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Marshall University

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CURRICULUM COMMITTEE RECOMMENDATION

SR-04-05-(26) 83 CC

Recommends approval of the listed CURRICULUM ACTION REQUESTS from the SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS:

**Action Requested:** Deletion of a Major
Title: JJ10 (Journalism & Mass Communications)
**Rationale:** Deletion of JJ10 as major and conversion of six existing Areas of Emphasis as individual majors. Because of the divergence in the JMC programs and growth in the school, majors have become a more appropriate description of the fields of study than areas of emphasis.

**Action Requested:** Addition of a New Major
Title: Advertising
**Rationale:** Because of the divergence in the JMC programs and growth in the school, majors have become a more appropriate description of the fields of study than areas of emphasis.
**Curriculum:** JMC 101, 102, 221, 241, 245, 360, 382, 385, 402, 408, 425, 440, 470 or 490 (3 hours each) and a 300/400 level elective (3 hours) as well as non-JMC courses.

**Action Requested:** Addition of a New Major
Title: Broadcast Journalism
**Rationale:** Because of the divergence in the JMC programs and growth in the school, majors have become a more appropriate description of the fields of study than areas of emphasis.
**Curriculum:** JMC 101, 102, 201, 301, 304, 350, 351, 360, 402, 414, 440, 461, 470 or 490 (3 hours each) and a 300/400 level elective (3 hours) as well as non-JMC courses.

**Action Requested:** Addition of a New Major
Title: Electronic Media Management
**Rationale:** Because of the divergence in the JMC programs and growth in the school, majors have become a more appropriate description of the fields of study than areas of emphasis.
**Curriculum:** JMC 101, 102, 201 or 221, 231, 273-73, 332 or 432, 390, 402, 420, 436, 440, 450 or 455, 461 or 462, 470 or 490 (3 hours each) and a 300/400 level elective (3 hours) as well as non-JMC courses.

**Action Requested:** Addition of a New Major
Title: Online Journalism
**Rationale:** Because of the divergence in the JMC programs and growth in the school, majors have become a more appropriate description of the fields of study than areas of emphasis.
**Curriculum:** JMC 101, 102, 201, 241, 301, 302, 360, 402, 414, 440, 461, 462, 470 or 490 (3 hours each) and a 300/400 level elective (3 hours) as well as non-JMC courses.

**Action Requested:** Addition of a New Major
Title: Print Journalism
**Rationale:** Because of the divergence in the JMC programs and growth in the school, majors have become a more appropriate description of the fields of study than areas of emphasis.
Curriculum: JMC 101, 102, 201, 241, 301, 302, 304, 360, 402, 414, 430, 440, 470 or 490 (3 hours each) and a 300/400 level elective (3 hours) as well as non-JMC courses.

Action Requested: Addition of a New Major
Title: Public Relations
Rationale: Because of the divergence in the JMC programs and growth in the school, majors have become a more appropriate description of the fields of study than areas of emphasis.
Curriculum: JMC 101, 102, 201, 241, 301, 330, 360, 402, 437, 438, 439, 440, 470 or 490 (3 hours each) and a 300/400 level elective (3 hours) as well as non-JMC courses.

FACULTY SENATE CHAIR:

APPROVED
BY SENATE: Larry Stickley DATE: 4/28/2005

DISAPPROVED
BY SENATE: __________________________________DATE: __________________________

UNIVERSITY PRESIDENT:

APPROVED: __________________________________DATE: 4/28/2005

DISAPPROVED: __________________________________DATE: __________________________

COMMENTS: ________________________________________________________________

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