

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

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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:

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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

	<p>courses from the above lists not taken as part of those requirements.</p> <p>Other Requirements: 21</p> <p>Courses outside Communications Media that augment the student's major course of study (advisor approval)</p> <p>Free Electives: 8-9</p> <p>Total Degree Requirements: 120</p> <p>(1) At least 12 COMM credits must be at the 300 level or higher</p>
<p>(H) Student Learning Outcomes*</p>	<p>Develop content in the areas of communication theory, psychology, educational psychology, educational psychology, (learning theory, propaganda, and persuasion, aesthetics, motivation).</p> <p>Develop students' research, analytical, presentation, writing and communications skills.</p> <p>Prepare students to understand the effects of media and communications.</p> <p>Foster students' creative understanding and applications of communications media.</p> <p>Develop an understanding of the legal and regulatory environment of communications media.</p> <p>Develop proficiency and competence in current technology and software for communications media.</p> <p>Apply communications theory and technology skills to selected production and design including: graphics, audio, photography, television, radio, gaming and Internet.</p> <p>Apply theory and communications technical skills in at least one experiential education opportunity appropriate to a selected standard.</p>
<p>Rationale for Proposal</p>	
<p>(I) Why is this track being proposed?*</p>	<p>Summary of related changes:</p> <p>Total credits in the major are revised from 45 to 44.</p> <p>COMM 493 is revised to be nine credits</p> <p>Writing Intensive requirement is revised to remove specific courses. Any COMM //W/ course will meet the requirement</p> <p>COMM 350, 360 (new course) and 407 are added to the list of production courses</p> <p>The new catalog copy will replace the existing program description in the undergraduate catalog</p> <p>Rationale:</p> <p>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</p>

<p>(J) What role, if any, does it serve the College /University above and beyond the role it serves in the department? *</p>	<p>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.</p>
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For Deans Review
<p>Are Resources Available/Sufficient for this Course?</p> <p>Is the Proposal Congruent with the College Mission?</p> <p>Has the Proposer Attempted to Resolve Potential Conflicts with Other Academic Units?</p> <p>Comments:</p>

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Please submit an ihelp if you have any questions <http://ihelp.iup.edu>