2-23-2007

SR-06-07-13 CC

Marshall University

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CURRICULUM COMMITTEE
RECOMMENDATION

SR-06-07-13 CC

Recommends approval of the listed CURRICULUM ACTION REQUEST from the SCHOOL OF
JOURNALISM & MASS COMMUNICATIONS

Action Requested: Name change of major from Electronic Media Management to Radio & Television
Production and Management.
Rationale: This major focuses on radio-television production and the management of radio-television
projects and operations. The current name of the major is ambiguous and therefore confusing to
prospective students because they’re not sure to what “electronic media” refers. We have difficulty
attracting new students to this major. However, many of the current students switched from something
else to this major once they realized that this is actually what they want to study. The new name is more
representative of what the major is and does.
Department: Mass Communication Division
Curriculum: No changes.
New Resources Required: None
Statement of Non-duplication: This field of study does not duplicate any other current program at

FACULTY SENATE CHAIR:

APPROVED BY THE

DISAPPROVED BY THE
FACULTY SENATE: _____________________________ DATE: ___________________

UNIVERSITY PRESIDENT:

APPROVED: _____________________________ DATE: 2/26/07

DISAPPROVED: _____________________________ DATE: ___________________

COMMENTS: _____________________________

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