Code # MCOM15 (2015)

**Course Deletion Proposal 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

|  |  |
| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 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. Course Title, Prefix and Number**

Change CMP and MMJ prefix courses in the Department of Media to MDIA prefix

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

Alexander Brown / arbrown@astate.edu / 972-2790

**3. Last semester course will be offered**

Effective Fall semester, 2016

Please clarify by selecting one of the following:

1. [ ] Remove [Select Degree/Course]from bulletin for [Select Term] [Select Year]
2. [ ]  Other - A meeting was held by Drs. Amienyi, Collins, Hogue, to arrive at method to accomplish this change in the most efficient way. The plan from that meeting is for me to create one change request form that changes all of the course prefixes, using a hard copy of the CMP and MMJ entries in the catalogue, and writing the prefix changes directly on the course entries. This first request form will indicate one number change that is necessary to prevent duplication, and two course title adjustments. The plan also calls for me to generate a second form the deletes all CMP and MMJ courses in the same manner as the prefix change. Thank you.

**4. Student Population**

a. The course was initially created for what student population?

Course prefix change only.

b. How will deletion of this course affect those students?

Course prefix change only.

**College, Departmental, or Program Changes**

**5.** a. How will this affect the college, department, and/or program?

The use of a single course prefix for CMP and MMJ courses will provide contextual, symbolic, and practical benefits. The differences between media “production” and media “journalism” have been constantly narrowing/disappearing for several decades. With the advent of digital media delivery systems, internet communications, and the evolution of “media creators” in today’s information environment, media professionals/storytellers must be able to cross technologies, roles, and platforms independently and seamlessly. As a practical and branding step, MDIA as a prefix for all media creation courses will make those courses better identifiable to High School advisers, and prospective and current students.

b. Does this program and/or course affect another department? [Click to choose an item.]

If yes, please provide contact information from the Dean, Department Head, and/ or Program Director whose area this affects.

 Course prefix change only. See attached program requirements pages for application.

 c. Please provide a short justification for why this course being deleted from program.

 Please see item 5, above.

**6. Is there currently a course listed in the bulletin which is equivalent to this one?** [Click to choose an item.]

If yes, which course(s)?

 Course prefix change only.

**7. Will this course be equivalent to a new course?** [Click to choose an item.]

If yes, what course?

Course prefix change only.

**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 Multimedia Journalism**

**Bachelor of Science
Emphasis in Broadcast Journalism**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 SocietyCOMS 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~~ **MDIA** 2313, Multimedia Production  | 3  |
| ~~MMJ~~ **MDIA** 2013, Multimedia Reporting  | 3  |
| ~~MMJ~~ **MDIA** 3363, Communications Research  | 3  |
| ~~MMJ~~ **MDIA** 4053, Advanced Reporting  | 3  |
| ~~MMJ~~ **MDIA** 4123, Media Management and Entrepreneurship  | 3  |
| College of Media and Communication Electives  | 6-9  |
| **Sub-total**  | **28-31**  |
| **Emphasis Area (Broadcast Journalism):**  | **Sem. Hrs.**  |
| ~~MMJ~~ **MDIA** 3203, Reporting for Electronic Media  | 3  |
| ~~MMJ~~ **MDIA 3603** ~~3403~~, Electronic News Gathering  | 3  |
| ~~MMJ~~ **MDIA** 4343, News Production and Performance  | 3  |
| **Sub-total**  | **9**  |
| **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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**Major in Multimedia Journalism**

**Bachelor of Science
Emphasis in Photojournalism**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 SocietyCOMS 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~~ **MDIA** 2313, Multimedia Production  | 3  |
| ~~MMJ~~ **MDIA** 2013, Multimedia Reporting  | 3  |
| ~~MMJ~~ **MDIA** 3363, Communications Research  | 3  |
| ~~MMJ~~ **MDIA** 4123, Media Management and Entrepreneurship  | 3  |
| College of Media and Communication Electives  | 6-9  |
| **Sub-total**  | **25-28**  |
| **Emphasis Area (Photojournalism):**  | **Sem. Hrs.**  |
| AD 3193, Advanced Photography  | 3  |
| ~~MMJ~~ **MDIA** 3043, Photography  | 3  |
| ~~MMJ~~ **MDIA** 3093, Intermediate Photojournalism  | 3  |
| ~~MMJ~~ **MDIA** 4013, Advanced Photojournalism  | 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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**Major in Multimedia Journalism**

**Bachelor of Science
Emphasis in News Editorial**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 SocietyCOMS 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~~ **MDIA** 2313, Multimedia Production  | 3  |
| ~~MMJ~~ **MDIA** 2013, Multimedia Reporting  | 3  |
| ~~MMJ~~ **MDIA** 3363, Communications Research  | 3  |
| ~~MMJ~~ **MDIA** 4053, Advanced Reporting  | 3  |
| ~~MMJ~~ **MDIA** 4123, Media Management and Entrepreneurship  | 3  |
| College of Media and Communication Electives  | 6-9  |
| **Sub-total**  | **28-31**  |
| **Emphasis Area (News Editorial):**  | **Sem. Hrs.**  |
| ~~MMJ~~ **MDIA** 3043, Photography  | 3  |
| ~~MMJ~~ **MDIA** 3063, News Editing  | 3  |
| ~~MMJ~~ **MDIA** 3073, News Design  | 3  |
| **Sub-total**  | **9**  |
| **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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**Major in Multimedia Journalism**

**Bachelor of Science
Emphasis in Sports Reporting**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 SocietyCOMS 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~~ **MDIA** 2313, Multimedia Production  | 3  |
| ~~MMJ~~ **MDIA** 2013, Multimedia Reporting  | 3  |
| ~~MMJ~~ **MDIA** 3363, Communications Research  | 3  |
| ~~MMJ~~ **MDIA** 4053, Advanced Reporting  | 3  |
| ~~MMJ~~ **MDIA** 4123, Media Management and Entrepreneurship  | 3  |
| College of Media and Communication Electives  | 6-9  |
| **Sub-total**  | **28-31**  |
| **Emphasis Area (Sports Reporting):**  | **Sem. Hrs.**  |
| ~~CMP~~ **MDIA** 3573, Sports Production  | 3  |
| ~~MMJ~~ **MDIA** 3053, Sports Reporting  | 3  |
| ~~MMJ~~ **MDIA** 4573, Sportscasting  | 3  |
| **Sub-total**  | **9**  |
| **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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**Major in Creative Media Production**

**Bachelor of Science
Emphasis in Audio/Video Production**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 SocietyCOMS 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~~ **MDIA** 2313, Multimedia Production  | 3  |
| ~~CMP~~ **MDIA** 3363, Communications Research  | 3  |
| ~~CMP~~ **MDIA** 4363, Multimedia Storytelling  | 3  |
| ~~MMJ~~ **MDIA** 4123, Media Management and Entrepreneurship  | 3  |
| College of Media and Communication Electives  | 6  |
| **Sub-total**  | **25**  |
| **Emphasis Area (Audio/Video Production):**  | **Sem. Hrs.**  |
| ~~CMP~~ **MDIA** 3313, Audio and Video Production  | 3  |
| ~~CMP~~ **MDIA** 3343, Advanced Radio Practicum **OR** CMP 4383, Advanced Television Production  | 3  |
| ~~CMP~~ **MDIA** 3353, Field and Post Production  | 3  |
| ~~CMP~~ **MDIA** 4353, Corporate Media Production  | 3  |
| CMP **MDIA** 4483, Broadcast Graphics  | 3  |
| **Sub-total**  | **15**  |
| **Minor:**  | **Sem. Hrs.**  |
| *Must be outside of the College of Media and Communication and approved by advisor.*  | **18-21**  |
| **Electives:**  | **Sem. Hrs.**  |
| Electives  | **17-20**  |
| **Total Required Hours:**  | **120**  |

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

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**Major in Creative Media Production**

**Bachelor of Science
Emphasis in Sports Production**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 SocietyCOMS 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~~ **MDIA** 2313, Multimedia Production  | 3  |
| ~~CMP~~ **MDIA** 3363, Communications Research  | 3  |
| ~~CMP~~ **MDIA** 4363, Multimedia Storytelling  | 3  |
| ~~MMJ~~ **MDIA** 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~~ **MDIA** 3573, Sports Production  | 3  |
| ~~CMP~~ **MDIA** 4563, Sports Programming  | 3  |
| ~~MMJ~~ **MDIA** 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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**Major in Creative Media Production**

**Bachelor of Science
Emphasis in Narrative 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 SocietyCOMS 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~~ **MDIA** 2313, Multimedia Production  | 3  |
| ~~CMP~~ **MDIA** 3363, Communications Research  | 3  |
| ~~CMP~~ **MDIA** 4363, Multimedia Storytelling  | 3  |
| ~~MMJ~~ **MDIA** 4123, Media Management and Entrepreneurship  | 3  |
| College of Media and Communication Electives  | 6-9  |
| **Sub-total**  | **25-28**  |
| **Emphasis Area (Narrative Media):**  | **Sem. Hrs.**  |
| ~~CMP~~ **MDIA** 3403, Screenwriting for Narrative Motion Pictures  | 3  |
| ~~CMP~~ **MDIA** 3503, Film Cinematography, Lighting and Editing  | 3  |
| ~~CMP~~ **MDIA** 4303, Advanced Filmmaking Techniques  | 3  |
| CMAC 4063, Internship  | 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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**Major in Creative Media Production**

**Bachelor of Science
Emphasis in Graphic Communication**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 SocietyCOMS 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~~ **MDIA** 2313, Multimedia Production  | 3  |
| ~~CMP~~ **MDIA** 3363, Communications Research  | 3  |
| ~~CMP~~ **MDIA** 4363, Multimedia Storytelling  | 3  |
| ~~MMJ~~ **MDIA** 4123, Media Management and Entrepreneurship  | 3  |
| College of Media and Communication Electives  | 6  |
| **Sub-total**  | **25**  |
| **Emphasis Area (Graphic Communication):**  | **Sem. Hrs.**  |
| GCOM 1813, Introduction to Digital Publishing  | 3  |
| GCOM 2673, Digital Prepress Workflow  | 3  |
| GCOM 3603, Graphic Production Systems  | 3  |
| GCOM 3673, Desktop Publishing and Publication Design  | 3  |
| GCOM 4643, Graphic Communications Management Seminar  | 3  |
| **Sub-total**  | **15**  |
| **Minor:**  | **Sem. Hrs.**  |
| *Must be outside of the College of Media and Communication and approved by advisor.*  | **18-21**  |
| **Electives:**  | **Sem. Hrs.**  |
| Electives  | **17-20**  |
| **Total Required Hours:**  | **120**  |

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

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**Department of Media Minors**

**Minor in Multimedia Journalism**

|  |  |
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| **Required Courses:**  | **Sem. Hrs.**  |
| CMAC 1001, Media Grammar and Style  | 1  |
| CMAC 2003, Media Writing  | 3  |
| ~~CMP~~ **MDIA** 2313, Multimedia Production  | 3  |
| ~~MMJ~~ **MDIA** 2013, Multimedia Reporting  | 3  |
| Nine hours of upper-level electives offered in Multimedia Journalism  | 9  |
| **Total Required Hours:**  | **19**  |

**Minor in Creative Media Production**

|  |  |
| --- | --- |
| **Required Courses:**  | **Sem. Hrs.**  |
| CMAC 1001, Media Grammar and Style  | 1  |
| CMAC 2003, Media Writing  | 3  |
| ~~CMP~~ **MDIA** 2313, Multimedia Production  | 3  |
| Three hours of electives offered in Creative Media Production  | 3  |
| Nine hours of upper-level electives offered in Creative Media Production  | 9  |
| **Total Required Hours:**  | **19**  |

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

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**Major in Strategic Communication**

**Bachelor of Science
Emphasis in Social Media Management**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) **35** **Students with this major must take the following:** *CMAC 1003, Mass Communication in Modern SocietyCOMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)*  |
| **College of Media and Communication Core Courses:** **Sem. Hrs.**  |
| (See Beginning of Media and Communication Section) **4**  |
| **Major Requirements:** **Sem. Hrs.**  |
| AD 4003, Account Planning & Management **OR** 3 COMS 3363, Communication Research  |
| CMAC 1001, Media Grammar and Style 1  |
| CMAC 2003, Media Writing 3  |
| CMAC 4073, Communications Law and Ethics 3  |
| PRAD 3143, Strategic Writing 3  |
| PRAD 3553, Strategic Visual Communications **OR** 3 PRAD 4213, Social Media in Strategic Communications  |
| **Sub-total 16**  |
| **Communications Electives or Specialization:** **Sem. Hrs.**  |
| GCOM 1813 Introduction to Digital Publishing **OR** 3 GCOM 3673 Desktop Publishing and Publication Design  |
| ~~CMP~~ **MDIA** 2313 Multimedia Production **OR** 3 ~~CMP~~ **MDIA** 4363 Multimedia Storytelling  |
| COMS 4263 Organizational Communication **OR** 3 ~~CMP/MMJ~~ **MDIA** 3373 Introduction to Internet Communications  |
| **Sub-total 9**  |
| **Emphasis Area (Social Media Management):** **Sem. Hrs.**  |
| AD 3023, Principles of Advertising **OR** 3 PR 4113, Integrated Marketing Communications  |
| ~~MMJ~~ **MDIA** 4123, Media Management and Entrepreneurship 3  |
| PR 3003, Principles of Public Relations 3  |
| PR 4033, Public Relations Case Studies and Campaigns 3  |
| PRAD 4213, Social Media in Strategic Communications 3  |
| **Sub-total 15**  |
| **Minor (Marketing):** **Sem. Hrs.**  |
| Refer to College of Business for information regarding this minor. **18**  |
| **Electives:** **Sem. Hrs.**  |
| Electives **20**  |
| **Total Required Hours: 120**  |

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

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**COLLEGE OF MEDIA AND COMMUNICATION**

The frequency of course offering is indicated following each course description. If not otherwise indicated, the course will be scheduled for each enrollment period. **The university reserves the right to change course scheduling when circumstances dictate such changes.**

**Media and Communication (CMAC)**

**CMAC 1001. Media Grammar and Style** Writing mechanics for media. An introduction to applying basic grammar, spelling and media style rules and guidelines professionals use for writing across multiple media platforms. Can be taken concurrently with CMAC 2003 with consent of chair. Test- out option available. Fall, Spring, Summer.

**CMAC 1003. Mass Communications in Modern Society** A study of the interaction between society and mass communication through the lenses of history, theory, economics, culture, law, and technology.

**CMAC 2003. Media Writing** Basic writing for print, broadcast and Internet media. Course includes attention to news style and grammar. Pre/Co-requisite, CMAC 1001. Fall, Spring, Summer.

**CMAC 2053. Introduction to Visual Communications** The study of the principles, theories, and language of visual communication to help students analyze, interpret and apply visual content to communicate more effectively. Fall, Spring.

**CMAC 3001. Professional Seminar** An overview of professional careers, etiquette, and best practices in a broad range of communication and media based contexts. Fall, Spring.

**CMAC 4063. Internship** Supervised work in an approved communications-related setting. Prerequisite, consent of the department chair and faculty advisor. Fall, Spring, Summer.

**CMAC 4073. Communications Law and Ethics** Legal and ethical limitations and privileges affecting the mass media. Fall, Spring, Summer.

**DEPARTMENT OF MEDIA Creative Media Production ~~(CMP)~~ MDIA**

**~~CMP~~ MDIA 2313. Multimedia Production** Introductory course in audio, video, photo and text production for many distribution platforms. Prerequisite, CMAC 2053. Fall, Spring, Summer.

**~~CMP~~ MDIA 3303. History of Moving Images and Narrative Motion Picture** A study of the oral, written, live theatre and still photography storytelling contributions to the origins of narrative motion pictures. Fall, Spring, Summer.

**~~CMP~~ MDIA 3313. Audio and Video Production** An intermediate course in audio and video technol- ogy and production for many distribution platforms. Audio production covers radio, audio recording, audio for video production, and web distribution. Video production covers videography, directing, and multi-camera production. Prerequisite, ~~CMP~~ **MDIA** 2313. Fall, Spring, Summer.

**~~CMP~~ MDIA 3353. Field and Post Production** An experiential course in the technical skills and creative principles required for video field production and postproduction, focusing on writing, pro- ducing, planning, shooting, and editing video projects and assignments. Prerequisite, ~~CMP~~ **MDIA** 2313. Fall, Spring.

**~~CMP~~ MDIA 3343. Advanced Radio Practicum** Special practices in radio station operation, with special assignments relative to operation of KASU. Prerequisite, ~~CMP~~ **MDIA** 3313. Fall. Spring, Summer.

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**~~CMP~~ MDIA 3363. Communications Research** Study and use of research tools and theories available for mass communications problem solving. Emphasis will be on library research, theory approaches, and applied media research. Cross-listed as ~~MMJ~~ **MDIA** 3363. Fall, Spring.

**~~CMP~~ MDIA 3373. Introduction to Internet Communications** Introductory course in the use of the Internet as a communication delivery system. The course addresses Internet history, its development and future applications for communicators. Basic computer competency required. Cross-listed as ~~MMJ~~ **MDIA** 3373. Fall, Spring.

**~~CMP~~ MDIA 3403. Screenwriting for Narrative Motion Pictures** Study and application of writing and scripting techniques for narrative motion picture, including synopsis, sequence outline, treat- ments and screenplay. Characterization and genre conventions are also considered. Fall, Spring.

**~~CMP~~ MDIA 3503. Film Cinematography, Lighting and Editing** Introduction to the theory and techniques of cinematography, lighting, and editing for narrative filmmaking. Prerequisite, consent of instructor. Fall, Spring, Summer.

**~~CMP~~ MDIA 3573. Sports Production** Theory and practical application of sports production for radio and television. Fall, Spring.

**~~CMP~~ MDIA 3673. Seminar in Digital Media and Design** A study of the development and impact of digital media. Spring.

**~~CMP~~ MDIA 4303. Advanced Filmmaking Techniques** In-depth study of narrative filmmaking as an art form. Students develop greater expertise in shooting properly exposed and imaginatively composed images, storyboarding, production techniques, composition aesthetics, lighting, sound mixes, and digital non-linear editing. Prerequisites, ~~CMP~~ **MDIA** 3303, ~~CMP~~ **MDIA** 3403, ~~CMP~~ **MDIA** 3503. Spring.

**~~CMP~~ MDIA 4333. Special Topics Seminar** A seminar that addresses current topics in the area of communication. Fall.

**~~CMP~~ MDIA 4353. Corporate Media Production** Study of the field and function of media pro- duction for business and nonprofit organizations. The course addresses client contact, budgeting, analysis of production problems, design and writing of scripts for promotion, training and news in corporate and industrial settings. Prerequisites, PRAD 3013, ~~CMP~~ **MDIA** 2313 and ~~CMP~~ **MDIA** 3033. Fall. Special course fee $25.

**~~CMP~~ MDIA 4363. Multimedia Storytelling** Introductory course in multimedia concepts, media elements, platforms, and production. Emphasis is placed on delivery of content across media platforms for diverse audiences. Fall, Spring.

**~~CMP~~ MDIA 4383. Advanced Television Production** Practice in methods and procedures of pro- ducing studio and remote program content for ASU TV. This may include, athletic events, campus forums, concerts, newscasts, spelling bees, telethons, etc. Prerequisite, C or better in ~~CMP~~ **MDIA** 3313. May be repeated for a maximum total of six credit hours. Fall, Spring.

**~~CMP~~ MDIA 4483. Broadcast Graphics** Development and production of graphics for video, television, and internet-based media. Fall.

**~~CMP~~ MDIA 4503. Film Production Practicum** A capstone experience in narrative motion picture production. Students will work individually or in groups to write, produce, shoot, edit and distribute a short film. Prerequisites, ~~CMP~~ **MDIA** 4303 or consent of instructor. Fall, Spring.

**~~CMP~~ MDIA 4553. Multimedia Reporting** Application of traditional journalism skills to digital media practice, including integration of audio, photographs, graphics and video as multimedia storytelling tools to enrich online news coverage. Dual-listed with ~~RTV~~ **MDIA** 5553. Prerequisite, ~~CMP~~ **MDIA** 3373. Fall, Spring, Summer.

**~~CMP~~ MDIA 4563. Sports Programming** Theory and practical application of sports programming for radio and television. Spring.

**~~CMP~~ MDIA 488V. Special Problems** Prerequisite, approval of Department Chairman and faculty. Fall, Spring, Summer.

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**Graphic Communications (GCOM)**

**GCOM 1613. Graphic Communication Systems** An exploration of the industrial materials and processes utilized for graphic preparation and reproduction including lithography, gravure, flexography, screen printing, and nonimpact printing processes. Classroom, industrial visitation and laboratory format. Fall, Spring.

**GCOM 1813. Introduction to Digital Publishing** An overview of the preparation of digital graphics, photographs and text for publication, and of their interrelationships. Includes application of current digital publishing software programs. Fall.

**GCOM 2673. Digital Prepress Workflow** Comprehensive overview of the major pre-publishing workflow elements and the options or their interrelationships. Spring.

**GCOM 3603. Graphic Production System** Exploration of the Press and Post Press processes of graphic reproduction and publishing. Critical aspects unique to each process will be studied including copy preparation, image carriers, image transfer systems, substrates, inks/toners and post press operations. Each process will be studied through classroom experiences, industrial visitations and/or laboratory experiences. Prerequisite, GCOM 1813. Fall.

**GCOM 3673. Desktop Publishing and Publication Design** Electronic publishing and pub- lication design using desktop publishing software programs. Fall, Spring, Summer. Course Fee $25.00

**GCOM 4643. Graphic Communications Management Seminar** Management issues specific to the graphic communications industry including quality assurance, sales and customer relations, marketing , scheduling production, laws, ethics, and government interface. Lecture based on course with industry visitations. Prerequisites, GCOM 3603. Fall.

**GCOM 4683. Graphic Publication Production** Opportunity for students to plan production, determine related costs, coordinate and perform production, control quality and develop a portfolio of a complete production experience. Lecture, industry visitations and laboratory format. Prereq- uisites, GCOM 1613 and GCOM 3603. Fall.

**GCOM 4783. Electronic Innovations in Graphic Communications** Course designed to cover the concepts of digital imagery and output, on demand printing, pagination, multimedia production, databases, interactive design, electronic sales and customer relations. Classroom, laboratory and industry visitation experiences. Prerequisites, GCOM 1613 and ~~CMP~~ **MDIA** 4363. Per- mission of instructor required. Fall, odd.

**GCOM 488V. Special Problems in Graphic Communications** Designed to provide individually directed research in some special area of printing for seniors. Should be arranged in consultation with a professor in the specified field of interest prior to the semester of study and approved by the department chair. A written paper is required. Fall, Spring, Summer.

**Multimedia Journalism ~~(MMJ)~~ MDIA**

**~~MMJ~~ MDIA 2010. Multimedia Reporting Lab** Laboratory for Multimedia Reporting. Must be taken concurrently with MMJ 2013. Fall, Spring.

**~~MMJ~~ MDIA 2013. Multimedia Reporting** Techniquesofnewsgathering,withpracticalexperiencein interviewing and reporting for news media. Must be taken concurrently with MMJ 2010. Prerequisite, C or better in CMAC 2003 and ~~CMP~~ **MDIA** 2313 or consent of instructor. Fall, Spring.

**~~MMJ~~ MDIA 3001. Contemporary Events and the Mass Media** Weekly review of news events and the mass medias coverage of them. Fall, Spring.

**~~MMJ~~ MDIA 3003. Feature and Magazine Article Writing** Methods of gathering material for feature stories through interviews, research, and observation, practice in writing the article. Requires three hours of laboratory work per week. Prerequisite, ~~MMJ~~ **MDIA** 2013. Fall.

**~~MMJ~~ MDIA 3040. Beginning Photojournalism Laboratory** Laboratory for Beginning Photojournal- ism. Must be taken concurrently with ~~MMJ~~ **MDIA** 3043.Fall, Spring, Summer

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**~~MMJ~~ MDIA 3043. Beginning Photojournalism** Basic concepts and functional skills associated with digital photography and the field of photojournalism. Must be taken concurrently with ~~MMJ~~ **MDIA** 3040. Lab fee, $10.00. Special course fee, $10.00. Fall, Spring, Summer.

**~~MMJ~~ MDIA 3053. Sports Reporting** Traditional sports reporting for broadcast, print, and web in historical, theoretical, and practical contexts. Prerequisites, CMAC 1001 and CMAC 2003. Fall, Spring.

**~~MMJ~~ MDIA 3063. News Editing** Editing and rewriting news stories, writing headlines and cutlines, legal and ethical issues for editors, and the basic principles of news design. Prerequisite, ~~MMJ~~ **MDIA** 2013. Fall.

**~~MMJ~~ MDIA 3073. News Design** Principles of visual communication, digital and print media design, elements and practices of digital and press publication, media economic theory and practice. Prerequisite, ~~MMJ~~ **MDIA** 2013. Spring.

**MMJ MDIA 3083. History of the Mass Media** History of the mass media newspapers, magazines, radio, television and new technology from colonial days to the present. Spring.

**~~MMJ~~ MDIA 3090. Intermediate Photojournalism Laboratory** Laboratory for Intermediate Photo- journalism. Must be taken concurrently with ~~MMJ~~ **MDIA** 3093. Spring

**~~MMJ~~ MDIA 3093. Intermediate Photojournalism** Functional skills and theoretical foundations in professional photojournalism. Approved digital camera and appropriate lenses, flash, and tripod required. Three hours of laboratory work per week. Must be taken concurrently with MMJ 3090. Prerequisites, MCOM 2003 and ~~MMJ~~ **MDIA** 3043 or consent of the instructor. Special course fee of $10. Spring.

**~~MMJ~~ MDIA 3203. Reporting for the Electronic Media** Gathering, writing, and reporting news and features for the electronic media, including radio and television, cable, and the Internet. Prerequisite, C or better in ~~MMJ~~ **MDIA** 2013. Word processing skills required. Fall, Spring.

**~~MMJ~~ MDIA 3363. Communications Research** Studyanduseofresearchtoolsandtheoriesavailable for mass communications problem solving. Emphasis will be on library research, theory approaches, and applied research as applied to the media. Cross-listed as ~~CMP~~ **MDIA** 3363. Fall, Spring.

**~~MMJ~~ MDIA 3373. Introduction to Internet Communications** Introductory course in the use of the internet as a communication delivery system. The course addresses Internet history, its development and future applications for communications. Basic computer competency required. Cross-listed as ~~CMP~~ **MDIA** 3373. Fall, Spring.

**~~MMJ~~ MDIA 3603** ~~3403~~**. Electronic News Gathering** Advanced reporting techniques, story development process and tools needed to interview and write, report and edit video news stories. Stories pro- duced will be used to enhance newscast development. Prerequisite, C or better in ~~CMP~~ **MDIA** 3353, ~~MMJ~~ **MDIA** 2013, and ~~MMJ~~ **MDIA** 3203, or consent of instructor. Fall, Spring.

**~~MMJ~~ MDIA 4010. Advanced Photojournalism Laboratory** LaboratoryforAdvancedPhotojour- nalism. Must be taken concurrently with ~~MMJ~~ **MDIA** 4013. Fall.

**~~MMJ~~ MDIA 4013. Advanced Photojournalism** Advanced theories and skills associated with digital photojournalism. May require: transportation, digital SLR camera, audio recording device, and external hard drive. Six hours of laboratory work per week. Must be taken concurrently with ~~MMJ~~ **MDIA** 4010. Prerequisite, ~~MMJ~~ **MDIA** 3093. Special course fee, $25.00. Fall.

**~~MMJ~~ MDIA 4043. Studies in Newspaper Management** Study of business and editorial manage- ment of the print media, including newspaper organization, publishing policies and economics, print media technology, circulation and promotional problems. Fall, even.

**~~MMJ~~ MDIA 4050. Advanced Reporting Laboratory** Laboratory for Advanced Reporting. Must be taken concurrently with ~~MMJ~~ **MDIA** 4053. Spring.

**~~MMJ~~ MDIA 4053. Advanced Reporting** Instruction and practice in gathering material and reporting stories on public affairs, emphasis on courts, government and data-driven reporting. Must be taken concurrently with ~~MMJ~~ **MDIA** 4050. Prerequisite, C or better in ~~MMJ~~ **MDIA** 2013 or consent of instructor. Spring.

**~~MMJ~~ MDIA 4083. Sports, Business and Opinion Writing** Techniquesofnewswritingandinformation gathering in business and sports reporting. Techniques of opinion writing. Prerequisite, C or better in ~~MMJ~~ **MDIA** 2013 or consent of instructor or department chair. Spring, odd.

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**MMJ MDIA 4123. Media Management and Entrepreneurship** Entrepreneurial techniques and skills including business finance, client interaction, and ethics that can be applied across multiple media-based contexts and platforms. Prerequisite, CMAC 3001. Fall, Spring, Summer.

**~~MMJ~~ MDIA 4323. Race, Gender and Media** Survey of the interface between Americans of color, women and the mass media in the United States. Fall.

**~~MMJ~~ MDIA 4340. News Production and Performance Laboratory** Laboratory section for News Production and Performance. Must be taken concurrently with ~~MMJ~~ **MDIA** 4343. Fall, Spring.

**~~MMJ~~ MDIA 4343. News Production and Performance** Experience in producing news programs. Stu- dents exercise judgment and make editorial decisions about news content and program continuity. Experience in verbal and nonverbal communication relative to on camera delivery. Must be taken concurrently with ~~MMJ~~ **MDIA** 4340. Prerequisites, ~~MMJ~~ **MDIA** 3403 or consent of instructor. $25 special course fee. Fall, Spring.

**~~MMJ~~ MDIA 4373. Internet Communications** Internet Communications provides students with a thorough understanding and practice in the use of the Information Superhighway. The course will also look at new opportunities for communications professionals. Prerequisite, Basic computer competency. Fall, Spring, Summer.

**MMJ MDIA 4552. Photojournalism Practicum and Professional Development** Individualized and supervised placement in specific professional settings. Students will work with professionals in the field under faculty supervision. Prerequisite, ~~MMJ~~ **MDIA** 3093. Spring.

**~~MMJ~~ MDIA 4573. Sportscasting** Theory and practical application of sportscasting for radio and television. Fall.

**~~MMJ~~ MDIA 488V. Special Problems ~~in Journalism~~** Prerequisite, approval of department chair and faculty. Fall, Spring, Summer.

**DEPARTMENT OF COMMUNICATION Advertising (AD)**

**AD 3023. Principles of Advertising** Advertising history, theory and practice, including traditional and nontraditional media. Fall, Spring.

**AD 3033. Advertising Elements and Execution** Principles and practices in creating and critiquing advertising messages across media platforms. Prerequisites, CMAC 2003 and AD 3023. Fall.

**AD 3193. Advanced Photography** An in-depth examination of the uses of natural and artificial lighting, lenses, cameras, studios, and other elements needed for professional photography in advertising, promotion, portraits, sports and other environments. Emphasis placed on the business of photography. Fall.

**AD 3333. Media Advertising and Sales** Study of the structure of the media advertising in- dustry, with emphasis on media selection and planning, as well as the basic methods of selling. Sales affiliation project required. Fall, Summer.

**AD 4003. Account Planning and Management** This is an advanced course in strategic media and data analysis and the management of client/agency relationships. Spring.

**AD 4033. Advertising Case Studies and Campaigns** Study of recent advertising cases and campaigns involving business, industry, institutions and government. Students create a com- prehensive advertising campaign for a given client. Prerequisite, AD 3033, ~~MMJ~~ **MDIA** 3363, and PRAD 3143. Spring.

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