**Potter College of Arts & Letters**

**Western Kentucky University**

**745-2345**

**REPORT TO THE UNIVERSITY CURRICULUM COMMITTEE**

Date: February 28, 2013

The Potter College of Arts & Letters submits the following items for consideration:

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| --- | --- |
| **Type of Item** | **Description of Item & Contact Information** |
| Action | **Proposal to Revise a Program**  716 Major in News/Editorial Journalism  Contact: Jo-Anne Ryan, [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu), 5-3828 |
| Action | **Proposal to Revise a Program**  726 Major in Broadcasting  Contact: Jo-Anne Ryan, [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu), 5-3828 |
| Action | **Proposal to Revise a Program**  727 Major in Advertising  Contact: Jo-Anne Ryan, [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu), 5-3828 |
| Action | **Proposal to Revise a Program**  750 Major in Photojournalism  Contact: Jo-Anne Ryan, [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu), 5-3828 |
| Action | **Proposal to Revise a Program**  763 Major in Public Relations  Contact: Jo-Anne Ryan, [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu), 5-3828 |

Proposal Date: November 27, 2012r

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise a Program**

**(Action Item)**

Contact Person: Jo-Anne Ryan [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu) 745-3828

**1. Identification of program:**

* 1. Current program reference number: 716
  2. Current program title: Major in News/Editorial Journalism (B.A.)
  3. Credit hours: 42

**2. Identification of the proposed program changes:**

* Revise the academic regulation requiring students to take a minimum of 80 semester hours in courses outside the major area of journalism and mass communications, with no fewer than 65 semester hours in the liberal arts and natural sciences.

• Revise the restrictions on the selection of a minor.

**3. Detailed program description:**

***Current program Proposed program – changes in bold***

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| --- | --- |
| Major in News/Editorial Journalism  ADMISSION REQUIREMENTS:  Students wishing to enter the major in news/editorial journalism initially are admitted as majors seeking admission (reference 716P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.  Students must meet the following requirements before admission to the major:  1. Completion of 48 hours of course work  applicable to the baccalaureate degree with  a minimum overall grade point average of  2.5. Required courses include COMM 161,  ENG 100, HIST 119 or 120 and the  university math requirement. A minimum  grade of “C” is required in ENG 100.  2. Completion of the following courses with at  least a grade of “C”: JOUR 201, 202, 232  CURRICULUM  The major in News/Editorial Journalism (reference number 716) requires 42 semester hours and leads to a Bachelor of Arts degree. Students must have a minor or second major outside the School of Journalism & Broadcasting and approved by the major advisor. Students must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communication, with no fewer than 65 semester hours in the liberal arts and natural sciences.  One-half of the hours in the major must be at the 300- or 400-level.  REQUIRED COURSES (39 hours)  JOUR 131 Introduction to Digital Photography  JOUR 201 Media and Society  JOUR 202 Introduction to Media Writing  JOUR 232 Electronic Technologies for Journalism  JOUR 261 Introduction to Multimedia  BCOM 264 Digital Video Production  BCOM 265 Basic Broadcast News  JOUR 301 Press Law & Ethics  JOUR 302 Intermediate Reporting  JOUR 323 News Editing  JOUR 325 Feature Writing  JOUR 348 Introduction to Interactive Advertising  JOUR 426 Advanced Reporting  RESTRICTED UPPER DIVISION ELECTIVE (3 hours)  JOUR 336 Picture Editing  JOUR 341 Principles of Advertising  JOUR 343 Print Design  JOUR 355 Fundamentals of Public Relations  JOUR 421 American Press History  JOUR 422 Current Issues in Mass Communication  JOUR 481 Problems in Mass Communication  JOUR 491 Internship/Practicum  JOUR 495 Collaborative Journalism  BCOM 368 News Videography & Editing  REQUIRED COURSES OUTSIDE THE MAJOR  ECON 203 Macroeconomics  PS 110 American National Government  PS 304 State Government  HIST 349 The United States Since 1945  ONE OF THE FOLLOWING TWO COURSES  GEOG 110 World Regional Geography  GEOG 360 Geography of North America | Major in News/Editorial Journalism  ADMISSION REQUIREMENTS:  Students wishing to enter the major in news/editorial journalism initially are admitted as majors seeking admission (reference 716P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.  Students must meet the following requirements before admission to the major:  1. Completion of 48 hours of course work  applicable to the baccalaureate degree with  a minimum overall grade point average of  2.5. Required courses include COMM 161,  ENG 100, HIST 119 or 120 and the  university math requirement. A minimum  grade of “C” is required in ENG 100.  2. Completion of the following courses with at  least a grade of “C”: JOUR 201, 202, 232  CURRICULUM  The major in News/Editorial Journalism (reference number 716) requires 42 semester hours and leads to a Bachelor of Arts degree. **Students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit including the University’s general education requirements.**  **In addition to meeting institutional requirements for graduation, the news/editorial major must have a minor or second major outside of the School of Journalism & Broadcasting and Film Studies that is approved by the major faculty advisor. Students may not select a minor in film studies, or those offered within the School, unless taken as a second minor.**  One-half of the hours in the major must be at the 300- or 400-level.  REQUIRED COURSES (39 hours)  JOUR 131 Introduction to Digital Photography  JOUR 201 Media and Society  JOUR 202 Introduction to Media Writing  JOUR 232 Electronic Technologies for Journalism  JOUR 261 Introduction to Multimedia  BCOM 264 Digital Video Production  BCOM 265 Basic Broadcast News  JOUR 301 Press Law & Ethics  JOUR 302 Intermediate Reporting  JOUR 323 News Editing  JOUR 325 Feature Writing  JOUR 348 Introduction to Interactive Advertising  JOUR 426 Advanced Reporting  RESTRICTED UPPER DIVISION ELECTIVE (3 hours)  JOUR 336 Picture Editing  JOUR 341 Principles of Advertising  JOUR 343 Print Design  JOUR 355 Fundamentals of Public Relations  JOUR 421 American Press History  JOUR 422 Current Issues in Mass Communication  JOUR 481 Problems in Mass Communication  JOUR 491 Internship/Practicum  JOUR 495 Collaborative Journalism  BCOM 368 News Videography & Editing  REQUIRED COURSES OUTSIDE THE MAJOR  ECON 203 Macroeconomics  PS 110 American National Government  PS 304 State Government  HIST 349 The United States Since 1945  ONE OF THE FOLLOWING TWO COURSES  GEOG 110 World Regional Geography  GEOG 360 Geography of North America |

**4. Rationale for the proposed program change:**

* The revision will update an academic program regulation required by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). ACEJMC recentlyapproved revisions to the accreditation standards, including adjustment of the 80/65 credit requirement to a minimum of 72 credit hours outside of the School of Journalism & Broadcasting unit, while meeting liberal arts and sciences-general education requirements of the institution.

Revisions go into effect in the 2013-14 academic year.

* The program revision regarding minors clarifies the policy for the major. The underlying principle of the policy is to ensure that students will have a broad education beyond the discipline.

**5. Proposed term for implementation and special provisions (if applicable):**

Implementation will be fall 2013, with the special provision to include currently enrolled students beginning with the graduating class of December 2013 and thereafter.

**6. Dates of prior committee approvals:**

SJ&B Curriculum Committee \_11/30/12\_\_\_\_\_\_\_\_\_

School of Journalism & Broadcasting \_11/30/12\_\_\_\_\_\_\_\_\_

PCAL Curriculum Committee \_2/7/2013\_\_\_\_\_\_\_\_\_\_

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Proposal Date: November 27, 2012r

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise a Program**

**(Action Item)**

Contact Person: Jo-Anne Ryan [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu) 745-3828

**1. Identification of program:**

* 1. Current program reference number: 726
  2. Current program title: Major in Broadcasting (B.A.)
  3. Credit hours: 39

**2. Identification of the proposed program changes:**

* Revise the academic regulation requiring students to take a minimum of 80 semester hours in courses outside the major area of journalism and mass communications, with no fewer than 65 semester hours in the liberal arts and natural sciences.
* Clarify the restrictions on the selection of a minor.
* Delete BCOM 429 Broadcast Meteorology from restricted electives

**3. Detailed program description:**

*Current Program Proposed Program* ***- revisions in bold***

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| --- | --- |
| Major in Broadcasting  ADMISSION REQUIREMENTS:  Students wishing to enter the major in broadcasting initially are admitted as majors seeking admission (reference 726P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.  Students must meet the following requirements before admission to the major:  1. Completion of 30 hours of course work  applicable to the baccalaureate degree with  a minimum overall grade-point average of  2.7. Required courses include COMM 145 or  COMM 161 (preferably COMM 161), HIST  119 or 120 and the university math requirement. A minimum grade of “C” is required in ENG 100.  2. Completion of the following courses with at  least a “C,” according to the intended  concentration:  Broadcast News:  BCOM 185 and either 201 or 265  Radio/TV Operations & Management:  BCOM 185 and either 201 or 261  TV/Film Production:  BCOM 185 and either 201 or 266  CURRICULUM  The major in broadcasting (reference number 726) requires a minimum of 39 semester hours and leads to a Bachelor of Arts degree. Students must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communication, with no fewer than 65 semester hours in the liberal arts and natural sciences.  A minor or second major outside of the School of Journalism & Broadcasting and the field of mass communication, the Department of Communication, and Film Studies is required. Communication studies or Film Studies may be only taken as a second minor.  One-half of the hours in the major must be at the 300- or 400-level. Only 3 hours of internship or co-op may be counted within the major. One-hour workshops may be repeated in different topics up to 4 hours. Only 3 hours of workshop credit may be counted within the 39-hour major.  Students entering the major may choose from three concentrations for their study emphasis as listed below.  Broadcast News Concentration  Required courses for all majors (12 hours)  BCOM 185 Introduction to Broadcasting  BCOM 201 Process and Effects of Mass Comm.  BCOM 301 Mass Communication Law and Ethics  BCOM 325 Survey of Writing for TV & Radio  Requirements within news concentration (21 hours)  BCOM 265 Basic Broadcast News  BCOM 266 Basic Television Production  BCOM 335 News Discovery and Selection  BCOM 365 Intermediate Broadcast News  BCOM 368 News Videography/Editing  BCOM 465 Adv. Broadcast News  Select one of the following three courses (3 hours)  BCOM 326 Radio/TV Performance  BCOM 385 Broadcast Commercial Sales  BCOM 485 Broadcast Operations & Mngmnt  Restricted electives (6 hours)  *C*hosen in consultation with department faculty advisor. Suggested electives: BCOM 261,360,328,329,361,385, 429,485,461(1 hr), 467(1 hr), 491, JOUR 131,261,495, or COMM 247.    General Education requirements \*  ECON 150 or 202 or 203  PS 110 American National Government  GEOG 121 Meteorology  One of the following two courses  GEOG 110 World Regional Geography  COMM 263 Fndmntls of Comm & Culture  General Elective requirement\*  PS 250 International Politics  Suggested courses outside of major and General Education  PS 304 State Government  HIST 349 The United States since 1945  Television/Film Production Concentration  Required courses for all majors (12 hours)  BCOM 185 Introduction to Broadcasting  BCOM 201 Process and Effects of Mass Comm.  BCOM 301 Mass Communication Law and Ethics  BCOM 325 Survey of Writing for TV & Radio  Requirements within concentration (21 hours)  BCOM 266 Basic Television Production  BCOM 366 Video Editing  BCOM 367 Field Production  BCOM 379 Producing Video and Film  BCOM 380 Intermediate Post Production  BCOM 466 Directing Television and Film  BCOM 482 Television Program Production  Restricted Electives (6 hours)  Six additional hours chosen in consultation with departmental faculty advisor.  Suggested electives:FILM 201, BCOM 350, 376, 378, 480, 485, 491; ENG 309, 365, 366, 465, 466, JOUR 232, 261, 341, 495  General Education requirements \*  ECON 150 or 202 or 203  PS 110 American Nat’l Government  *One of the following*  GEOG 110 World Regional Geography  COMM 263 Fndmntls of Comm. & Culture  Suggested courses in General Education  PHYS 103 Light, Color and Vision  PHYS 130 Acoustics Music/Speech  Suggested courses outside of major and General Education  HIST 349 The United States since 1945  Radio and Television Operations Concentration  Required courses for all majors (12 hours)  BCOM 185 Introduction to Broadcasting  BCOM 201 Process and Effects of Mass Comm.  BCOM 301 Mass Communication Law and Ethics  BCOM 325 Survey of Writing for TV & Radio  Requirements within concentration (21 hours)  BCOM 261 Basic Radio Production  BCOM 265 Basic Broadcast News  BCOM 266 Basic Television Production  BCOM 360 Electronic Media Programming & Research  BCOM 385 Broadcast Commercial Sales  BCOM 485 Broadcast Operations & Management  *One of the following two courses*  BCOM 361 Advanced Radio Production  BCOM 366 Studio and Post Production Techniques  Upper Division Electives (6 hours)  Select six hours of upper division electives within the School of J&B or the University approved by department faculty advisor.  BCOM 491, Internship, strongly recommended.  General Education requirements \*  ECON 150 or 202 or 203  PS 110 American National Government  *One of the following*  GEOG 110 World Regional Geography  COMM 263 Fundamentals of Comm. & Culture    Suggested courses outside of major and General Education:ACCT 200, HIST 349, MGT 210, MKT 220, PHIL 215 and PSY 371 or PHIL 320.  \* Broadcasting students transferring to WKU with 60 or more hours of credit will be exempt from department required courses in general education and general electives, but must meet general education requirements of the University  and the liberal arts/sciences requirements of the School of Journalism and Broadcasting. | Major in Broadcasting  ADMISSION REQUIREMENTS:  Students wishing to enter the major in broadcasting initially are admitted as majors seeking admission (reference 726P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.  Students must meet the following requirements before admission to the major:  1. Completion of 30 hours of course work  applicable to the baccalaureate degree with  a minimum overall grade-point average of  2.7. Required courses include COMM 145 or  COMM 161 (preferably COMM 161), HIST  119 or 120 and the university math requirement. A minimum grade of “C” is required in ENG 100.  2. Completion of the following courses with at  least a grade of “C,” according to the intended concentration:  Broadcast News:  BCOM 185 and either 201 or 265  Radio/TV Operations & Management:  BCOM 185 and either 201 or 261  TV/Film Production:  BCOM 185 and either 201 or 266  CURRICULUM  The major in broadcasting (reference number 726) requires a minimum of 39 semester hours and leads to a Bachelor of Arts degree.  **Students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit including the University’s general education requirements.**  **In addition to meeting institutional requirements for graduation, the broadcasting major must have a minor or second major outside of the School of Journalism & Broadcasting, the Department of Communication, and Film Studies that is approved by the major faculty advisor. Students may not select a minor in film studies, communication studies, or from those offered within the School, unless taken as a second minor.**  One-half of the hours in the major must be at the 300- or 400-level. Only 3 hours of internship or co-op may be counted within the major. One-hour workshops may be repeated in different topics up to 4 hours. Only 3 hours of workshop credit may be counted within the 39-hour major.  Students entering the major may choose from three concentrations for their study emphasis as listed below.  Broadcast News Concentration  Required courses for all majors (12 hours)  BCOM 185 Introduction to Broadcasting  BCOM 201 Process and Effects of Mass Comm.  BCOM 301 Mass Communication Law and Ethics  BCOM 325 Survey of Writing for TV & Radio  Requirements within news concentration (21 hours)  BCOM 265 Basic Broadcast News  BCOM 266 Basic Television Production  BCOM 335 News Discovery and Selection  BCOM 365 Intermediate Broadcast News  BCOM 368 News Videography/Editing  BCOM 465 Adv. Broadcast News  Select one of the following three courses (3 hours)  BCOM 326 Radio/TV Performance  BCOM 385 Broadcast Commercial Sales  BCOM 485 Broadcast Operations & Mngmnt  Restricted electives (6 hours)  *C*hosen in consultation with departmental faculty advisor. Suggested electives: BCOM 261,360,328,329,361,385, **429**,485,461(1 hr), 467(1 hr), 491, JOUR 495 or COMM 247.    General Education requirements \*  ECON 150 or 202 or 203  PS 110 American National Government  GEOG 121 Meteorology  One of the following two courses  GEOG 110 World Regional Geography  COMM 263 Fndmntls of Comm & Culture  General Elective requirement\*  PS 250 International Politics  Suggested courses outside of major and General Education  PS 304 State Government  HIST 349 The United States since 1945  Television/Film Production Concentration  Required courses for all majors (12 hours)  BCOM 185 Introduction to Broadcasting  BCOM 201 Process and Effects of Mass Comm.  BCOM 301 Mass Communication Law and Ethics  BCOM 325 Survey of Writing for TV & Radio  Requirements within concentration (21 hours)  BCOM 266 Basic Television Production  BCOM 366 Video Editing  BCOM 367 Field Production  BCOM 379 Producing Video and Film  BCOM 380 Intermediate Post Production  BCOM 466 Directing Television and Film  BCOM 482 Television Program Production  Restricted Electives (6 hours)  Six additional hours chosen in consultation with departmental faculty advisor.  Suggested electives:FILM 201, BCOM 350, 376, 378, 480, 485, 491; ENG 309, 365, 366, 465, 466, JOUR 232, 261, 341, 495  General Education requirements \*  ECON 150 or 202 or 203  PS 110 American Nat’l Government  *One of the following*  GEOG 110 World Regional Geography  COMM 263 Fndmntls of Comm. & Culture  Suggested courses in General Education  PHYS 103 Light, Color and Vision  PHYS 130 Acoustics Music/Speech  Suggested courses outside of major and General Education  HIST 349 The United States since 1945  Radio and Television Operations Concentration  Required courses for all majors (12 hours)  BCOM 185 Introduction to Broadcasting  BCOM 201 Process and Effects of Mass Comm.  BCOM 301 Mass Communication Law and Ethics  BCOM 325 Survey of Writing for TV & Radio  Requirements within concentration (21 hours)  BCOM 261 Basic Radio Production  BCOM 265 Basic Broadcast News  BCOM 266 Basic Television Production  BCOM 360 Electronic Media Programming & Research  BCOM 385 Broadcast Commercial Sales  BCOM 485 Broadcast Operations & Management  *One of the following two courses*  BCOM 361 Advanced Radio Production  BCOM 366 Studio and Post Production Techniques  Upper Division Electives (6 hours)  Select six hours of upper division electives within the School of J&B or the University approved by department faculty advisor.  BCOM 491, Internship, strongly recommended.  General Education requirements \*  ECON 150 or 202 or 203  PS 110 American National Government  *One of the following*  GEOG 110 World Regional Geography  COMM 263 Fundamentals of Comm. & Culture    Suggested courses outside of major and General Education:ACCT 200, HIST 349, MGT 210, MKT 220, PHIL 215 and PSY 371 or PHIL 320.  \* Broadcasting students transferring to WKU with 60 or more hours of credit will be exempt from department required courses in general education and general electives, but must meet general education requirements of the University and **complete a minimum of 72 semester hours of courses outside the School of Journalism & Broadcasting.** |

**4. Rationale for the proposed program change:**

* The revision will update an academic program regulation required by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). ACEJMC recentlyapproved revisions to the accreditation standards, including adjustment of the 80/65 credit requirement to a minimum of 72 credit hours outside of the School of Journalism & Broadcasting unit, while meeting liberal arts and sciences-general education requirements of the institution.

Revisions go into effect in the 2013-14 academic year.

* The program revision regarding minors clarifies the policy for the major. The underlying principle of the policy is to ensure that students will have a broad education beyond the discipline.
* BCOM 429 *Broadcast Meteorology* has been deleted from the course inventory.

**5. Proposed term for implementation and special provisions (if applicable):**

Implementation will be fall 2013, with the special provision to include all catalog years effective with the graduating class of December 2013 and thereafter.

**6. Dates of prior committee approvals:**

SJ&B Curriculum Committee 11/30/12\_\_\_\_\_\_\_\_\_

School of Journalism & Broadcasting 11/30/12\_\_\_\_\_\_\_\_\_

PCAL Curriculum Committee 2/7/2013\_\_\_\_\_\_\_\_

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Proposal Date: November 27, 2012r

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise a Program**

**(Action Item)**

Contact Person: Jo-Anne Ryan [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu) 745-3828

**1. Identification of program:**

* 1. Current program reference number: 727
  2. Current program title: Major in Advertising (B.A.)
  3. Credit hours: 36

**2. Identification of the proposed program changes:**

* Revise the academic regulation requiring students to take a minimum of 80 semester hours in courses outside the major area of journalism and mass communications, with no fewer than 65 semester hours in the liberal arts and natural sciences.
* Revise the restrictions on the selection of a minor.

**3. Detailed program description:**

*Current program**Proposed program* ***– changes in bold***

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| --- | --- |
| Major in Advertising  ADMISSION REQUIREMENTS:  Students wishing to enter the major in advertising initially are admitted as majors seeking admission (reference 727P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.  Students must meet the following requirements before admission to the major:  1. Completion of 48 hours of course work  applicable to the baccalaureate degree with  a minimum overall grade point average of  2.5. Required courses include COMM 161,  ENG 100, HIST 119 or 120 and the  university math requirement. A minimum  grade of “C” is required in ENG 100.  2. Completion of the following courses with at  least a grade of “C”: JOUR 201, 202, 232  CURRICULUM  Major in Advertising  The major in advertising (reference number 727) requires 36 semester hours and leads to a Bachelor of Arts degree.  Students must have a minor or second major outside the School of Journalism & Broadcasting. Generally, students  may select any minor except communication studies, film studies or those offered within the School, as long as the minor is approved by the major advisor, 80 hours are taken outside the area of journalism and mass communication, with no fewer than 65 hours of liberal arts and natural science courses.  A minor in marketing is recommended for advertising majors emphasizing branding. Advertising majors who choose the print advertising emphasis are required to minor in graphic design, which is offered by the Department of Art.  One-half of the hours in the major must be at the 300- or 400-level.  All advertising majors must take a statistics course, MKT 220 and either GEOG 110 or 360.  *Required core courses:* (18 hours)  JOUR 201 Media and Society  JOUR 202 Intro Media Writing  JOUR 232 Electronic Technologies for Journalism  JOUR 341 Principles of Advertising  JOUR 300 Research in Ad & PR  JOUR 344 Advertising in a Digital World  *and six courses (18 hours) in one of three concentrations*    BRANDING  Required courses (9 hours  JOUR 346 Account Planning  JOUR 349 Advertising Media  JOUR 446 Advertising Campaigns  *and three courses of restricted electives to be selected from:* (9 hours)  MKT 328 Marketing On The World Wide Web  BCOM 266 Basic TV Production  BCOM 385 Broadcast Commercial Sales  JOUR 131 Intro. to Digital Photography  JOUR 340 Creative Strategy/Copywriting  JOUR 343 Print Design, Production, Typography  JOUR 348 Intro. Interactive Advertising  JOUR 355 Fundamentals Public Relations  JOUR 443 Interactive Advertising Design  JOUR 448 Ad Internship or Practicum  JOUR 481 Problems in Mass Comm.  JOUR 495 Collaborative Journalism  *One of the following two law classes*  JOUR 301 Press Law & Ethics  BCOM 301 Mass Communication Law & Ethics  CREATIVE - INTERACTIVE ADVERTISING DESIGN: (18 hours)  BCOM 264 Digital Video Production  JOUR 340 Creative Strategy and Copywriting  JOUR 343 Print Design, Production, Typography  JOUR 348 Intro. to Interactive Advertising Design  JOUR 443 Interactive Advertising Design  JOUR 444 Adv. Interactive Ad Design  Creative - Print Advertising Design  [minor in Graphic Arts #385 required]  Required courses (12 hours)  JOUR 340 Creative Strategy and Copywriting  JOUR 343 Print Design, Production, Typography  JOUR 345 Copywriting & Layout  JOUR 445 Advanced Copywriting/Layout  *And two courses of restricted electives to be selected from the following:* (6 hours)  MKT 328 Marketing On The World Wide Web  BCOM 266 Basic TV Production  BCOM 385 Broadcast Commercial Sales  JOUR 131 Intro. to Digital Photography  JOUR 346 Advertising Account Planning  JOUR 355 Fundamentals Public Relations  JOUR 348 Intro to Interactive Advertising  JOUR 443 Interactive Advertising Design  JOUR 481 Problems in Mass Comm.  JOUR 495 Collaborative Journalism  *One of the following two law classes*  JOUR 301 Press Law & Ethics  BCOM 301 Mass Communication Law & Ethics | Major in Advertising  ADMISSION REQUIREMENTS:  Students wishing to enter the major in advertising initially are admitted as majors seeking admission (reference 727P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.  Students must meet the following requirements before admission to the major:  1. Completion of 48 hours of course work  applicable to the baccalaureate degree with  a minimum overall grade point average of  2.5. Required courses include COMM 161,  ENG 100, HIST 119 or 120 and the  university math requirement. A minimum  grade of “C” is required in ENG 100.  2. Completion of the following courses with at  least a grade of “C”: JOUR 201, 202, 232  CURRICULUM  Major in Advertising  The major in advertising (reference number 727) requires 36 semester hours and leads to a Bachelor of Arts degree.  **Students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit including the University’s general education requirements.**  **In addition to meeting institutional requirements for graduation, the advertising major must have a minor or second major outside of the School of Journalism & Broadcasting and Film Studies that is approved by the major faculty advisor. Students may not select a minor in film studies, or those offered within the School, unless taken as a second minor.**  Advertising majors who choose the print advertising emphasis are required to minor in graphic design, which is offered by the Department of Art. A minor in marketing is recommended for advertising majors emphasizing branding.  One-half of the hours in the major must be at the 300- or 400-level.  All advertising majors must take a statistics course, MKT 220 and either GEOG 110 or 360.  *Required core courses:* (18 hours)  JOUR 201 Media and Society  JOUR 202 Intro Media Writing  JOUR 232 Electronic Technologies for Journalism  JOUR 341 Principles of Advertising  JOUR 300 Research in Ad & PR  JOUR 344 Advertising in a Digital World  *and six courses (18 hours) in one of three concentrations*    BRANDING  Required courses (9 hours)  JOUR 346 Account Planning  JOUR 349 Advertising Media  JOUR 446 Advertising Campaigns  *and three courses of restricted electives to be selected from:* (9 hours)  MKT 328 Marketing On The World Wide Web  BCOM 266 Basic TV Production  BCOM 385 Broadcast Commercial Sales  JOUR 131 Intro. to Digital Photography  JOUR 340 Creative Strategy/Copywriting  JOUR 343 Print Design, Production, Typography  JOUR 348 Intro. 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Interactive Advertising Design  Creative - Print Advertising Design  [minor in Graphic Arts #385 required]  Required courses (12 hours)  JOUR 340 Creative Strategy and Copywriting  JOUR 343 Print Design, Production, Typography  JOUR 345 Copywriting & Layout  JOUR 445 Advanced Copywriting/Layout  *And two courses of restricted electives to be selected from* the following: (6 hours)  MKT 328 Marketing On The World Wide Web  BCOM 266 Basic TV Production  BCOM 385 Broadcast Commercial Sales  JOUR 131 Intro. to Digital Photography  JOUR 346 Advertising Account Planning  JOUR 355 Fundamentals Public Relations  JOUR 348 Intro to Interactive Advertising  JOUR 443 Interactive Advertising Design  JOUR 481 Problems in Mass Comm.  JOUR 495 Collaborative Journalism  *One of the following two law classes*  JOUR 301 Press Law & Ethics  BCOM 301 Mass Communication Law & Ethics |

**4. Rationale for the proposed program change:**

* The revision will update an academic program regulation required by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). ACEJMC recentlyapproved revisions to the accreditation standards, including adjustment of the 80/65 credit requirement to a minimum of 72 credit hours outside of the School of Journalism & Broadcasting unit, while meeting liberal arts and sciences-general education requirements of the institution.

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School of Journalism & Broadcasting \_11/30/12\_\_\_\_\_\_\_\_\_

PCAL Curriculum Committee \_2/7/13 \_\_\_\_\_\_\_\_\_\_

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Proposal Date: November 27, 2012r

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise a Program**

**(Action Item)**

Contact Person: Jo-Anne Ryan [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu) 745-3828

**1. Identification of program:**

* 1. Current program reference number: 750
  2. Current program title: Major in Photojournalism (B.A.)
  3. Credit hours: 42

**2. Identification of the proposed program changes:**

* Revise the academic regulation requiring students to take a minimum of 80 semester hours in courses outside the major area of journalism and mass communications, with no fewer than 65 semester hours in the liberal arts and natural sciences.
* Revise the restrictions on the selection of a minor.

**3. Detailed program description:**

***Current program Proposed program - changes in bold***

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| --- | --- |
| Major in Photojournalism  ADMISSION REQUIREMENTS:  Students wishing to enter the major in photojournalism are admitted as majors seeking admission (reference 750P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.  Students must meet the following requirements before admission to the major:  1. Completion of 30 hours of course work  applicable to the baccalaureate degree with  a minimum overall grade point average of  2.5. Required courses include COMM 145  or COMM 161 (preferably COMM 161), HIST  119 or 120 and the university math requirement. A minimum grade of “C” is required in ENG 100.  2. Completion of the following courses with at  least a grade of “C”: JOUR 201, 202, 231,  261.  CURRICULUM  The major in photojournalism (reference number 750) requires 42 semester hours and leads to the Bachelor of Arts degree. Students must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communication, with no fewer than 65 hours in the liberal arts and natural sciences. In addition to meeting institutional requirements for graduation, the photojournalism major must have a minor or second major that is approved by the major faculty advisor.    One-half of the hours in the major must be at the 300- or 400-level.  REQUIRED COURSES - 36 HOURS  JOUR 201 Media & Society  JOUR 202 Introduction to Media Writing  JOUR 231 Introduction to Photojournalism  JOUR 261 Introduction to Multimedia  *One of the following two law classes*  JOUR 301 Press Law & Ethics  BCOM 301 Mass Comm Law & Ethics  JOUR 302 Intermediate Reporting  JOUR 333 Lighting Technologies  JOUR 334 Picture Stories  JOUR 336 Picture Editing  JOUR 362 Web Narratives  JOUR 432 Photojournalism Practicum  JOUR 436 Photojournalism Projects  RESTRICTED ELECTIVES - 6 HOURS  JOUR 323 News Editing  JOUR 325 Feature Writing  JOUR 443 Interactive Advertising Design  JOUR 439 Adv. Studio Lighting Techniques  BCOM 368 News Videography & Editing  REQUIREMENTS OUTSIDE THE MAJOR  PS 110 American National Government  PS 304 State Government  ENT 312 Entrepreneurship  *One of the following two GEOG classes*  GEOG 110 World Regional Geography  GEOG 360 Geography of N. America | Major in Photojournalism  ADMISSION REQUIREMENTS:  Students wishing to enter the major in photojournalism are admitted as majors seeking admission (reference 750P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.  Students must meet the following requirements before admission to the major:  1. Completion of 30 hours of course work  applicable to the baccalaureate degree with  a minimum overall grade point average of  2.5. Required courses include COMM 145 or  COMM 161 (preferably COMM 161), HIST  119 or 120 and the university math requirement. A minimum grade of “C” is required in ENG 100.  2. Completion of the following courses with at  least a grade of “C”: JOUR 201, 202, 231,  261.  CURRICULUM  The major in photojournalism (reference number 750) requires 42 semester hours and leads to the Bachelor of Arts degree. **Students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit including the University’s general education requirements.**  **In addition to meeting institutional requirements for graduation, the photojournalism major must have a minor or second major outside of the School of Journalism & Broadcasting and Film Studies that is approved by the major faculty advisor. Students may not select a minor in film studies, or those offered within the School, unless taken as a second minor.**  One-half of the hours in the major must be at the 300- or 400-level.  REQUIRED COURSES - 36 HOURS  JOUR 201 Media & Society  JOUR 202 Introduction to Media Writing  JOUR 231 Introduction to Photojournalism  JOUR 261 Introduction to Multimedia  *One of the following two law classes*  JOUR 301 Press Law & Ethics  BCOM 301 Mass Comm Law & Ethics  JOUR 302 Intermediate Reporting  JOUR 333 Lighting Technologies  JOUR 334 Picture Stories  JOUR 336 Picture Editing  JOUR 362 Web Narratives  JOUR 432 Photojournalism Practicum  JOUR 436 Photojournalism Projects  RESTRICTED ELECTIVES - 6 HOURS  JOUR 323 News Editing  JOUR 325 Feature Writing  JOUR 443 Interactive Advertising Design  JOUR 439 Adv. Studio Lighting Techniques  BCOM 368 News Videography & Editing  REQUIREMENTS OUTSIDE THE MAJOR  PS 110 American National Government  PS 304 State Government  ENT 312 Entrepreneurship  *One of the following two courses*  GEOG 110 World Regional Geography  GEOG 360 Geography of N. America |

**4. Rationale for the proposed program change:**

* The revision will update an academic program regulation required by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). ACEJMC recentlyapproved revisions to the accreditation standards, including adjustment of the 80/65 credit requirement to a minimum of 72 credit hours outside of the School of Journalism & Broadcasting unit, while meeting liberal arts and sciences-general education requirements of the institution.

Revisions go into effect in the 2013-14 academic year.

* The program revision regarding minors clarifies the policy for the major. The underlying principle of the policy is to ensure that students will have a broad education beyond the discipline.

**5. Proposed term for implementation and special provisions (if applicable):**

Implementation will be fall 2013, with the special provision to include currently enrolled students beginning with the graduating class of December 2013 and thereafter.

**6. Dates of prior committee approvals:**

SJ&B Curriculum Committee \_11/30/12\_\_\_\_\_\_\_\_\_

School of Journalism & Broadcasting \_11/30/12\_\_\_\_\_\_\_\_\_

PCAL Curriculum Committee \_2/7/2013\_\_\_\_\_\_\_\_\_\_

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Proposal Date: November 27, 2012 r

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise a Program**

**(Action Item)**

Contact Person: Jo-Anne Ryan [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu) 745-3828

**1. Identification of program:**

* 1. Current program reference number: 763
  2. Current program title: Major in Public Relations (B.A.)
  3. Credit hours: 39

**2. Identification of the proposed program changes:**

* Revise the academic regulation requiring students to take a minimum of 80 semester hours in courses outside the major area of journalism and mass communications, with no fewer than 65 semester hours in the liberal arts and natural sciences.
* Clarify the restrictions on the selection of a minor.

**3. Detailed program description:**

*Current program Proposed program* ***– revisions in bold***

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| --- | --- |
| Major in Public Relations  ADMISSION REQUIREMENTS:  Students wishing to enter the major in public relations initially are admitted as majors seeking admission (reference 763P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.  Students must meet the following requirements before admission to the major:  1. Completion of 48 hours of course work  applicable to the baccalaureate degree with  a minimum overall grade-point average of  2.5. Required courses include COMM 161,  ENG 100, HIST 119 or 120 and the university math requirement. A minimum grade of “C” is required in ENG 100.  2. Completion of the following courses with at  least a grade of ‘C’: JOUR 201, 202, 232  CURRICULUM  The major in public relations (reference number 763) requires 39 semester hours and leads to a Bachelor of Arts degree. Students must have a minor or second major outside the School of Journalism & Broadcasting.  Generally, students may select any minor except communication studies, film studies or those offered within the School, as long as the minor is approved by the major advisor, 80 hours are taken outside the area of journalism and mass communication, with no fewer than 65 hours of liberal arts and natural science courses. Students selecting a minor in communication studies or a minor in film studies will need to select a second minor.  One-half of the hours in the major must be at the 300- or 400-level.  REQUIRED COURSES (36 hours)  JOUR 201 Media and Society  JOUR 202 Introduction to Media Writing  JOUR 232 Electronic Technologies Journalism  JOUR 355 Fundamentals of Public Relations  BCOM 325 Survey Writing TV/Radio  JOUR 323 News Editing  JOUR 358 PR Writing & Production  *One of the following two law courses*  JOUR 301 Press Law & Ethics  BCOM 301 Mass Communication Law & Ethics  JOUR 300 Research in Ad & PR  JOUR 354 International PR  JOUR 454 PR Strategy/Planning  JOUR 456 Public Relations Management  Restricted Electives  *Select one 3 hour restricted elective, with faculty advisor consultation.*  JOUR 131 Digital Photography  JOUR 325 Feature Writing  JOUR 341 Principles of Advertising  JOUR 443 Advertising Interactive Design  JOUR 458 Public Relations Internship/Practicum  JOUR 481 Problems in Mass Communication  JOUR 495 Collaborative Journalism  BCOM 264 Digital Video Production  COMM 346 Persuasion  ENG 306 Business Writing  MKT 322 Integrated Marketing Communication PSY 371 Psychology of Sales Behavior  Courses required outside the major:  COMM 161 Business/Professional Speaking  ECON 203 Principles of Macroeconomics  GEOG 110 World Regional Geography  PS 110 American National Government  MKT 220 Basic Marketing Concepts  One Course in Statistics:  ECON 206, SOCL 300, MATH 183, PSY 201, or AMS 271 | Major in Public Relations  ADMISSION REQUIREMENTS:  Students wishing to enter the major in public relations initially are admitted as majors seeking admission (reference 763P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.  Students must meet the following requirements before admission to the major:  1. Completion of 48 hours of course work  applicable to the baccalaureate degree with  a minimum overall grade-point average of  2.5. Required courses include COMM 161, ENG 100, HIST 119 or 120 and the university math requirement. A minimum grade of “C” is required in ENG 100.  2. Completion of the following courses with at  least a grade of ‘C’: JOUR 201, 202, 232  CURRICULUM  The major in public relations (reference number 763) requires 39 semester hours and leads to a Bachelor of Arts degree. **Students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit including the University’s general education requirements.**  **In addition to meeting institutional requirements for graduation, the public relations major must have a minor or second major outside of the School of Journalism & Broadcasting, the Department of Communication, and Film Studies that is approved by the major faculty advisor. Students may not select a minor in film studies, communication studies, or from those offered within the School, unless taken as a second minor.**  One-half of the hours in the major must be at the 300- or 400-level.  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Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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