# http://www.ric.edu/webcommunications/images/SealWithText_Small_Black.pngUNDERGRADUATE CURRICULUM COMMITTEE (UCC)PROPOSAL FORM

## Cover page scroll over blue text to see further important [instructions](#instructions): [if not working select “COMMents on rollover” in your Word preferences under view] **please read these.**

**N.B. ALL numbered categories in section (A) must be completed. Please do not use highlight to select choices within a category but simply delete the options that do not apply to your proposal (e.g. in A.2 if this is a course revision proposal, just delete the creation and deletion options and the various program ones, so it reads “course revision”) Do not delete any of the numbered categories—if they do not apply leave them blank. If there are no resources impacted please put “none” in each A. 7 category.**

|  |  |  |
| --- | --- | --- |
| A.1. [Course or program](#Proposal) | **BA Media communication and Advertising (COncentration)****COMM 242 MESSAGE, MEDIA, AND MEANING (SPRING, ODD YEARS,)****COMM 252 MULTIMEDIA JOURNALISM I (ANNUALLY)****COMM 348 GLOBAL COMMUNICATION (ODD YEARS, FALL)****COMM 443 SPORTS, CULTURE, AND MEDIA (EVEN YEARS, FALL)** |  |
| [Replacing](#Ifapplicable)  | **BA MEDIA COMMUNICATION (COncentration)** |
| A. 1b. Academic unit | **Faculty of Arts and Sciences** |  |
| A.2. [Proposal type](#type) | **Program:** [**revision**](#revision)**; Course: revision** |  |
| A.3. [Originator](#Originator) | **Brian Knoth** | [Home department](#home_dept) | **Communication** |
| A.4. [Context and Rationale](#Rationale) Note: Must include additional information in smart tip for all [new programs](#type) | **Brief overview: Communication currently has five unique concentrations (in that they do not share any core courses). The plan is to delete two of these (Journalism and Public Relations and Advertising) and revise two others (Media Communication and Public and Professional Communication) to include aspects of the two deleted concentrations. This proposal covers the first program revision, which will remain a concentration in Media Communication and Advertising.****This is because as a result of program review and declining enrollment numbers the Communication Department has been advised by the administration to consolidate concentrations. So the Media Communication concentration will now integrate elements of Advertising (from Public Relations/Advertising) and elements of the Journalism concentration to create a revised concentration named Media Communication and Advertising. Students will have the opportunity to focus on and build a broad range of transferable skills in communication, media, journalism, and advertising that will set them up for future career and/or graduate school success. According to the Bureau of Labor Statistics various media, communication, and advertising related occupations are growing faster or much faster than average.****6 of the core courses will essentially stay the same with some course name changes (\*) to clarify the focus of the course (COMM 240, COMM 243W\*, COMM 244, COMM 340W, COMM 345\*, COMM 347). 2 additional core courses focused on research and portfolio development will be revised to include advertising components more explicitly but retain their media elements and course numbers (COMM 349 and COMM 462 respectively (formerly 492)). The most significant change to the core will be the addition of COMM 234 (formerly 334) Introduction to Advertising. Three courses will move from the required category to become optional electives in the “choose four” category (COMM 242, 246, and 343). One required course will be removed completely from the program (COMM 208 Public Speaking) because we feel elements of that course are inherently integrated throughout the curriculum. In addition, 2 courses will be added to the optional “choose four” category to expand the program’s advertising related options (COMM 337, COMM 339W – both will change names). One new course in social media will be added to the choices category (COMM 245). COMM 252 (Multimedia Journalism I) will replace COMM 344 (Broadcast Journalism) in the choices category providing a more current course format. 5 courses in the choices category will remain (COMM 241, 346, 348, 443, 479).****In addition, because of program review, we have been advised by the administration to reduce the overall credit requirements for this program from 60 credits to 52 credits to streamline the path to graduation. The program will have 8 credits that can double count as Gen. Eds.****Existing students in the Media Communication program will be encouraged to switch to the revised concentration. Their requirements would be reduced and their path to graduation could potentially be streamlined. In that case, course substitutions could be made for the newly required COMM 234 (Introduction to Advertising) if that were not of interest (although for many it will be).****Students who choose to stay in the current version of the concentration could also be easily managed because almost all of the old program courses are still offered in the new program. Teach-outs (as needed) of the current version of the Media Communication concentration will be handled through conversations (and/or email exchanges) with each student to determine a suitable path, appropriate courses, and potential substitution options on a case-by-case basis. The Department Chair will make sure each student is properly advised and can complete their degree successfully and in a satisfying manner.****In addition, existing students with a focused interest in Advertising in the current Public Relations/Advertising program (approximately 35-40 active students total in PR/Ad; not sure how many are more focused on the advertising piece) or any last existing students in the Journalism concentration (2 active students who are not currently enrolled) will be encouraged to switch to this revised concentration. Students from those areas who move to Media Communication and Advertising will be carefully managed and advised by the Chair of the department and guided through options for course substitutions.****Otherwise, the teach out and deletion schedule of the PR/Ad and Journalism areas is not the purview of this proposal. See other Communication Department proposals (as relevant) for that information.****We would also like to add in changes to when some of our courses are offered to make sure these get done (though realize we do not need UCC permission to do this) and to ensure students know these courses cannot be offered as regularly as in previous years. Namely COMM 242, 252, 348 and 443.** |
| A.5. [Student impact](#student_impact)Must include to explain why this change is being made? | **Students will benefit from a more sustainable program with courses that will enroll on a consistent basis. In addition, a program that combines communication, media, journalism, and advertising will provide students with a broadly marketable set of skills post-graduation.** |
| A.6. [Impact on other programs](#impact)  | **Some of the changes as to when courses are offered may affect advising/ARMs in the Anthropology linguistics minor (COMM 242), Liberal Studies (COMM 242), and ENST (COMM 242), International Business minor (COMM 348) and Global Studies (COMM 348), so those responsible for those programs will be notified by having an acknowledgement signature.** |
| A.7. [Resource impact](#Resource) | [*Faculty PT & FT*](#faculty):  | **None** |
| [*Library*:](#library) | **None** |
| [*Technology*](#technology) | **None** |
| [*Facilities*](#facilities): | **None** |
| A.8. [Semester effective](#Semester_effective) | **Fall 2023** | A.9. [Rationale if sooner than next Fall](#Semester_effective) |  |
| A.10. INSTRUCTIONS FOR CATALOG COPY: Use the Word copy versions of the catalog sections found on the UCC Forms and Information page. Cut and paste into a single file **ALL the relevant pages from the college catalog that need to be changed.** Use tracked changes feature to show how the catalog will be revised as you type in the revisions. If totally new copy, indicate where it should go in the catalog. If making related proposals a single catalog copy that includes all changes is preferred. Send catalog copy as a separate single Word file along with this form. |
| A.11. List here (with the relevant urls), any RIC website pages that will need to be updated (to which your department does not have access) if this proposal is approved, with an explanation as to what needs to be revised: |
| A. 12 **Check to see if your proposal will impact any of our** [**transfer** **agreements,**](transfer%20agreements) **and if it does explain in what way. Please indicate clearly what will need to be updated.** |
| A. 13 Check the section that lists “Possible NECHE considerations” on the UCC Forms and Information page and if any apply, indicate what that might be here and contact Institutional Research for further guidance. |

B. [NEW OR REVISED COURSES](#delete_if)  **Delete section B if the proposal does not include a new or revised course. As in section A. do not highlight but simply delete suggested options not being used. Always fill in b. 1 and B. 3 for context. NOTE: course learning outcomes and topical outlines only needed for new or substantially revised courses.**

|  | Old ([for revisions only](#Revisions))ONLY include information that is being revised, otherwise leave blank.  | NewExamples are provided within some of the boxes for guidance, delete just the examples that do not apply. |
| --- | --- | --- |
| B.1. [Course prefix and number](#cours_title)  | **COMM 242****COMM 252****COMM 348****COMM 443** |  |
| B.2. Cross listing number if any |  |  |
| B.3. [Course title](#title)  | **242: Message, Media, And Meaning** **252: Multimedia Journalism I** **348: Global Communication** **443: Sports, Culture, And Media**  |  |
| B.4. [Course description](#description)  |  |  |
| B.5. [Prerequisite(s)](#prereqs) |  |  |

|  |  |  |
| --- | --- | --- |
| B.6. [Offered](#Offered) | **242, 252, and 348: Fall** **443: Spring**  | **242: Spring (odd years)****252: Annually****348: Fall (odd years)****443: Fall (even years)** |
| B.7. [Contact hours](#contacthours)  |  |  |
| B.8. [Credit hours](#credits) |  |  |
| B.9. [Justify differences if any](#differences) |  |
| B.10. [Grading system](#grading)  |  |  |
| B.11. [Instructional methods](#instr_methods) |  |  |
| B.11.a [Delivery Method](#instr_methods) |  |  |
| B.12. CATEGORIES 12. a. [How](#required) to be used |  |  |
|  12 b. Is this an Honors  course? | **NO** | **NO** |
|  12. c. [General Education](#ge) N.B. Connections must include at  least 50% Standard Classroom instruction. | **NO** | **NO** |
|  12. d. Writing in the  Discipline (WID) | **NO** | **NO** |
| B.13. [How will student performance be evaluated?](#performance) |  |  |
| B.14 [Recommended class-size](#class_size" \o "Check appendix XVIII in the UCC Manual for Best Practices) |  |  |
| B.15. [Redundancy statement](#competing) |  |  |
| B. 16. Other changes, if any |  |

### C. [Program Proposals](#program_proposals) **Complete only what is relevant to your proposal. Delete section C if not needed. PLease add in the 2020 CIP number for MAJOR revisions or new programs in C. 2; these can be found at** [**https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=56**](https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=56) **consult with Institutional research to be sure you select the correct one.**

|  | [Old (for revisions only)](#old_program) | New/revised |
| --- | --- | --- |
| C.1. [Enrollments](#enrollments) Must be completed. | **50-60 (approximation based on data from last few years)** | **60 (projected based on continued pattern of decline offset by the potential addition of students interested in advertising and journalism)** |
| C. 2. [2020 CIP number](#CIPnumber" \o "THESE CAN BE FOUND AT HTTPS://NCES.ED.GOV/IPEDS/CIPCODE/BROWSE.ASPX?Y=56 CONSULT WITH INSTITUTIONAL RESEARCH TO BE SURE YOU SELECT THE CORRECT ONE.) | 09.0102 | 09.0199 |
| C.3. [Admission requirements](#admissions) |  |  |
| C.4. [Retention requirements](#retention) |  |  |
| C.5. [Course requirements](#course_reqs) for each program option. Show the course requirements for the whole program here. | Media CommunicationREQUIRED (48 Credits)COMM 208 Public Speaking COMM 240 Mass Media and Society COMM 242 Message, Media, and Meaning COMM 243W Preproduction for Digital Media COMM 244 Digital Media Lab COMM 246 Television ProductionCOMM 340W Media EthicsCOMM 343 Audio Production for Multimedia COMM 345 Advanced Digital Media ProductionCOMM 347 Media Law COMM 349 Media Theory and Research COMM 492 Digital Media Practicum Three Courses from (12 Credits)COMM 201W Writing for NewsCOMM 241 Introduction to Cinema and VideoCOMM 344 Broadcast Journalism COMM 346 Sports Reporting COMM 348 Global Communication COMM 351W Persuasion COMM 443 Sports, Culture, and Media COMM 479 Communication Internship  | Media Communication and AdvertisingREQUIRED (36 Credits)COMM 234 Introduction to Advertising\*COMM 240 Mass Media and Society (GE-SB) COMM 243W Writing for Media\*COMM 244 Digital Media Lab (GE-A)COMM 340W Media EthicsCOMM 345 Digital Video Production\*COMM 347 Media Law COMM 349 Media and Advertising Research\*COMM 462 Media and Advertising Portfolio\*Four Courses from (16 Credits)COMM 241 Introduction to Cinema and VideoCOMM 242 Message, Media, and MeaningCOMM 245 Social Media Communication\*\*COMM 246 Television Production\*COMM 252 Multimedia Journalism ICOMM 337 Advertising Strategy and Media Planning\*COMM 339W Creativity for Communication and Media\*COMM 343 Audio Production for Multimedia\* COMM 346 Sports Reporting\* COMM 348 Global CommunicationCOMM 443 Sports, Culture, and MediaCOMM 479 Communication Internship\*see accompanying course revision proposal\*\*see accompanying new course and COGE proposals/documents |
| C.6. [Credit count](#credit_count) for each program option | **60** | **52** |
| C.7. Program Accreditation (if relevant) |  |  |
| C.8 Is it possible that the program will be more than 50% online (includes hybrid)?\* |  | **No** |
| C.9 Will any classes be offered at sites other than RIC campus or the RI Nursing Ed. Center?\* |  | **No** |
| C. 10. Do these revisions reflect more than 25% change to the [program?\*](file:///Users/sabbotson/Documents/Curriculum/Program%20goals)  |  | **We don’t think so. The Media Communication core remains intact. Only one solely advertising focused course is added to the required section. Additional options in advertising are available for students who choose that focus through advising. Overall, this does not seem like a change of over 25% to the existing Media Communication curriculum since the bulk of the changes are within the optional “choose from” electives course category. Also, three of the courses getting removed from the required core are still elective options and many students will still be advised to take those courses.** |
| C.11. [Program goals](file:///Users/sabbotson/Documents/Curriculum/Program%20goals)Needed for all new programs |  | **This is not a new program, but due to the addition of advertising components in the revised program we are supplying goals, etc.****The primary goals for the Media Communication and Advertising concentration will be to prepare students with the following skills and abilities to be successful in career development, graduate school, and life.*** **Strong verbal and written communication skills**
* **Ability to conduct and evaluate research appropriate to the fields of media, communication, and advertising**
* **Strong ability to understand and apply media, communication, and advertising theories**
* **Strong understanding of the principles and issues related to the law and ethics of the media, communication, and advertising fields**
* **Strong understanding of the three stages of media production (pre-production, production, and post-production)**
* **Demonstrated ability to produce a professional portfolio of media and/or advertising products**

**Students will be evaluated through presentations, essays (and other writing activities), focused discussion, quizzes, tests, applied media productions, and other experiential learning projects.****In summary, students will have the opportunity to focus on and build a broad range of transferable skills in communication, media, and advertising that will set them up for future career and/or graduate school success.****According to the Bureau of Labor Statistics various media, communication, and advertising related occupations are growing faster or much faster than average.** |
| C.12. Other changes if any |  |  |

\* If answered YES to either of these questions will need to inform Institutional Research and get their acknowledgement on the signature page.

## D. Signatures

* **Changes that affect General Education in any way MUST be approved by ALL Deans and COGE Chair**.
* Changes that directly impact more than one department/program MUST have the signatures of all relevant department chairs, program directors, and their relevant dean (e.g. when creating/revising a program using courses from other departments/programs). Check UCC manual 4.2 for further guidelines on whether the signatures need to be approval or acknowledgement.
* Proposals that do not have appropriate approval signatures will not be considered.
* Type in name of person signing and their position/affiliation.
* Send electronic files of this proposal and accompanying catalog copy to curriculum@ric.edu to the current Chair of UCC. Check UCC website for due dates. Do NOT convert to a .pdf.

##### D.1. Approvals: required from programs/departments/deans who originate the proposal. THESE may include multiple departments, e.g., for joint/interdisciplinary proposals.

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| Giselle Auger | Chair of Communication | \*approved by -email  | 2/24/2023 |
| Earl Simson | Dean of FAS | Earl Simson | 3/6/2023 |

##### D.2. [Acknowledgements](#acknowledge): REQUIRED from OTHER PROGRAMS/DEPARTMENTS (and their relevant deans if not already included above) that are IMPACTED BY THE PROPOSAL. SIGNATURE DOES NOT INDICATE APPROVAL, ONLY AWARENESS THAT THE PROPOSAL IS BEING SUBMITTED. CONCERNS SHOULD BE BROUGHT TO THE UCC COMMITTEE MEETING FOR DISCUSSION; all faculty are welcome to attend.

| Name | Position/affiliation | [Signature](#Signature_2) | Date |
| --- | --- | --- | --- |
| Kemal Saatcioglu | Coordinator International Business minor | \*Acknowledged by email | 3/1/2023 |
| Marianne Raimondo | Interim Dean School of Business | \*Acknowledged by email | 2/28/2023 |
| Peter Little | Chair Anthropology | \*Acknowledged by email | 2/28/2023 |
| Thomas Schmeling | Director of Liberal Studies | \*Acknowledged by email | 2/27/2023 |
| April Kiser  | Director of Global Studies and ENST | \*Acknowledged by email | 2/28/2023 |