Bachelor of Science Communications Media/Media Marketing-NewTrk-2016-08-31

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(A) Track Title: *	Communications Media/Media Marketing
(B) Degree Designation:*	Bachelor of Science
(C) Program Name:*	Communications Media
(D) List number of credits:*	44 major credits plus 12 required marketing credits
(E) Course Level:*	undergraduate-level

| (F) Narrative Catalog Description:* | The department offers a Bachelor of Science degree program in Communications Media, with three tracks as well as a minor in Communications Media and a minor in Educational Technology. The Communications Media minor is an 18-credit program designed to complement any major. The Educational Technology minor is a 24-credit program designed for students who are completing a teaching degree.

Students majoring in Communications Media may select one of three tracks: Media Studies, Media Production or Media Marketing.

The **Media Studies Track** seeks to broadly educate students in communications media by encouraging them to develop their communication skills, written, oral, and visual. Courses include components to develop critical thinking, collaboration, and research skills. The flexibility of the program allows students to explore a range of courses in media theory, criticism, culture and current media issues. Beginning level production courses introduce concepts of producing media messages.

Students who seek a more rigorous production experience will find that in the **Media Production Track.** In this track, students will take a set of five COMM production courses that will help them to acquire higher-level production skills. Students will learn the foundational skills associated with their chosen production area and learn to use contemporary postproduction software and equipment. This more specialized track will prepare students for employment in various production fields, including video, audio, radio, graphics, photography and games.

With 21 credits of required out of department electives, Communications Media students in the Media Studies and Media Production tracks are highly encouraged to pursue a minor in another program that complements their degree in Communications Media.

The **Media Marketing Track** encourages students to develop skills in media promotion, communication consulting, media sales, and media management. This track includes courses from the Department of Marketing. These required marketing courses introduce students to broader marketing concepts in skill-based marketing courses.

The department faculty offers a wide variety of experience in all areas of Communications Media. With the combination of classroom work and the required internship program, departmental graduates are competitive candidates for positions in various areas. Students graduating from this program have obtained positions in areas such as radio, television, cable television, public relations, advertising media, media relations, and corporate media relations.

Students changing majors from other academic departments within the university are required to be in good academic standing before the transfer will be approved.

(Please note: the catalog description is also revised to remove the reference to COMM 103. The Department of Communications Media will not be offering that course after Spring 2017.) |
| (G) List of Program Requirements in catalog layout including course numbers, titles, credits and any footnotes.* | 1. **1.   Catalog Copy of Proposed Program Revision**

Department of Communications Media

Bachelor of Science - Communications Media/Media Marketing

Liberal Studies: As outlined in Liberal Studies section   **46-47**

with the following specifications:

Mathematics: 3cr

Social Science: PSYC 101

Liberal Studies electives: 6cr, BTED/COSC/IFMG 101, ECON 122

Major: **44** |

Required courses:

COMM 101 Communications Media in American Society	3cr
COMM 150 Aesthetics and Theory of Communications Media	3cr
COMM 395 Career Planning in Communications Media	1cr
COMM 475 Senior Portfolio Presentation	1cr
COMM 493 Internship (summer only)	9cr

Writing Intensive

One COMM W course	3cr

Basic Media Production (minimum of two courses from this list) 6cr

COMM 240 Communications Graphics	3cr
COMM 249 Basic Audio Recording Techniques	3cr
COMM 251 Television Production	3cr
COMM 271 Beginning Photography	3cr
COMM 306 2-D Digital Game Development	3cr
COMM 349 Radio Production	3cr

Media Marketing Courses 12cr

COMM 305 Electronic Media Programming and Sales	**3cr**
COMM 335 Communications Consulting and Project Management	**3cr**
COMM 401 Promotion for Radio, Television, and Cable	**3cr**
COMM 470 Management Practices in Electronic Communications	**3cr**

Controlled electives: **6cr**

Other COMM elective courses

Marketing Requirements **12**

MKTG 320 Principles of Marketing	**3cr**
MKTG 433 Advertising	**3cr**
MKTG 439 Internet Marketing	**3cr**
MKTG 445 Social Media Marketing	**3cr**

Other Requirements **9**

Additional courses outside Communications Media that augment the

student's major course of study (advisor approval)

Free Electives: **8-9**

Total Degree Requirements **120**

(H) Student Learning Outcomes*	At the conclusion of the program, students will be able to:

Understand basic principles of marketing and communications as applied to media

Develop oral and written communication skills

Develop marketing and communications plans for media

Carry out discipline specific research including interpreting relevant data

Create effective communication tools for media marketing

Apply media marketing strategies across various media channels |
| **Rationale for Proposal** | |
| **(I) Why is this track being proposed?*** | The program meets the needs of Communications Media majors who wish to supplement their degree with skill-based courses from the Department of Marketing. Careers in communications and media marketing as well as media promotion are among a growing field. According to the Bureau of Labor Statistics, the median annual wage for media and communication occupations was $53,530 in May 2015, which was higher than the median annual wage for all occupations of $36,200. Careers in media marketing and promotion include positions such as media buyer, media sales representative, media promotions manager, and digital media /social media managers. These positions typically require a bachelor's degree. The job outlook for these careers is projected to be a 9 percent growth in the next ten years, faster than the average for all occupations (Bureau of Labor Statistics, Occupational Outlook Handbook).

The Media Marketing Track is distinctly different from the two existing tracks in the BS in Communications Media. The Media Studies track is directed more to students who want to study media effects and the media production track is designed for students who seek more advanced production skills. |
| **(J) What role, if any, does it serve the College /University above and beyond the role it serves in the department? *** | This program has interdisciplinary support from the Eberly College of Business and Department of Marketing. The combined program will be attractive to students who are seeking a program that allows them to utilize both media production, media writing, media promotion and marketing. As part of the University's strategic plan, this track is a collaboration that provides a unique opportunity to to provide an innovative program and to recruit students. |

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