



## Part II. Description of Curriculum Change

### 1. Catalog Copy of Proposed Program Revision

Department of Communications Media

#### Bachelor of Science - Communications Media

**Liberal Studies:** As outlined in Liberal Studies section with the following specifications: 51

**Mathematics:** 3cr

**Social Science:** PSYC 101

**Liberal Studies electives:** 6cr, BTED/COSC/IFMG 101 (to be taken in the freshman year), no courses with COMM prefix.

**Major:** 42

**Required courses:**

COMM 101 Communications Media in American Society 3cr

COMM 150 Aesthetics and Theory of Communications Media 3cr

COMM 295 Career Planning 1cr

COMM 493 Internship (summer only) 6, 9, 12cr

**Minimum of one course from the following:**

COMM 302 Research in Communications Media 3cr

COMM 303 Scriptwriting 3cr

COMM 304 Instructional Design for Training 3cr

**2. Summary of changes**

**a. Table comparing old and new programs**

Department of Communications Media (existing program)	Department of Communications Media (proposed program)
Bachelor of Science - Communications Media	Bachelor of Science - Communications Media

b. List of all associated changes.

Four existing Communications Media courses are being added to the list of requirements under the heading "Minimum of two *production* courses from the following." We

requirements for students. The four courses listed below meet the department's approved

## Part IV. Periodic Assessment

### 1. Describe the Evaluation Plan

The Department of Communications Media completed its five-year assessment and program review in the Spring of 2005. As part of this review students were surveyed to provide data on their opinions of the program and specific courses. Additionally, alumni

internship site coordinators and other media professionals were surveyed for this program review. Also, as part of the Middle States Self-study, the Department of Communications Media evaluates student performance via "key assessments."

### 2. Specify the frequency of the evaluations.

The Communications Media Department conducts a program review every five years.

### 3. Identify the evaluating entity.

The Communications Media Department is not accredited by any program in the specific