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SR-15-16-51 CC

Marshall University

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CURRICULUM COMMITTEE RECOMMENDATION

SR-15-16-51 CC

NOTE: The curricular form for each item listed may be accessed at www.marshall.edu/senate/ucc. Click the UCC Agendas/Minutes link; click the link for the April 15, 2016 meeting date; click the link in the Description column to open a particular item.

Recommends approval of the listed UNDERGRADUATE AREA OF EMPHASIS ADDITIONS in the following colleges and/or schools/program: COLLEGE OF ARTS AND MEDIA

- **COLLEGE OF ARTS AND MEDIA**

- * Name of Area Emphasis: Advertising
- * Within which Major is/will this minor be listed: Advertising and Public Relations (code not yet established)
- * Rationale: The advertising and public relations professions are experiencing more and more overlap in their practices of "integrated strategic communications" while maintaining a broad swath of discrete functions as well. Advertising is still responsible for conceiving, designing, planning and executing commercial messages, print ads, online pitches, media analytics and other communications directed at branding and product sales. An advertising concentration within an AD/PR major encourages development of the common ground in fundamentals, media writing and research while allowing space for the creative development of strictly commercial messages.
- * Curriculum: See attached curriculum form

- * Name of Area Emphasis: Broadcast
- * Within which Major is/will this minor be listed: Journalism (code not assigned yet)
- * Rationale: The mass communications industry is in the midst of media convergence, shifts to digital delivery and demands for versatility of reporters. A broadcast reporter must also be able to blog, post video online and capture skills. Reporters who specialize in print are expected to be able to shoot and edit video. A broadcast emphasis within a larger journalism major encourages development as a specialist while acquiring the ancillary skills demanded as broadcasters in the converged and digital landscape.
- * Curriculum: See attached curriculum form

- * Name of Area Emphasis: Online
- * Within which Major is/will this minor be listed: Journalism (code not assigned yet)
- * Rationale: The mass communications industry is in the midst of media convergence, shifts to digital delivery and demands for versatility of reporters. A broadcast reporter must also be able to blog, post video online and capture skills. Reporters who specialize in print are expected to be able to shoot and edit video. An online emphasis within a larger journalism major encourages development as a specialist while acquiring the ancillary skills demanded as broadcasters in the converged and digital landscape.
- * Curriculum: See attached curriculum form

- * Name of Area Emphasis: Print
- * Within which Major is/will this minor be listed: Journalism (code not yet assigned)
- * Rationale: The mass communications industry is in the midst of media convergence, shifts to digital delivery and demands for versatility of reporters. A broadcast reporter must also be able to blog, post video online and capture skills. Reporters who specialize in print are expected to be able to shoot and edit video. A print emphasis within a larger journalism major encourages development as a specialist while acquiring the ancillary skills demanded as broadcasters in the converged and digital landscape.
- * Curriculum: See attached curriculum form

- * Name of Area Emphasis: Public Relations
- * Within which Major is/will this minor be listed: Advertising and Public Relations (code not yet assigned)
- * Rationale: The advertising and public relations professions are experiencing more and more overlap in their practices of "integrated strategic communications" while maintaining a broad swath of discrete functions as well. Public Relations maintains a focus on news development, crisis management and relationship building rather than commercial campaigns. A Public Relations concentration within an AR/PR major encourages development of the common ground in fundamentals, media writing and research while allowing space for the development of positive relationships, event and crisis management and PR communications connected to branding.
- * Curriculum: See attached curriculum form

- * Name of Area Emphasis: Radio/Television Production and Management.
- * Within which Major is/will this minor be listed: Media Studies/Production (no code yet)
- * Rationale: Management, media analysis and production are tasks related to but different from content creation. Employees in these journalism and mass communications areas tend to work as part of a team creating content, as an individual who is charged with final execution of a production or as a manager overseeing the operation of a project or a channel of communication. The Radio/Television Production and Management emphasis would focus on the management and production related to channels of broadcast communications.
- * Curriculum: See attached curriculum form

- * Name of Area Emphasis: Sports Public Relations
- * Within which Major is/will this minor be listed: Advertising and Public Relations (no code yet)
- * Rationale: Sports PR is a specialized practice within public relations. It requires an introduction to PR fundamentals, PR writing methods and public relations management tools, but is also must introduce sports coverage and news writing to balance demands of the PR field and this niche. A Sports PR emphasis provides an outlet for students interested in working with major sports organizations or in becoming publicists for professional athletes.
- * Curriculum: See attached curriculum form

- * Name of Area Emphasis: Sports Broadcast
- * Within which Major is/will this minor be listed: Journalism (No code yet)
- * Rationale: The mass communications industry is in the midst of media convergence, shifts to digital delivery and demands for versatility of reporters. A broadcast reporter must also be able to blog, post video online, and capture stills. Reporters who specialize in print are expected to be able to shoot video. A sport broadcast emphasis within a larger journalism major encourages development as a sports specialist while acquiring an ancillary report skills demanded as sports broadcaster in the converged and digital landscape.
- * Curriculum: See attached curriculum form

- * Name of Area Emphasis: Sports Print
- * Within which Major is/will this minor be listed: Journalism (no code yet)
- * Rationale: The mass communications industry is in the midst of media convergence, shifts to digital delivery and demands for versatility of reporters. A broadcast reporter must also be able to blog, post video online, and capture stills. Reporters who specialize in print are expected to be able to shoot video. A sports print emphasis within a larger journalism major encourages development as a sports specialist while acquiring an ancillary skills demanded as sports reporter and writer in the converged and digital landscape.
- * Curriculum: See attached curriculum form

- * Name of Area Emphasis: Video production
- * Within which Major is/will this minor be listed: Media Studies/Production (no code yet)
- * Rationale: Management, media analysis and production are tasks related to but different from content creation. Employees in these journalism and mass communications areas tend to work as part of a team creating content, as an individual who is charged with final execution of a production or as a manager overseeing the operation of a project or a channel of communication. The Video Production emphasis would focus on creation of a range of video applications including commercial, documentary, corporate, instructional and other storytelling venues whether from inception to completion or as an execution of already created content.
- * Curriculum: See attached curriculum form

FACULTY SENATE CHAIR:

APPROVED BY THE
FACULTY SENATE: Larry Stibles DATE: 5/9/2016

DISAPPROVED BY THE
FACULTY SENATE: _____ DATE: _____

UNIVERSITY PRESIDENT:

APPROVED: Juan A. Ojeda DATE: 5-20-16

DISAPPROVED: _____ DATE: _____