Revision Of Undergraduate And Graduate Programs

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

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

2. Title of Affected Program: Journalism Program

3. CIP Code of Affected Program: 090401
   (if applicable)

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.)

   The Accrediting Council on Education in Journalism and Mass Communications, or ACEJMC, is the agency responsible for the evaluation of professional journalism and mass communications programs in colleges and universities. At its Aug. 24, 2012, meeting in Chicago, the Accrediting Council approved revisions proposed by the Standards Review Committee, including adjustment of 80 credit hours outside the unit requirement to a minimum of 72 credit hours outside of the unit. This allows the AU Journalism Program to add 6 additional hours to our journalism curriculum requirements. ACEJMC also eliminated this requirement: “minimum of 65 semester credit hours or 94 quarter credit hours in the liberal arts and sciences (as defined by the institution) outside of the unit.” It now requires that students “meet the liberal arts and sciences-general education requirements of the institution.” In addition, our 2012 accreditation report strongly encouraged the journalism program to incorporate current technological developments into our curriculum. The new courses added to the curriculum fulfill that directive.

6. Current Degree Requirements (Including All Formal Options):

   (Provide the current curriculum model for the program, as well as for each formal option.)

   **BACHELOR OF JOURNALISM DEGREE REQUIREMENTS**

   DEPARTMENT CORE: Required of all CMJN majors (3 hours)
   • CMJN 2100 Principles of Communication & Journalism (3)

   REQUIRED COURSES: Must take all of the courses listed below (28 hours)
   • JRNL 1100 Newspaper Fundamentals (3)
   • JRNL 2210 Newswriting (3)
   • JRNL 2310 Reporting (3)
   • JRNL 2910 Practicum in Journalism (1)
   • JRNL 3220 Feature Writing (3)
   • JRNL 3410 Photojournalism (3)
   • JRNL 3470 Newspaper Editing & Design (3)
   • JRNL 3510 Multimedia Journalism (3)
   • CMJN 4000 Mass Media Law & Regulation (3)
   • JRNL 4920 Journalism Internship (3)

   GROUP 2 COURSES:
   Select two courses (6 hours) from the following list of Communication and Journalism electives.
   • JRNL 4320 Newspaper Management (3)
   • JRNL 4410 Journalism History (3)
   • JRNL 4417 Honors Journalism History (3)
   • JRNL 4420 Community Journalism (3)
7. Proposed Degree Requirements (Including All Formal Options):

(Provide the proposed curriculum model for the program, as well as for each formal option.)

**DEPARTMENT CORE: Required of all CMJN majors (3 hours)**
- CMJN 2100 Concepts of Communication & Journalism (3)

**REQUIRED COURSES: Must take all of the courses listed below (15 hours)**
- JRNL 1100 Journalism Fundamentals (3)
- JRNL 2210 Newswriting (3)
- JRNL 2310 Reporting (3)
- CMJN 4000 Mass Media Law & Regulation (3)
- JRNL 4920 Journalism Internship (3)

**REQUIRED COURSES: Must select TWO (6 hours) of the specialized reporting courses below**
- JRNL 3020 Digital News Reporting (3)
REQUISITED COURSES: Must select TWO (6 hours) of the Journalism production courses below

- JRNL 3010 Digital News Production (3)
- JRNL 3110 Introduction to Applied Journalism (3)
- JRNL 3410 Photojournalism (3)
- JRNL 3470 Editing & Design (3)
- JRNL 3510 Multimedia Journalism (3)

GROUP 2 COURSES: Select FOUR courses (12 hours) from the following list of Communication and Journalism electives. At least one (3 hours) of the required four courses must be in COMM, CMJN, RTVF or PR.

- JRNL 3010 Digital News Production (3)*
- JRNL 3020 Digital News Reporting (3)*
- JRNL 3110 Introduction to Applied Journalism (3)*
- JRNL 3220 Magazine & Feature Writing (3)*
- JRNL 3410 Photojournalism (3)*
- JRNL 3470 Editing & Design (3)*
- JRNL 3510 Multimedia Journalism (3)*
- JRNL 3530 Sports Reporting (3)*
- JRNL 4320 Entrepreneurial Journalism (3)
- JRNL 4410/4417 Journalism History (3)
- JRNL 4430 Sports, Media & Society (3)
- JRNL 4480 Advanced Publication Design (3)
- JRNL 4490 Literary Journalism (3)
- JRNL 4870 Community Journalism (3)
- JRNL 4970 Special Topics in Journalism (3)
- JRNL 4930 Directed Studies (1-4)
- JRNL 4967 Honors Special Problems (1-3)
- JRNL 4997 Honors Thesis (1-3)
- COMM 2010 Message Preparation & Analysis (3)
- COMM 2400 Communication in Organizations (3)
- COMM 2410 Small Group Communication (3)
- COMM 3100 Speaking Before Audiences (3)
- COMM 3110/3113/3114 Persuasive Discourse (3)
- COMM 3300 Communication and Conflict (3)
- COMM 3450 Intercultural Communication (3)
- COMM 3500 Foundations of Human Communication (3)
- COMM 3600 Foundations of Rhetoric & Social Influence (3)
- COMM 3650 The Rhetoric of Sports (3)
- COMM 3700 Argumentative Discourse (3)
- COMM 3970 Special Topics in Communication (3)
- CMJN 3350 Visual Communication (3)
- PRCM 3080 International PR (3)
- PRCM 3090 PR in the Political Process (3)
- PRCM 3260 Strategic Communication in PR (3)
- PRCM 3270 PR in the Not-for-Profit Arena (3)
- PRCM 3280 Social Media and Public Relations (3)
- RTVF 2350/2353/2354 Intro to Film Studies (3)
- RTVF 2800 Multimedia Production (3)
- RTVF 3210 Soundtracks Music Mass Media (3)
- RTVF 3300 Foundations of Mass Comm (3)
- RTVF 3350 Writing for Radio, Television & Film (3)
- RTVF 3380 Broadcast Newswriting (3)
- RTVF 3420 Introduction to Filmmaking (3)
- RTVF 3580 Reproducing Popular Culture (3)
8. New Courses Required:

(Indicate which courses -- if any -- are part of the curriculum that are not currently offered.)

JRNL 3530 Sports Reporting and JRNL 3020 Digital News Reporting are new courses. They will be options for journalism students under the "specialized reporting" group of classes. Also, JRNL 3010 Digital News Production and JRNL 3110 Introduction to Applied Journalism are new courses. They will be options for journalism students under the "journalism production" group of classes.

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:

A new incoming journalism faculty member, who will start in Fall 2013, will teach Digital News Production, Digital News Reporting and Introduction to Applied Journalism. We have an agreement with Media Production to teach the course in their HD television studio on campus. In addition, we will offer fewer sections of elective courses to allow faculty members to teach sections of the new elective courses and to cover the courses of a retiring journalism professor. We will rotate the courses in the "Specialized Reporting" group between fall and spring, as well as rotating the "Journalism Production" courses between the fall and spring semesters.

11. Distance Education:

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

N/A
Approvals

Department Chair / Head

Date

College / School Curriculum Committee

Date

Dean of the Graduate School (for Graduate Programs)

Date

Assoc. Provost for Undergraduate Studies (for Undergraduate Programs)

Date

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