

BS Communications Media/Media Marketing Track-PrgRsv-2017-03-02

- 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: **ONLY** change the text in the [brackets] so it looks like this: **Bachelors in Criminology Pre-Law-PrgRsv-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*	7243573210

<p>Program Revision Options (Check all that apply)</p> <p>Program Revision</p> <p><i>* Teacher Education: Please complete the Teacher Education section of this form (below)</i></p> <p><i>* Liberal Studies: Please complete the Liberal Studies section of this form (below)</i></p>

Course Level:*	undergraduate-level
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Rationale for Proposed Changes	
(A) Why is the program being revised?*	The track is revised to add the new course, COMM 207 Online Media Production, to the list of available production courses. Additionally, the language related to the media production requirements is revised eliminating the restriction that the production courses be two BASIC production courses. The complete list of available production courses is added to the program description allowing students two choose any two courses from this list.

<p>(B) Identify ALL Program Student Learning Outcomes</p> <p>(SLO). Identify any SLOs that have be changed in response to the Program Revision .*</p>	<p>At the conclusion of the program, students will be able to:</p> <p>Understand basic principles of marketing and communications as applied to media</p> <p>Develop oral and written communication skills</p> <p>Develop marketing and communications plans for media</p> <p>Carry out discipline specific research including interpreting relevant data</p> <p>Create effective communication tools for media marketing</p> <p>Apply media marketing strategies across various media channels</p>
<p>(C) Implications of the change on the program, other programs and the Students:*</p>	<p>No other program revisions are included. Categories of the program, Controlled Electives, Other Requirements and Free Electives remain the same. Students will have the free choice of courses in the Free Electives category, including additional COMM courses, if they so choose. Other Requirements remain the same so students will have a broader, liberal education beyond their major course of study. The catalog copy is revised to clarify the relationship of Other Requirements to the major.</p>

Program Information					
(D) Current Program Title*	Bachelor of Science-Communications Media/Media Marketing				
Proposed Program Title <i>(if changing)</i>					
(E) Current Narrative Catalog Description <i>If copying pasting from current catalog entry, please paste into Word or Notepad first to eliminate potential issues with formatting or special characters in the text.</i>	<p>UG Course Catalog: http://www.iup.edu/registrar/catalog/</p> <p>Grad Course Catalog:http://www.iup.edu/graduatestudies/catalog/</p> <p>The catalog description is revised to comply with PASSHE guidelines for limits.</p> <p>"Other Requirements" is revised as follows:</p> <p>Other Requirements 9</p> <p>Additional courses outside Communications Media, advisor approval required.</p>				
Proposed Narrative Catalog Description <i>(if changing)</i>					
(F) Current and Proposed Program Requirements	<p>Attach a Word document showing a side-by-side comparison of the current and proposed program requirements.</p> <p>Please clearly label the attachment as Program Requirements.</p> <table border="1" data-bbox="396 1627 1497 1774"> <thead> <tr> <th data-bbox="396 1627 1209 1680">File</th> <th data-bbox="1209 1627 1497 1680">Modified</th> </tr> </thead> <tbody> <tr> <td data-bbox="396 1680 1209 1774">Microsoft Word Document COMM Media Marketing Track Program Revision 10-4-17 (2).docx</td> <td data-bbox="1209 1680 1497 1774">Oct 04, 2017 by Gail S. Sechrist</td> </tr> </tbody> </table>	File	Modified	Microsoft Word Document COMM Media Marketing Track Program Revision 10-4-17 (2).docx	Oct 04, 2017 by Gail S. Sechrist
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(G) Supporting Documents*	Are you making a major change?				
	NO				
	If making a major change, please attach a document with a summary of any/all changes. Please clearly label the attachment as Supporting Documentation.				
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%; text-align: left;">File</th> <th style="width: 30%; text-align: left;">Modified</th> </tr> </thead> <tbody> <tr> <td>Microsoft Word Document COMM Media Marketing Track Program Revision 10-4-17 (2).docx</td> <td>Oct 04, 2017 by Gail S. Sechrist</td> </tr> </tbody> </table>	File	Modified	Microsoft Word Document COMM Media Marketing Track Program Revision 10-4-17 (2).docx	Oct 04, 2017 by Gail S. Sechrist
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Liberal Studies Section

- Complete this section only for a new Liberal Studies course or Liberal Studies course revision

If Completing this Section, Check the Box to the Right:	NOTE: you must check this box if the Course/Program has previously been approved for Liberal Studies
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Liberal Studies Course Designations (Check all that apply)	
Learning Skills:	
Knowledge Area:	
Liberal Studies Elective	<i>Please mark the designation(s) that apply - must meet at least one</i>
Expected Undergraduate Student Learning Outcomes (EUSLOs)	<i>Describe how each Student Learning Outcome in the course enables students to become Informed Learners, Empowered Learners and/or Responsible Learners</i> <i>See http://www.iup.edu/WorkArea/DownloadAsset.aspx?id=181694</i>
Description of the Required Content for this Category	<i>Narrative on how the course will address the Selected Category Content</i>
All Liberal Studies courses are required to include perspectives on cultures and have a supplemental reading. Please answer the following questions.	
Liberal Studies courses must include the perspectives and contributions of ethnic and racial minorities and of women whenever appropriate to the subject matter. Please explain how this course will meet this criterion.	

<p>Liberal Studies courses require the reading and use by students of at least one non-textbook work of fiction or non-fiction or a collection of related articles. Please describe how your course will meet this criterion.</p>	
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Teacher Education Section

- Complete this section only for a new Teacher Education course or Teacher Education course revision

<p>If Completing this Section, Check the Box to the Right:</p>	<p>NOTE: you must check this box if the Course/Program has previously been approved for Teacher Education related items</p>				
<p>Course Designations:</p>					
<p>Key Assessments</p>					
<p>Narrative Description of the Required Content</p>	<p>For both new and revised courses, please attach (see the program education coordinator):</p> <ul style="list-style-type: none"> • The Overall Program Assessment Matrix • The Key Assessment Guidelines • The Key Assessment Rubric <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">File</th> <th style="text-align: center;">Modified</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Microsoft Word Document COMM Media Marketing Track Program Revision 10-4-17 (2).docx</td> <td style="text-align: center;">Oct 04, 2017 by Gail S. Sechrist</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • Drag and drop to upload or browse for files 	File	Modified	Microsoft Word Document COMM Media Marketing Track Program Revision 10-4-17 (2).docx	Oct 04, 2017 by Gail S. Sechrist
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<p>Narrative Description of the Required Content</p>	<p><i>How the proposal relates to the Education Major</i></p>				

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>