Code # MCOM13 (2015)

**Bulletin / Banner Change Transmittal Form**

**Undergraduate Curriculum Council** Print 1 copy for signatures and save 1 electronic copy.

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [pheath@astate.edu](mailto:pheath@astate.edu)

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

**1.Contact Person** (Name, Email Address, Phone Number)

Alexander Brown / [arbrown@astate.edu](mailto:arbrown@astate.edu) / 972-2790

**2.Proposed Change**

Change the name of the Sports Production emphasis within the Department of Media, Creative Media Production area to Sports Media.

**3.Effective Date**

Fall, 2016

**4.Justification –** *Please provide details as to why this change is necessary.*

There are currently two “sports” emphasis areas; Sports Production, and Sports Reporting. To eliminate duplication and to increase cohesion and media convergence, the College would like to combine the two into a single emphasis area named Sports Media. The courses currently required for the two emphasis areas differ by only one course each. No new courses are required to consolidate the sports content, and no courses nor content will be lost.

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

**Major in Creative Media Production**

**Bachelor of Science  
~~Emphasis in Sports Production~~ Emphasis in Sports Media**A complete 8-semester degree plan is available at http://registrar.astate.edu/.

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 41) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 83)  **Students with this major must take the following:**  *CMAC 1003, Mass Communication in Modern Society COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **College of Media and Communication Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Media and Communication Section) | **4** |
| **Major Requirements:** | **Sem. Hrs.** |
| CMAC 1001, Media Grammar and Style | 1 |
| CMAC 2003, Media Writing | 3 |
| CMAC 4073, Communications Law and Ethics | 3 |
| CMP 2313, Multimedia Production | 3 |
| CMP 3363, Communications Research | 3 |
| CMP 4363, Multimedia Storytelling | 3 |
| MMJ 4123, Media Management and Entrepreneurship | 3 |
| College of Media and Communication Electives | 6-9 |
| **Sub-total** | **25-28** |
| **Emphasis Area (Sports Production):** | **Sem. Hrs.** |
| CMAC 4063, Internship | 3 |
| CMP 3573, Sports Production | 3 |
| CMP 4563, Sports Programming | 3 |
| MMJ 4573, Sportscasting | 3 |
| **Sub-total** | **12** |
| **Minor:** | **Sem. Hrs.** |
| *Must be outside of the College of Media and Communication and approved by advisor.* | **18-21** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **17-23** |
| **Total Required Hours:** | **120** |

*The bulletin can be accessed at http://www.astate.edu/a/registrar/students/*

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