Code # COM18(Rev)

**New/Special Course Proposal-Bulletin 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 [mmcginnis@astate.edu](mailto:mmcginnis@astate.edu)

|  |
| --- |
| **New Course or**  **Special Course (Check one box)**  *Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary.* |

|  |  |
| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 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. Proposed Course Prefix and Number (For variable credit courses, indicate variable range.)

JOUR 4123

2. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Media Management and Entrepreneurship

3. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio problems, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture

4. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

Standard

5. Is this course dual listed (undergraduate/graduate)?

No

6. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

7. Brief course description (40 words or fewer) as it should appear in the bulletin.

Teaches students a broad range of entrepreneurial techniques and skills including business finance, client interaction, and ethics that can be applied across multiple media based contexts and platforms.

8. Indicate all prerequisites and if this course is restricted to a specific major, which major. (If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

a. Are there any prerequisites?

MCOM 3001

b. Why?

MCOM 3001 is a course designed to introduce students to broad range of professional communication contexts and industry professionals which will prepare them to synthesize the materials in JOUR 4123.

9. Course frequency(e.g. Fall, Spring, Summer). Not applicable to Graduate courses.

Fall, Spring, Summer

10. Contact Person (Name, Email Address, Phone Number)

Osa Amienyi, Chair of Media, ex: 3361

11. Proposed Starting Term/Year

Spring 2014

12. Is this course in support of a new program? Yes/No

If yes, what program?

This course supports the overall mission of the department and becomes a part of the revamped curriculum of the Department of Media

13. Does this course replace a course being deleted? Yes

If yes, what course?

It replaces RTV 4313 Electronic Media Management

Has this course number been used in the past? No

*Submit Course Deletion Proposal-Bulletin Change Transmittal Form.*

14. Does this course affect another program? Yes/No

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

No

15. Justification should include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

The mission of the college of media and communication includes teaching students to “think critically and communicate effectively in preparation for productive roles in news, radio, television, film, public relations, organizational communication, advertising, photojournalism, graphic communications, web and multimedia production and design or health communication”. This course will align perfectly with that mission by enlightening students to the role of management and entrepreneurship in those professional spaces. “

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

The ACEMJC accrediting standards require a student to posses entrepreneurial skills as they critically approach all forms of medial challenges.

c. Student population served.

Students majoring in the Department of Media

d. Rationale for the level of the course (lower, upper, or graduate).

This course will be taught at the senior level because it provides information that can synthesize course content systemically across the discipline. While this is a senior level course, it is the belief of the faculty that this course could be taken at any time after the sophomore year so long as the student had successfully completed MCOM 3001

16. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

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***TENTATIVE COURSE SCHEDULE (Subject to change)***

***Week 1 Conceptual Development***

*Recreating the media market place*

***Reading:***

***Ankey, J. (August 30, 2011)*** [***Behind the Scenes With 'American Pickers' in Nashville***](http://www.entrepreneur.com/article/220181)

*Retrieved September 9th, 2011 http://www.entrepreneur.com/article/220181*

*Pitts, M.J., & Zeng, L.(2010). “Media Management: The Changing Industry and Adaptability” in J.A. Hendricks New Media Technologies: Economic and Management Implications for the Traditional Media Industry (pp.23-39), Lanham, Maryland: Lexington Books*

***Week 2 Media Product Development***

*Pre-production.* ***Research***

*Production… Feasibility*

*Post Production Distribution opportunities*

[***News and Media Online – The New Media Landscape***](http://www.infocomgroup.net/falkow/?p=167)

*http://www.infocomgroup.net/falkow/?p=167*

*Week 3:* ***Entrepreneurial Mindset—Characteristics of creation***

*Developing entrepreneurial discipline.*

*Becoming comfortable with uncertainty and ambiguity.*

*Establishing credibility, confidence and leadership*

***Professionalism***

*David Rae, (2004) "Entrepreneurial learning: a practical model from the creative industries", Education + Training, Vol. 46 Iss: 8/9, pp.492 - 500*

***International Journal of Entrepreneurial Behaviour & Research***

*ISSN: 1355-2554*

***Week 4: Integrating opportunity with society need****. :*

*Opportunity recognition…*

*Learning about your client—Understanding the client.*

***Product development with groups and individually***

***Office Politics***

***Week 5 Pitching your plan….***

***Week 6 Critiquing the pitched idea***

***Week 7 Media Audiences***

*A diverse and multicultural audience---Niche Audiences*

*Diversity of thought—*

*Social Media--*

*Assignment:*

***Week 8 Accessing Resources***

*Traditional and Non Traditional Resources in Business and Community*

*Guest Speaker*

*Assignment:*

***Week 9 Media Economics ---Making Money***

*Taking a concept and turning it into money*

*Guest Speaker:*

***Week 10 Networking with public and private developers/investors***

***Creating your space for opportunity***

***Week 11 Laws of business…Taxes…Employees…Marketing***

***Week 12 Product Creation***

*Budgeting money*

*Budgeting time*

*Workplace diversity and employment trends*

***Week 13 Product Creation***

*Production activities*

***Week 14 Product Show case***

***Week 15*** *Final Exam*

17. Course requirements (e.g. research papers, projects, interviews, tests, etc.)

Each student is required to complete all assignments by stated due dates to receive full credit. Assignments not received at the beginning of class on the due date will be considered late. Five (5) percentage points per day will be deducted from the assignment grade for each day beyond the due date. The instructor reserves the right to change assignment due dates with considerable notice given to students.

1. Product idea
2. Product Development Program Needs Analysis
3. Production
4. Post production
5. Distribution

Exams

1. Midterm Multiple Choice
2. Final (production essay)

**PROJECTS:**

Each student is required to participate as a team member for production of a media project involving an external client. Each student is also required to complete an individual media production project

18. Special features (e.g. labs, exhibits, site visitations, etc.)

Field trips and site visits. Visiting lectures

19. Department staffing and classroom/lab resources (Will this require additional faculty, supplies, etc.?)

NO additional faculty required for this course.

20. What is the primary intended learning goal for students enrolled in this course?

Students will learn entrepreneurial skills that culminate in the development of media products

21. Reading and writing requirements:

a. Name of book, author, edition, company and year

Nalty, K.H. (2010). The New Rules of Social Media, How to Attract Customers, Promote Your Brand, and Make Money with Online Video. John Wiley and Sons

Wickham, K.W. (2003). Math tools for journalists. Portland, Oregon: Marion Street Press.

b. Number of pages of reading required per week: 30-50

c. Number of pages of writing required over the course of the semester: 3-5

22. High-Impact Activities (Check all that apply)

Collaborative assignments

Research with a faculty member

Diversity/Global learning experience

Service learning or community learning

Study abroad

Internship

Capstone or senior culminating experience

Other Explain: Enter text...

23. Considering the indicated primary goal (in Box #20), provide up to three outcomes that you expect of students after completion of this course.

**Outcome #1:** (For example, what will students who meet this goal know or be able to do as a result of this course?)

Students will identify potential clients.

Learning Activity:(For example, what instructional processes do you plan to use to help students reach this outcome?)

Lecture, group discussion,

Assessment Tool: (For example, what will students demonstrate, represent, or produce to provide evidence of their learning?)

Students will produce a target audience portfolio identifying possible external clients. This will be graded with a rubric.

*(Repeat if needed for additional outcomes 2 and 3)*

**Outcome #2:**

Students will be able to conduct in depth research and analysis as it relates to client acquisition.

Learning Activity:

Lecture, case study, group discussion

Assessment Tool:

Students will produce a 2-4 page descriptive/prescriptive data analysis summary. This summary will be graded with a rubric.

**Outcome #3**:

Learning Activity:

Assessment Tool:

24. Please indicate the extent to which this course addresses university-level student learning outcomes:

* 1. Global Awareness

Minimally  
Indirectly  
Directly

* 1. Thinking Critically

Minimally  
Indirectly  
Directly

* 1. Using Technology

Minimally  
Indirectly  
Directly

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**JOUR 3093.Photojournalism**Practical experience with digital photography and layout for print media, use of image editing software, color theory, scanning input and output devices. Students required to submit projects for student publications and cover news events. Requires three hours of laboratory work per week. Prerequisites, JOUR 2003 and JOUR 3043or consent of instructor. Special course fee, $10.00. Spring.

**JOUR 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 research as applied to the media. Cross listed as RTV 3363. Fall, Spring.

**JOUR 3373.Introduction to Internet Communications**Introductory course in the use of the ﾭment and future applications for communications. Basic computer competency required. Cross Listed RTV 3373. Fall, Spring.

**JOUR 3673.Desktop Publishing and Publication Design**Electronic publishing and publication

design using desktop publishing software programs. Fall, Spring, Summer. Course Fee $25.00

**JOUR 3943.Strategic Writing**Writing forms and styles across multimedia platforms. Fundaﾭ

mentals and practice in preparation of strategic messages for various channels of communications,

including controlledand uncontrolled media. Students will develop skills in information gathering, writing styles, editing, critical thinking and audience analysis. Prerequisites: JOUR 2003 and either PR 3003 or JOUR 3023. Fall, Spring.

**JOUR 4003.Media Planning and Account Management** This is an advanced advertising

course in strategic media placement and the management of client/agency relationships. Spring.

**JOUR4010.Advanced Photojournalism Laboratory**Laboratory for Advanced Photojournalism.Must be taken concurrently with JOUR 4013. Fall.

**JOUR4013.Advanced Photojournalism**Digital photojournalism with emphasis on ethics and roleof photojournalist in society. Students are expected to prepare a portfolio of work upon completion of the course. Six hours of laboratory work per week. Prerequisite, JOUR 3093. Special course fee, $25.00. Fall.

**JOUR 4033.Advertising Case Studies and Campaigns**Study of recent advertising cases and ﾭhensive advertisingcampaign for a given client. Prerequisite, JOUR 3033, JOUR 3143 and JOUR 3363. Spring.

**JOUR 4043.Studies in Newspaper Management**Study of business and editorial management of the print media, including newspaper organization, publishing policies and economics, print media technology, circulation and promotional problems. Fall, even.

**JOUR 4050.Public Affairs Reporting Laboratory**Laboratory for Public Affairs Reporting. Must be taken concurrently with JOUR 4053. Spring.

**JOUR 4053.Public Affairs Reporting**IInstruction and practice in gathering material and writing stories on public affairs, emphasis on courts and government. Requires three hours of laboratory work per week. Prerequisite, C or better in JOUR 2013 or consent of instructor. Spring.

**JOUR 4063.Internship**Supervised work in an approved media-related industry. Prerequisite, consent of the department chair. Summer.

**JOUR 4073.Communications Law and Ethics**ﾭfecting the mass media. Cross listed as RTV 4073. Fall, Spring, Summer.

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

**JOUR 4113.Integrated Communications Strategies**Focuses on the strategic integration of various channels and methods of communications for the purpose of delivering key messages to diverse target audiences in order to elicit specific responses, create a dialogue and engender relationship building. Prerequisite, JOUR 3023, PR 3003, or MKTG 3013. Fall, Spring.

JOUR 4123**. Media Management and Entrepreneurship.** Teaches students tools that develop entrepreneurial characteristics that will assist in developing media content for use by multiple media platforms. Students learn business finance, client interaction, ethics and develop content that can be distributed through the departments media outlets.

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