

5-9-2016

SR-15-16-53 CC

Marshall University

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CURRICULUM COMMITTEE RECOMMENDATION

SR-15-16-53 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 MAJOR ADDITIONS in the following colleges and/or schools/program: COLLEGE OF ARTS & MEDIA

- **COLLEGE OF ARTS & MEDIA:**

*Name of Major to be added: Advertising and Public Relations

*Rationale: The mass communications industry is in a state of flux with media convergence, shifts to digital delivery and fewer distinctions between advertising and public relations practices. Employers expect graduates to move fluidly between the two areas. Combining the current advertising, public relations and sports PR majors into a single major with three areas of emphasis more closely aligns the offerings in the School of Journalism and Mass Communications with current industry practices.

*Curriculum: See attachments on curriculum request form.

*Name of Major to be added: Journalism

*Rationale: The mass communications industry is in a state of flux with media convergence, shifts to digital delivery and demands for versatility of reporters and overlapping print, online and broadcast skills. Combining the current print journalism, online journalism, broadcast journalism, sports print and sports broadcast majors into a single major with five areas of emphasis more closely aligns the offerings in the School of Journalism and Mass Communications with current industry practices.

*Curriculum: See attachments on curriculum request form.

*Name of Major to be added: Media Studies/Production

*Rationale: Skills required to work effectively in a converged and digital media environment are shifting. Demands for production and critical analysis of media content are heightened. Creating a space for production and analysis skills that will include areas of emphasis in video production, radio/television production and management more closely aligns the offerings in the School of Journalism and Mass Communications with current industry practices. This major also creates a space for a media studies emphasis later.

*Curriculum: See attachments on curriculum request form.

FACULTY SENATE CHAIR:

APPROVED BY THE
FACULTY SENATE:

Larry Strickler

DATE: 5/9/2016

DISAPPROVED BY THE
FACULTY SENATE:

_____ DATE: _____

UNIVERSITY PRESIDENT:

APPROVED:

Jimmy B. Dill

DATE: 5-20-16

DISAPPROVED:

_____ DATE: _____