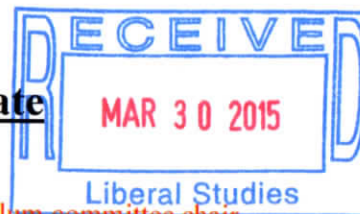


**Program Revision Template**



14-63  
 UWUCC AP-3/24/15  
 Provost App-9/11/14  
 Senate App 4/28/15

**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:	Michele Papakie	Email Address:	Michele.papakie@iup.edu
Proposing Depart/Unit:	Journalism	Phone:	724-357-4411

Program Revisions (Check all that apply):  Program Revision     Program Title Change     Catalog Description Change     Credit Hour Change  
 Liberal Studies Requirement Changes     Variability of Delivery     Other: [Click here to enter text.](#)

Current Program Information		Proposed Changes	
Current Program Title	Journalism Minor	Proposed Program Title <i>(if changing)</i>	Journalism and Public Relations Minor
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> <p>A student wishing to enter the program becomes a journalism major in the College of Humanities and Social Sciences. Then, the student chooses an individual program, in consultation with</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> <p>This major's curriculum is flexible enough to allow students to pick up a second major, or a minor or two, and</p>

Template G

	<p>his/her advisor, within a large group of elective journalism courses, plus a much larger group of courses from various other areas of the university. A student who completes the major graduates with a BA degree in journalism. Because journalism itself covers all areas of life, the journalism major covers many areas of study preparation. With six required courses, the student is free to mold the program to his/her own special interests through both major and free electives.</p> <p>The journalism major will use journalism courses to fulfill the minimum of 34 credits required for the major. All journalism majors, including dual majors, must complete the intermediate-level of a foreign language.</p> <p><b>The department offers an 18-credit minor designed to complement any major. Three 3-credit courses are required: JRNL 102, 105, and 120. The remaining 9 credits may be taken from the following list of journalism Major courses: JRNL 126, 243, 250, 301, 337, 344, 347, 375, and designated special topics courses. Internship credits do not apply toward the 18-credit minor; however, a student in the minor program may take an internship and apply the credits as free electives.</b></p>		<p>still graduate within four years. This is how our majors differentiate themselves in the workforce.</p> <p>With six required courses (18 credits), students are empowered to individualize their degrees specifically in line with their interests and passions. Students choose six more major electives (18 additional credits), out of the 24 (72 credits) the department offers, to complete the major requirements.</p> <p>Students in the College of Humanities and Social Sciences are also required to reach the intermediate level of a foreign language, which typically translates to three semesters (12 credits) of the student's choice of a foreign language. This requirement also makes our graduates more marketable.</p> <p><b>For students who choose to major in something else at IUP, the department of journalism and public relations offers an 18-credit minor that complements any major.</b></p> <p>Our many successful alumni of this program, scattered throughout a plethora of fields across the world, provide internships, which are plentiful and strongly encouraged. In fact, these experiences often lead to job opportunities. Employers know, if you can communicate, you can succeed.</p> <p>Students who choose to study journalism and public relations at IUP graduate as accomplished communicators. Study with us, and you will learn to change the world with your words.</p>
<p>Current Program Requirements</p>	<p><b>Minor—Journalism 18 (1)</b>  <b>Required Courses:</b>                  JRNL 102 Basic Journalistic Skills (2, 3) 3cr                  JRNL 105 Journalism and the Mass Media (2, 3) 3cr                  JRNL 120 Journalistic Writing (2, 3) 3cr  <b>Controlled Electives:</b> Three courses from the following: 9cr                  JRNL 126, 243, 250, 301, 337, 344, 347, 375, 481 (4)                  (1) Internship credits do not apply toward the 18cr minor; however, a student in the minor program may take an internship and apply the credits as free electives.                  (2) A grade of C or better is required for graduation with a minor in journalism.                  (3) The above three courses are to be taken in sequence.                  (4) Minors may substitute only with departmental permission.</p>	<p>Proposed Program Requirements <i>(if changing)</i></p>	<p><b>Minor—Journalism and Public Relations 18 (1)</b>  <b>Required Courses:</b>                  JRNL 102 Basic Journalistic Skills (1) 3cr                  JRNL 105 Journalism and the Mass Media (1) 3cr                  JRNL 120 Journalistic Writing (2) 3cr  <b>Controlled Electives:</b>                  JRNL course of 300-level or higher 3cr                  JRNL course of 300-level or higher 3cr                  JRNL free elective 3cr                  (1) A grade of C or better is required for graduation with a minor in journalism.                  (2) JRNL 102 is a prerequisite for JRNL 120.</p>

Template G

Rationale for Proposed Changes	
<p>Why is the program being revised?</p>	<p>The program is being revised to comply with the PASSHE Board of Governors' approved changes to the minor policy requiring at least six credits of coursework to be at or above the 300-level.</p> <p>We are also changing the name of our department, so we need to change the name of our minor.</p> <p>We found ourselves often approving whatever students wanted to take in the major toward a minor, so we found it unnecessary to prescribe a list of courses from which they could choose.</p> <p>We have also decided that students could take JRNL 102 and JRNL 105 simultaneously, but JRNL 102 must remain a prerequisite to JRNL 120.</p>
<p>Identify the <b>Program</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>
<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 change has no implications on the program, other programs or current students.</p>