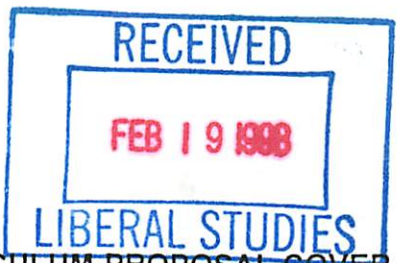


LSC Use Only  
Number: \_\_\_\_\_  
Submission Date: \_\_\_\_\_  
Action-Date: \_\_\_\_\_



98-10  
~~97-52~~  
UWUCC USE Only  
Number: \_\_\_\_\_  
Submission Date: \_\_\_\_\_  
Action-Date: \_\_\_\_\_

**CURRICULUM PROPOSAL COVER SHEET**  
University-Wide Undergraduate Curriculum Committee

**I. CONTACT**

Contact Person Dr. B. Gail Wilson Phone 3210  
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

**PROGRAM:**  Major  Minor  Track  
 New Program\* \_\_\_\_\_ Program Name  
 Program Revision\* Bachelor of Science - Communications Media  
\_\_\_\_\_ Program Name  
 Program Deletion\* \_\_\_\_\_ Program Name  
 Title Change \_\_\_\_\_  
Old Program Name  
New Program Name

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

B. Gail Wilson 12/15/97  
Department Curriculum Committee  
John Burt 2/17/98  
College Curriculum Committee  
+ Director of Liberal Studies (where applicable)

Paul P. Wroth 12/16/97  
Department Chair  
John Burt 2/17/98  
College Dean  
Paul Q. [unclear] 2/17/98  
\*Provost (where applicable)

1. Catalog Description of the Revised Program, continued

**Bachelor of Science - Communications Media**

**Liberal Studies:** As outlined in Liberal Studies section with the following specifications: **53-58**

**Social Science:** PC 101

**Liberal Studies electives:** BE/CO/IM 101 (to be taken in the freshman year), not to include JN 105, no courses with CM prefix, not to include courses cross-listed with CM

**Major:** **42**

**Required courses:**

|  |            |
|--|------------|
| CM 101 CM in American Society          | 3sh        |
| CM 150 Aesthetics and Theory of CM     | 3sh        |
| CM 395 Career Planning in CM           | 1sh        |
| CM 475 Senior Portfolio Presentation   | 1sh        |
| CM 493 Internship in CM (summers only) | 6, 9, 12sh |

**A minimum of one course from the following list:**

|   |     |
|---|-----|
| CM 302 Research in Communications Media         | 3sh |
| CM 303 Scriptwriting                            | 3sh |
| CM 330 Instructional Design for Training & Dev. | 3sh |
| CM 403 Broadcast Newswriting                    | 3sh |

**A minimum of two courses from the following list:**

|  |     |
|--|-----|
| CM 240 Communications Graphics             | 3sh |
| CM 249 Basic Audio Recording Techniques    | 3sh |
| CM 251 Television Production               | 3sh |
| CM 271 Beginning Photography               | 3sh |
| CM 340 Advanced Communication Graphics     | 3sh |
| CM 349 Radio Production                    | 3sh |
| CM 351 Advanced Video Production           | 3sh |
| CM 371 Photography II: The Print           | 3sh |
| CM 440 Multimedia Production               | 3sh |
| CM 449 Advanced Audio Recording Techniques | 3sh |
| CM 451 Broadcast News Process              | 3sh |
| CM 471 Electronic Imaging                  | 3sh |

**Controlled electives:** 13-19sh

Other Communications Media elective courses including courses from the above lists not taken as part of those requirements.

**Other Requirements:** **21**

Courses outside Communications Media that augment the student's major course of study (advisor approval)

**Free Electives:** **6-7**

**(#) Total Degree Requirements** **124**

**(#) A maximum of 12sh of CM 493 can be applied to requirements for graduation.**

2. Summary of Changes

a. Table comparing old and new programs

Revised Program

Existing Program

| <b>Bachelor of Science - Communications Media</b>  |                |
|--|----------------|
| <b>Liberal Studies:</b> As outlined in Liberal Studies section with the following specifications:  | <b>53-58</b>   |
| <b>Social Science:</b> PC 101  |                |
| <b>Liberal Studies electives:</b> BE/CO/IM 101 (to be taken in the freshman year), not to include JN 105, no courses with CM prefix, not to include courses cross-listed with CM |                |
| <b>Major:</b>  | <b>42</b>      |
| <b>Required courses:</b>   |                |
| CM 101 CM in American Society  | 3sh            |
| CM 150 Aesthetics and Theory of CM   | 3sh            |
| CM 395 Career Planning in CM   | 1sh            |
| CM 475 Senior Portfolio Presentation   | 1sh            |
| CM 493 Internship in CM (summers only)   | 6, 9, 12sh     |
| <b>A minimum of one course from the following list:</b>  |                |
| CM 302 Research in Communications Media  | 3sh            |
| CM 303 Scriptwriting   | 3sh            |
| CM 330 Instructional Design for Training & Dev.  | 3sh            |
| CM 403 Broadcast Newswriting   | 3sh            |
| <b>A minimum of two courses from the following list:</b>   |                |
| CM 240 Communications Graphics   | 3sh            |
| CM 249 Basic Audio Recording Techniques  | 3sh            |
| CM 251 Television Production   | 3sh            |
| CM 271 Beginning Photography   | 3sh            |
| CM 340 Advanced Communication Graphics   | 3sh            |
| CM 349 Radio Production  | 3sh            |
| CM 351 Advanced Video Production   | 3sh            |
| CM 371 Photography II: The Print   | 3sh            |
| CM 440 Multimedia Production   | 3sh            |
| CM 449 Advanced Audio Recording Techniques   | 3sh            |
| CM 451 Broadcast News Process  | 3sh            |
| CM 471 Electronic Imaging  | 3sh            |
| <b>Controlled electives:</b>   | <b>13-19sh</b> |
| Other Communications Media elective courses including courses from the above lists not taken as part of those requirements.  |                |
| <b>Other Requirements:</b>   | <b>21</b>      |
| Courses outside Communications Media that augment the student's major course of study (advisor approval)   |                |
| <b>Free Electives:</b>   | <b>6-7</b>     |
| <b>(#) Total Degree Requirements</b>   | <b>124</b>     |
| (#) A maximum of 12sh of CM 493 can be applied to requirements for graduation  |                |

| <b>Bachelor of Science - Communications Media</b>   |              |
|---|--------------|
| <b>Liberal Studies:</b> As outlined in Liberal Studies section with the following specifications:                     | <b>54-55</b> |
| <b>Social Science:</b> PC 101   |              |
| <b>Liberal Studies electives:</b> BE/CO/IM 101, no course with CM prefix, not to include courses cross-listed with CM |              |
| <b>College:</b>   | <b>3</b>     |
| EP 202 Educational Psychology or<br>EP 388 Interpersonal Effectiveness and Communication                              |              |
| <b>Major:</b>   | <b>42</b>    |
| <b>Required Courses:</b>  |              |
| CM 101 CM in American Society   | 3sh          |
| CM 200 Images   | 3sh          |
| CM 395 Career Planning in CM  | 1sh          |
| <b>One course from the following list:</b>  |              |
| CM 303 Scriptwriting  | 3sh          |
| CM 330 Communications Media in Training & Ed.   | 3sh          |
| CM 403 Writing for Broadcasting   | 3sh          |
| <b>Controlled Electives:</b>  |              |
| Other Communications Media elective courses   | 32sh         |
| <b>Other Requirements:</b>  | <b>18sh</b>  |
| Out-of-College Requirement (advisor approval)   |              |
| <b>Free Electives:</b>  | <b>6-7</b>   |
| <b>(#) Total Degree Requirements;</b>   | <b>124</b>   |
| (#) A maximum of 12sh of CM 493 can be applied to requirements for graduation   |              |

2. Summary of Changes, continued:

- b. List of all associated course changes (new or revised courses, number, title or descriptions.)

Courses to be Deleted

- CM 404 Foundations of Broadcasting
- CM 430 Analysis of Communication Products and Processes
- CM 435 Organizational Development in Communications Media
- CM 452 Electronic Field Production
- CM 455 Television Performance
- CM 456 Broadcast Management
- CM 473 Creative Darkroom Techniques
- CM 476 Commercial Photography
- CM 477 Slide/Sound Production
- CM 478 Multi-image Production
- CM 480 Independent Study

Courses with only a number change - no content changes

- | <u>new/old</u> | <u>course name</u>                  |
|----------------|-------------------------------------|
| CM 251/451     | Television Production               |
| CM 371/472     | Photography II: The Print           |
| CM 449/450     | Advanced Audio Recording Techniques |
| CM 451/453     | Broadcast New Process               |
| CM 471/479     | Electronic Imaging                  |

Course with catalog description change, name and number change

- | <u>new/old</u> | <u>course name</u>                                       |
|----------------|--|
| CM 150/200     | Aesthetics and Theory of Communications Media was Images |

Course with title change - no content changes

- CM 335 Consulting Practices and Project Management was  
Consulting Practices in Communications

Course Revisions - including some name and/or number changes

- | <u>new/old</u> | <u>course name</u>  |
|----------------|---|
| CM 240/440     | Communications Graphics   |
| CM 249/449     | Basic Audio Recording Techniques  |
| CM 303         | Scriptwriting   |
| CM 330         | Instructional Design for Training and Development was<br>Communications Media in Training and Education |
| CM 340/441     | Advanced Communications Graphics  |
| CM 349/405     | Radio Production  |
| CM 354/454     | Broadcast Regulation  |
| CM 403         | Broadcast Newswriting changed from<br>Writing for Broadcasting  |
| CM 445         | Applications and Techniques of Motion Pictures  |
| CM 460         | Emerging Trends in Communications Technology was<br>Alternative Systems of Communication                |
| CM 493         | Internship  |

## **Summary of Changes (continued)**

### **New Courses**

- CM 205 Media Presentation Skills
- CM 302 Research in Communications Media
- CM 305 Electronic Media Programming and Sales
- CM 345 Television Criticism
- CM 351 Advanced Video Production
- CM 401 Media Field Studies
- CM 440 Multimedia Production
- CM 470 Media Management
- CM 475 Senior Portfolio Presentation
- CM 480 Seminar in Communications Media

EP 202 and EP 388 are being removed from the B.S. in Communications Media as College of Education requirements.

### 3. Rationale for Change

Several reasons bring about this proposed program revision for the B.S. in Communications Media. The program has not undergone a major revision since 1983 and revisions are needed to bring the program more in line with changes in communications technology, standards and needs. Many of the changes associated with this program revision are a result of the department's 1995 self-study. Information gathered from two external program reviewers, surveys of current students, alumni, and media internship sites has helped focus the department on the changing needs of the communications industry and therefore the program requirements for our students.

The two most significant changes to the overall program requirements are the requirement that students complete a minimum of two production courses in their four year program and the requirement of a summer internship. These are key areas cited throughout the 1995 self-study as being critical for our students. The external reviewers specifically noted that an internship and production courses should be required for students to be competitive in career searches.

New courses have been added, courses have been deleted and many remaining courses have been revised to reflect new content designed to accommodate the changing communications industry. The use of computers in communications, and research and writing in communications were pinpointed as areas needing additional attention in the 1995 self-study. The self study research also indicated a need to de-emphasize courses that use older technology and add courses to the curriculum that would provide students with increased opportunities to learn more computer-based and digital applications.

Courses are added to help students with research, writing, presentation, and oral communication skills with the addition of CM 205, Media Presentation Skills, CM 302, Research in Communications Media and CM 475, Senior Portfolio Presentation.

Two additional prerequisites are being added to department's approved writing intensive courses. The new requirement will be for students to complete EN 101 and EN 202 with a C or better before being permitted to enroll in CM 302, Research in Communications Media, CM 303, Scriptwriting and CM 403, Broadcast Newswriting. This change is made because of the need for students to have sufficient research and writing skills before taking these courses. CM 302 is being proposed as a new writing intensive course and approval from the Liberal Studies committee is pending.

The new numbering of courses more accurately reflects recommended sequencing and a direction for students. We have also sequenced the numbers so each advancing course bears a similar number. For example, CM 240, Communications Graphics, CM 340, Advanced Communications Graphics and CM 440, Multimedia Production would likely be taken in sequence.

The college requirement of EP 202, Educational Psychology is being deleted from our program as a required course for two reasons. First, this course was originally part of the department requirements when more of our students were pursuing careers in the training and education field and needed background in the psychology of learning. Our current students are not pursuing these careers as frequently and their career goals do not typically include areas where instruction would be a significant component of their jobs. EP 202 will now be an option for students as part of their "out of department" electives.

Additionally, the Department of Communications Media has been unique in requiring EP 202. The original concept was that the course would focus on adult learners, adult needs, how adults are called to action... all concepts that would help CM majors create effective messages to reach and teach an audience. The current syllabus

focuses on issues that are covered in our management course. Finally, the option of EP 388, Interpersonal Effectiveness is no longer listed in the Undergraduate Catalog and, according to the Registrar's Office, was placed on inactive status in 1994. The three credits from this change will be added to the **Other Requirements** credit load for courses outside Communications Media.

These out of department courses could include a minor or a group of courses related to Communications Media or courses related to the specific student's career interest. There is no set list of acceptable courses but the 21 credit sequence must have the academic advisor's approval. Students have the opportunity to pursue courses in a variety of related programs that permit non-majors to enroll in courses.

One additional change is to require students to take BE/CO/IM 101 in their freshman year. Because of the number of courses in Communications Media and other departments that utilize computers, students need to have completed this course early in their program.

### **Part III. Implementation.**

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

Students currently in the B.S. in Communications Media will have no difficulty completing their program by enrolling in the new courses as advanced electives for their major. Current students will have to complete any prerequisites for new courses or prerequisites added to existing courses through course revisions. The current program has a minimal number of required courses and none of the current requirements are being eliminated. Current students will not be expected to complete new required core courses but may enroll in those courses, if they have the appropriate prerequisites. A sample student program for students entering the department under the new requirements can be seen on page 9 of this document.

2. How will the proposed revision affect faculty teaching loads?

A number of courses are being deleted as new courses are being added. The proposed curriculum can be adequately delivered with the existing number of faculty. No additional faculty are being added. Please see the sample faculty rotation on page 8 of this document for an example of how the program could be delivered.

3. Are other resources adequate?

Other resources are adequate. New production courses will be taught in existing facilities. The department will continue to update equipment as funds are available.

4. Do you expect an increase or decrease in the number of students as a result of these revisions?

The department does not anticipate significant changes in enrollment from this revision.

### **Part IV. Course Proposals**

Section of course deletions, course revisions and new course proposals follow.

### **Part V. Letters of Support**

Letters from interested departments are included at the end of this document.

## Sample Faculty Course Rotation Plan

| Faculty     | Fall         | Spring              | Fall        | Spring              |
|-------------|--------------|---------------------|-------------|---------------------|
| Ausel       | CM 101       | CM 101              | CM 101      | CM 101              |
|             | CM 101       | CM 101              | CM 101      | CM 101              |
|             | CM 330       | CM 475 (3 sections) | CM 330      | CM 475 (3 sections) |
|             | CM 330       | Grad course         | CM 330      | Grad course         |
| Dudt        | Chair (6sh)* | Chair*              | Chair*      | Chair*              |
|             | CM 301       | CM 301              | CM 301      | CM 301              |
|             | Grad         | CM 301              | Grad        | CM 301              |
| Handler     | CM 301       | CM 301              | CM 301      | CM 301              |
|             | CM 301       | CM 301              | CM 301      | CM 301              |
|             | CM 301       | CM 301              | CM 301      | CM 301              |
|             | CM 301       | CM 301              | CM 301      | CM 301              |
| Juliette    | CM 271       | CM 271              | CM 271      | CM 271              |
|             | CM 271       | CM 271              | CM 271      | CM 271              |
|             | CM 271       | CM 471              | CM 271      | CM 471              |
|             | CM 371       | Grad course         | CM 371      | Grad course         |
| Kanyarusoke | CM 301       | CM 201              | CM 301      | CM 201              |
|             | CM 301       | CM 201              | CM 301      | CM 201              |
|             | CM 249       | CM 449              | CM 249      | CM 230              |
|             | CM 249       | CM 460              | CM 249      | CM 460              |
| Kornfeld    | CM 240       | CM 240              | CM 240      | CM 240              |
|             | CM 240       | CM 240              | CM 240      | CM 240              |
|             | CM 240       | CM 340              | CM 240      | CM 340              |
|             | Grad course  | CM 440              | Grad course | CM 440              |
| Lamberski   | CM 335       | CM 150              | CM 335      | CM 150              |
|             | CM 335       | CM 150              | CM 335      | CM 150              |
|             | CM 395       | CM 470              | CM 395      | CM 470              |
|             | CM 395       | AWL*                | CM 395      | AWL*                |
| Liedman     | CM 349       | CM 349              | CM 349      | CM 349              |
|             | CM 349       | CM 349              | CM 349      | CM 349              |
|             | CM 354       | CM 345              | CM 354      | CM 345              |
|             | CM 445       | CM 480              | CM 445      | LS 499              |
| Start       | TV*          | TV*                 | TV*         | TV*                 |
|             | CM 251       | CM 251              | CM 251      | CM 251              |
|             | CM 251       | CM 251              | CM 251      | CM 251              |
|             | CM 351       | CM 451              | CM 351      | CM 451              |
| Willis      | CM 301       | CM 301              | CM 301      | CM 301              |
|             | CM 303       | CM 301              | CM 303      | CM 301              |
|             | CM 303       | CM 302              | CM 303      | CM 302              |
|             | CM 380       | CM 302              | CM 380      | CM 302              |
| Wilson      | Radio*       | Radio*              | Radio*      | Radio*              |
|             | CM 305       | CM 205              | CM 305      | CM 205              |
|             | CM 403       | CM 403              | CM 403      | CM 403              |
|             | CM 403       | CM 403              | CM 403      | CM 403              |

\*Rotation schedule includes Alternate Workload for radio (Wilson) and television station supervision (Start), department chairperson (Dudt), and internship program coordinator (Lamberski).

The rotation also includes CM 301 (Technology for Teaching and Learning) taught for Education majors, but not part of the B.S. in Communications Media.

CM 493 (Internship) would be offered only during summer sessions and it is anticipated that CM 401 (Media Field Studies) would be offered primarily during summer sessions.

CM 475 (Senior Portfolio) would not be offered until the first class of freshman, entering under the revised program, reached their junior year, until that time other elective courses would be offered.



## Sample Student Program - BS Communications Media

Courses listed in parenthesis represent examples of courses students might take at those times

### Freshman Year

#### Fall

3 - CM 101  
3 - LS Social Science (PC 101)  
4 - LS Science  
3 - EN 101  
3 - HI 195  
16 credits

#### Spring

3 - CM 150  
3 - LS Elective (CO 101)  
4 - LS Science  
3 - Fine Arts  
3 - LS Social Science  
16 credits

### Sophomore Year

#### Fall

3 - CM elective (240)  
3 - CM elective (205)  
1 - CM elective (390)  
3 - EN 202  
3 - LS Social Science  
3 - out of dept. elective  
16 credits

#### Spring

3 - CM elective (340)  
3 - CM elective (305)  
3 - CM elective (349)  
3 - LS Math  
3 - HP/FN 143  
1 - Free Elective  
16 credits

### Junior Year

#### Fall

1 - CM 395  
3 - CM W course  
3 - LS elective  
3 - LS Humanities (Philosophy/Religion)  
3 - out of dept. elective  
3 - out of dept. elective  
16 credits

#### Spring

1 - CM 475  
3 - LS Humanities (Literature)  
3 - LS elective  
3 - out of dept. elective  
3 - out of dept. elective  
3 - free elective  
16 credits

### Summer

12 - CM 493

### Senior

#### Fall

3 - CM elective (CM 440)  
3 - LS 499  
3 - out of department elective  
3 - out of department elective  
3 - free elective  
16 credits