Bachelor of Science Communications Media/Media Studies Track-NewTrk-2016-02-02

- The workflow icon is no longer available. Please click on the Page Status after the orange circle icon near the page title. *

Form Information

The page you originally access is the global template version. To access the template document that progresses through the workflow, please complete the following steps:

First Step: <u>ONLY</u> change the text in the [brackets] so it looks like this: **Bachelors in Criminology Pre-Law-NewTrk-2015-08-10**

- *If DUAL LISTED list BOTH courses in the page title*

Second Step: Click **"SAVE"** on bottom right

- *DO NOT TYPE ANYTHING INTO THE FIRST PAGE OTHER THAN THE TEXT IN BRACKETS*
- *Please be sure to remove the Brackets while renaming the page*

Third Step: Make sure the word *DRAFT* is in yellow at the top of the proposal

Fourth Step: Click on "**EDIT CONTENTS** "(not EDIT) and start completing the template. When exiting or when done, click **"SAVE"** on bottom right

When ready to submit click on the workflow icon and hit approve. It will then move to the chair as the next step in the workflow.
*Indicates a required field

Proposer*	B. Gail Wilson	**Proposer Email***	bgwilson@iup.edu
Contact Person*	B. Gail Wilson	**Contact Email***	bgwilson@iup.edu
Proposing Department/Unit*	Communications Media	**Contact Phone***	7-3210

(A) Track Title: *	Media Studies
(B) Degree Designation:*	Bachelor of Science
(C) Program Name:*	Communications Media
(D) List number of credits:*	44
(E) Course Level:*	undergraduate-level

(F) Narrative Catalog Description:*	The department offers a Bachelor of Science degree program in Communications Media, with two tracks as well as two minors, one in Communications Media and one 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. The department also serves preservice teachers and other students who are required to complete COMM 103.

Students majoring in Communications Media may select one of two tracks: Media Studies or Media Design and Production. 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 either track are highly encouraged to pursue a minor in another program that complements their degree in Communications Media

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. |
| **(G) List of Program Requirements in** **catalog layout including course** **numbers, titles, credits and any** **footnotes.*** | **Bachelor of Science - Communications Media/Media Studies Track**

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,

no courses with COMM prefix

Major: (1)   **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

Media Studies: Minimum of four courses from the following: 12cr
COMM 205 Making Presentations with Media   3cr

COMM 230 Global Media and Communication   3cr

COMM 305 Electronic Media Programming and Sales   3cr |

COMM 325 Women in Media	3cr
COMM 330 Instructional Design for Training and Development	3cr
COMM 335 Communications Consulting and Project Management	3cr
COMM 345 Television Criticism	3cr
COMM 354 Media Law and Policy	3cr
COMM 375 Mass Media and Behavior	3cr
COMM 380 The History of African Americans in Film	3cr
COMM 401 Promotion for Radio, Television and Cable	3cr
COMM 414 Music, Media, and Culture	3cr
COMM 420 Media Portrayal of Crime	3cr
COMM 445 Applications and Techniques of Motion Pictures	3cr
COMM 460 Emerging Trends in Communication Technology	3cr
COMM 470 Management Practices in Electronic Communications	3cr
COMM 480 Seminar in Communications Media	3cr
Minimum of two production courses from the following:	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 340 Advanced Communication Graphics	3cr
COMM 348 Animation	3cr
COMM 349 Radio Production	3cr
COMM 350 Advanced Radio Production	3cr
COMM 351 Advanced Video Production	3cr
COMM 360 Digital Sports Production	3cr
COMM 371 Photography II: The Print	3cr
COMM 374 Documentary Photography	3cr
COMM 406 3-D Game and Simulation Design and Development	3cr
COMM 407 Television Feature Production	3cr
COMM 408 Media Field Studies	3cr
COMM 440 Multimedia Production	3cr
COMM 446 3-D Modeling and Animation for Games and Simulations	3cr
COMM 449 Advanced Audio Recording Techniques	3cr
COMM 451 Broadcast News Process	3cr
COMM 471 Electronic Imaging	3cr
Controlled Electives:	6cr
Other COMM 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:** 8-9 **Total Degree Requirements:** 120 (1) At least 12 COMM credits must be at the 300 level or higher
(H) Student Learning Outcomes*	Develop content in the areas of communication theory, psychology, educational psychology, educational psychology, (learning theory, propaganda, and persuasion, aesthetics, motivation). Develop students' research, analytical, presentation, writing and communications skills. Prepare students to understand the effects of media and communications. Foster students' creative understanding and applications of communications media. Develop an understanding of the legal and regulatory environment of communications media. Develop proficiency and competence in current technology and software for communications media. Apply communications theory and technology skills to selected production and design including: graphics, audio, photography, television, radio, gaming and Internet. Apply theory and communications technical skills in at least one experiential education opportunity appropriate to a selected standard.
	Rationale for Proposal
(I) Why is this track being **proposed?***	Summary of related changes: Total credits in the major are revised from 45 to 44. COMM 493 is revised to be nine credits Writing Intensive requirement is revised to remove specific courses. Any COMM /W/ course will meet the requirement COMM 350, 360 (new course) and 407 are added to the list of production courses The new catalog copy will replace the existing program description in the undergraduate catalog Rationale: Creating two tracks in the program provides prospective and current students with a clearer concept of their options in Communications Media. Students who come to IUP for media production want a more intensive production experience. This production option will include a requirement for advanced production courses, taking students to a higher level of accomplishment. At the same time, not all students who want to study media want to emphasize production. The media studies track will require only basic production courses but put more emphasis on media theory and culture. The two tracks allow flexible options for students that are more apparent in the course catalog. The rationale for the revision of COMM 493 to nine credits (removing the variable credit option) is included in the revised course proposal for COMM 493 but this change will eliminate much confusion for students as they are planning their curriculum. The new course proposal for COMM 360 was previously submitted. Changing the major required credits from 45 to 44 will eliminate the ongoing issue of students being short one credit in the major when they apply for graduation. This issue has created considerable problems over the years.

(J) What role, if any, does it serve the **College /University above and** **beyond the role it serves in the** **department?** *	The two tracks will replace the existing single COMM program and will more clearly identify options for students seeking a major in Communications Media and we hope will aid in recruiting students to the program.

For Deans Review
Are Resources Available/Sufficient for this Course?
Is the Proposal Congruent with the College Mission?
Has the Proposer Attempted to Resolve Potential Conflicts with Other Academic Units?
Comments:

Please scroll to the top and click the Page Status if you are ready to take action on the workflow.
Please submit an ihelp if you have any questions http://ihelp.iup.edu