Revision Of Undergraduate And Graduate Programs

Format For Review By University Curriculum Committee (UCC) and Graduate Council.

1. Proposing College / School: Liberal Arts
   Department: Communication & Journalism

2. Title of Affected Program: RTVF

3. CIP Code of Affected Program: 09.0701

4. Proposed Implementation Date: Fall 2013

5. Justification:
   (Include a concise, yet adequate rationale for the revision of the program, citing accreditation, assessments (faculty, graduate, and/or external) where applicable.)

1) We’re revising the RTVF model to include new courses,

2) COMM 2910 was developed by the Department of Communication & Journalism and approved by the Curriculum Committee in 2009. Its purpose is to provide students with practical experiences in potential career fields gained while working in professional settings. These experiences allow students to apply knowledge obtained through coursework to business situations. In addition, the student has the opportunity for one-on-one coaching through meetings with the on-the-job and faculty supervisors. The student also has the opportunity for personal reflection through written assignments. The experiences and lessons gained through the practicum may be brought back to the classroom as a complement to the overall learning process.

This curriculum request asks to move COMM 2910 from a general elective to an RTVF Group 2 major elective in order to comply with ACEJMC findings.

In 2012, the Accrediting Council on Education and Mass Communication (ACEJMC) found:

"The unit does not meet the ACEJMC requirement that students take a minimum of 80 semester credit hours outside of the unit of which a minimum of 65 semester credit hours are in liberal arts and sciences (as defined by the institution) outside of the unit. The number of credit hours within the department can and in the case of some students does exceed the recommended limit students can earn and therefore students may not always have credits outside the major. This is the result of Practicum credit hours being counted as general elective for RTVF rather than properly being counted as a course in the major."

6. Current Degree Requirements (Including All Formal Options):
   (Provide the current curriculum model for the program, as well as for each formal option.)

Radio/TV/Film Major -- CURRENT

Department Core (Required of all CMJN majors, 3 hours):
CMJN 2100: Concepts in Communication & Journalism*
*Pre-requisite for RTVF 3300

Major Core (Required of all RTVF majors, 15 hours)
CMJN 3350: Visual Communication (3)
RTVF 3330: Introduction to Mass Communication (3)
RTVF 3350: Writing for RTVF or RTVF 3380: Broadcast Newswriting (3)
Major Electives Group One
Select 7 of the following (21)
RTVF 2350: Intro to Film Studies
RTVF 2800: Multimedia Production
RTVF 3210: Soundtracks
RTVF 3420: Introduction to Filmmaking
RTVF 3580: Reproducing Popular Culture
RTVF 3970: Special Topics
RTVF 4100: Intermediate Filmmaking
RTVF 4200: History of American Broadcasting
RTVF 4210: Pop Culture and Mass Media
RTVF 4240: Women & Media
RTVF 4260: Media & Reality
RTVF 4280: Diversity Issues & Mass Media
RTVF 4297: Special Topics (professional)
RTVF 4300: Broadcast Programming & Criticism
RTVF 4310: Media & Society
RTVF 4320: Broadcast Management
CMNJ 4330: Media Law & Regulation
RTVF 4340: TV and Family
RTVF 4350: Media Relations
RTVF 4360: History of International Cinema
RTVF 4370: Media & Religion
RTVF 4380: History of American Film Industry
RTVF 4390: Film Authors
RTVF 4410: Advanced Broadcast News Production
RTVF 4420: History of Media Technology
RTVF 4580: Fame, Celebrity and Media Culture
RTVF 4600: Adaptation for the Short Film
RTVF 4970: Special Topics
RTVF 4800: Advanced Multimedia Production
RTVF 4820: Sequence Design

Major Electives Group 2
Select 2 of the following courses (6)
COMM 3110: Persuasive Discourse
COMM 3450: Intercultural Communication
COMM 3500: Human Communication
COMM 3600: Rhetoric
JRNL 3410: Photojournalism
JRNL 4410: Journalism History
JRNL 4490: Literary Journalism
PRCM 3040: Found of Public Relations

University core: 41 hours  Supporting coursework: 15
College core: 8 hours  Electives: 11 hours
Major/Required: 45 hours  TOTAL: 120 hours

7. Proposed Degree Requirements (Including All Formal Options):
(Provide the proposed curriculum model for the program, as well as for each formal option.)

Radio/TV/Film Major -- PROPOSED
Department Core (Required of all CMJN majors, 3 hours):
CMJN 2100: Concepts in Communication & Journalism*
*Pre-requisite for RTVF 3300

Major Core (Required of all RTVF majors, 15 hours)
CMJN 3350: Visual Communication (3)
RTVF 3300: Introduction to Mass Communication (3)
RTVF 3350: Writing for RTVF or RTVF 3380: Broadcast News Writing (3)
RTVF 2800: Multimedia Production or RTVF 3420: Introduction to Filmmaking (3)
RTVF 4920: Internship (3 hours part-time, 6 hours full-time)

Major Electives Group One
Select 7 of the following (21)
RTVF 2350: Intro to Film Studies
RTVF 2420: Introduction to Filmmaking (revised course; formerly RTVF 3420)
RTVF 2800: Introduction to Visual Media (new course)
RTVF 2800: Multimedia Production
RTVF 3100: Intermediate Filmmaking (revised course; formerly RTVF 4100)
RTVF 3210: Soundtracks
RTVF 3580: Reproducing Popular Culture
RTVF 3820: Sequence Design (revised course; formerly RTVF 4820)
RTVF 3970: Special Topics
RTVF 4200: History of American Broadcasting
RTVF 4210: Pop Culture and Mass Media
RTVF 4240: Women & Media
RTVF 4260: Media & Reality
RTVF 4280: Diversity Issues & Mass Media
RTVF 4297: Special Topics (professional)
RTVF 4300: Broadcast Programming & Criticism
RTVF 4310: Media & Society
RTVF 4320: Broadcast Management
CMJN 4330: Media Law & Regulation
RTVF 4340: TV and Family
RTVF 4350: Media Relations
RTVF 4360: History of International Cinema
RTVF 4370: Media & Religion
RTVF 4380: History of American Film Industry
RTVF 4390: Film Authors
RTVF 4410: Advanced Broadcast News Production
RTVF 4420: History of Media Technology
RTVF 4580: Fame, Celebrity and Media Culture
RTVF 4600: Adaptation for the Short Film
RTVF 4970: Special Topics
RTVF 4800: Advanced Multimedia Production
RTVF 4940: Visual Media Projects (new course)

Major Electives Group 2
Select 2 of the following courses (6)
COMM 2910: Communication Practicum (new course)
COMM 3110: Persuasive Discourse
COMM 3450: Intercultural Communication
COMM 3500: Human Communication
COMM 3600: Rhetoric
JRN 3410: Photojournalism
JRN 4410: Journalism History
JRN 4490: Literary Journalism
PRCM 3040: Found of Public Relations

University core: 41 hours Supporting coursework: 15
College core: 8 hours Electives: 11 hours
8. New Courses Required:
(Indicate which courses -- if any -- are part of the curriculum that are not currently offered.)

9. Relationship of Proposed Program to Other Auburn University Programs:
(If the proposed program revision affects any other unit and/or covers material offered by another college/school, attach correspondence with relevant unit.)

Will the program revision affect other program(s) and/or units at Auburn University? ☐ Yes ☐ No

Will the program revision replace any existing program(s), or specializations / options / concentrations within existing program(s) at Auburn University? ☐ Yes ☐ No

10. New or Additional Resources / Resource Shifting Required:
(If "yes" for any item, please provide explanation in the space provided below.)

Will additional faculty lines be required? ☐ Yes ☐ No

Will new or additional space (e.g.: laboratory or classroom) be required? ☐ Yes ☐ No

Will additional library resources be required? ☐ Yes ☐ No

Will additional GTA support be required? ☐ Yes ☐ No

Explanation of or provision for new or additional resources / explanation of program's support or replacement of other programs:

All of the proposed courses will be taught by existing faculty, using existing space and technology.

11. Distance Education:
(If Distance Education will be incorporated in the delivery of the proposed program, provide details of implementation, scope, etc.)
Approvals

Department Head / Chair

Date

College / School Curriculum Committee

Date

College / School Dean

Date

Dean of the Graduate School (for Graduate Programs)

Date

Assoc. Provost for Undergraduate Studies (for Undergraduate Programs)

Date

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