tumultuous time in the field.” But, journalism has experienced turmoil at every juncture of new and emerging technology – the telegraph, radio, television, etc. Today is no different. We will adapt, settle into our new model and prosper.</p> <p>By changing our department name to journalism and public relations, we believe we can better position ourselves among the competition, more accurately reflect and communicate our offerings, and appeal to a broader audience of parents, potential students and employers.</p> <p>Below, our course offerings have been grouped into the two headings journalism and public relations to demonstrate how our proposed name will more accurately define us. Many of the courses could be categorized under both, but each course has only been listed once for the sake of clarity.</p> <p><b>Journalism</b>            JRNL 102 Basic Journalistic Skills            JRNL 120 Journalistic Techniques for Professional Writing            JRNL 215 Media Convergence in Journalism            JRNL 220 Writing for Media            JRNL 223 Photojournalism            JRNL 243 History of the American Press            JRNL 250 Women and the Press            JRNL 321 Feature Writing            JRNL 328 News Reporting            JRNL 337 Editing            JRNL 344 Issues and Problems            JRNL 345 Sports Journalism            JRNL 348 Opinion Writing            JRNL 347 Journalism Law and Ethics            JRNL 375 World News Coverage            JRNL 430 Public Opinion and the News Media            JRNL 446 Community Journalism</p>

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	<p><b>Public Relations</b>            JRNL 126 Introduction to Public Relations            JRNL 325 Public Relations Campaigns            JRNL 425 Entertainment PR            JRNL 490 Public Relations Writing            JRNL 261 Introduction to the Magazine Industry            JRNL 301 Presentation Making            JRNL 327 Layout, Design and Production            JRNL 400 Professional Preparation            JRNL 427 Publications            JRNL 450 Advertising Writing            JRNL 492 Problem Solving in Public Relations</p> <p><b>Can be either of the two:</b>            JRNL 281 Special Topics            JRNL 481 Special Topics            JRNL 482 Independent Study            JRNL 493 Internship</p> <p>The IUP Journalism Department has been considering a name change for some time. After much research and discussion, the faculty submitted suggestions and ultimately voted to change the department's name to the department of journalism and public relations.</p>
<p>Identify the <b><u>Program</u></b> Student Learning Outcomes (SLO). Mark any SLOs that are changing as a part of the Program Revision.</p>	<p><b>The department's Student Learning Outcomes are currently stated as follows:</b></p> <ul style="list-style-type: none"> <li>-To provide excellent, relevant education and training for students seeking careers in news/editorial or public relations fields.</li> <li>-To support the university's liberal studies program by educating students about the role of a free press in democratic institutions.</li> </ul> <p><b>We would like to revise both to these as follows:</b></p> <ul style="list-style-type: none"> <li>-To provide excellent, relevant education, and outstanding writing and speaking skills, for students seeking leadership positions in news, public relations and social media management.</li> <li>-To support the university's liberal studies program, and global and cultural awareness mission, by offering writing-intensive courses that also educate students about the role and importance of a free press in not only a democratic society, but also in a global context.</li> </ul>

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<p>Implication of the Change on:</p> <ul style="list-style-type: none"><li>- Program</li><li>- Other programs</li><li>- Current Students</li></ul>	<p>This proposed name change has no implications to the program. We are simply repackaging our department and making our program title better reflect our offerings and what our alumni are doing in the field with our degree.</p> <p>We don't believe this change will impact any other programs on campus.</p> <p>After surveying our current students and alumni, we have found that the vast majority of stakeholders are extremely excited about the potential name change. They would prefer to have the department's title better reflect what they are mastering.</p>
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