**Introduction**

The College of Communications is proposing significant structural and curricular changes to keep up with the changing media and communications landscape. In particular, the recommended changes will address the convergence of print, broadcast and digital journalism, the explosion of social and mobile communications, and the growing need for flexible curricula to adapt to student interests and needs.

The College is proposing to restructure in order to bring the three journalism emphases together and the three production emphases together. They are currently split between two departments: Journalism has print journalism, photojournalism and graphic communication; Radio/Television has broadcast journalism, audio/video production and multimedia production. Under the current proposal, print, photojournalism and broadcast journalism will be brought together to address changes in the industry, and will become a multimedia journalism major. Audio/video production, new media production and graphic communication will be combined as a creative media production major.

The areas of advertising and public relations are growing majors in other universities but stagnant at ASU. Discussions with our majors suggest that students don’t find these majors under the current structure because they are labeled as Journalism degrees. It is proposed that the two areas be combined into a stand-alone major labeled Strategic Communication. This isn’t a new degree program per se because all of the courses, faculty and students are already in place. It is a way to distinguish the current emphases from Journalism.

That would bring the number of degree programs offered by the college from three to four. To accommodate four programs, we are also proposing to change from three departments to two departments, each with two of the degree programs. The Department of Media would house the Multimedia Journalism and Creative Media Production programs, while the Department of Communication will have the Communication Studies and Strategic Communication programs. It is proposed that the name of the college change to the College of Media and Communication to reflect those changes. These structural changes will also free up resources for a graduate program director (graduate program has quadrupled in five years) and an advising/career center that are sorely needed in our college.

To accomplish these changes, the college restructuring has been approved by the university, needs to be approved by the Board of Trustees, and a letter of notification sent to Arkansas Department of Higher Education. However, before the restructuring can be approved by ADHE, the four programs must be approved by the university.

**Description of Curriculum Changes**

The current programs in the college are the following:

* Communication Studies
* Radio and Television with emphases in Broadcast Journalism, Audio/Video Production, New Media Production.
* Journalism with emphases in News Editorial, Photojournalism, Advertising, Public Relations and Graphic Communication.

The proposed programs are the following:

* Communication Studies (no major changes here)
* Multimedia Journalism with emphases in Broadcast Journalism, Photojournalism, Sports Reporting and News Editorial
* Creative Media Production with emphases in Audio/Video Production, Sports Production, Narrative Motion Picture and Graphic Communication
* Strategic Communication with emphases in Advertising and Public Relations

Forms:

* Letter of Notification 7 for restructuring college
* Program Delete Form for Journalism Major
* Program Delete Form for Radio and Television Major
* New Program Proposal for Multimedia Journalism (Letter of Notification 11)
* New Program Proposal for Creative Media Production (Letter of Notification 11)
* New Program Proposal for Strategic Communications (Letter of Notification 11)
* New Minor Proposal for Multimedia Journalism
* New Minor Proposal for Creative Media Production
* New Minor Proposal for Strategic Communications

**Breakdown of curriculum changes**

College Core

As part of Gen Ed Requirements (Bulletin change form)

* All students are required to take COMS 1203 Oral Communication
* All students are required to take MCOM 1003, Mass Communication in Modern Society

College Core (Bulletin change form)

* MCOM 2053 Introduction to Visual Communication 3 credits (prefix and description change)
* MCOM 3001 Professional Seminar 1 credit (new course)

Courses taken across the three B.S. programs are also going to be labeled MCOM

* MCOM 1003 Mass Communication in Modern Society (prefix and description change)
* MCOM 2003 Media Writing (prefix, name and description change).
* MCOM 4073 Communications Law and Ethics (prefix change)
* MCOM 4063 Internship (consolidate all internship classes into one course)

Forms:

* Bulletin change forms
  + Gen Ed requirements
  + MCOM 1003
  + MCOM 2003
  + MCOM 4073
  + MCOM 4063
* New course form
  + MCOM 2053
  + MCOM 3001

Communication Studies B.A.

* Change all prefixes from SCOM to COMS
* Delete SCOM 428V Internship

Forms:

* Bulletin change form
* Delete form for SCOM 428V

Strategic Communication B.S. (SCOM)

Revised courses:

* AD 4003 name and description change, from Media Planning and Account Management to Account Planning and Management
* Change prefix from RTV 3013 to AD 3013 Promotional Writing for Electronic and Digital Media
* Change prefix, name and description from RTV 3333 Radio Television Advertising and Sales to AD 3333 Advertising and Sales
* Prefix change from PR 3143 to SCOM 3143 Strategic Writing
* Prefix change from PR 4213 to SCOM 4213 Social Media in Strategic Communications

New courses

* SCOM 3553 Strategic Visual Communications
* AD 3193 Advanced Photography

Forms:

* Bulletin change forms:
  + AD 4003
  + AD 3013
  + AD 3333
  + SCOM 3143
  + SCOM 4213
* New course forms for:
  + SCOM 3553 Strategic Visual Communication
  + AD Advanced Photography

Multimedia Journalism B.S. (JOUR)

Revised courses:

* Transfer Broadcast Journalism program from RTV to Multimedia Journalism
* Change broadcast journalism courses from RTV to JOUR
* Change name and description of JOUR 2013 from News Reporting to Multimedia Reporting (same changes to lab)
* Change name and description of JOUR 4053 Public Affairs Reporting to Advanced Reporting (same changes to lab)

New Courses

* JOUR 4123 Media Management and Entrepreneurship
* JOUR 4552 Photojournalism Practicum and Professional Development

Deleted Courses

* JOUR 3053 Introduction to Visual Communication

Forms:

* Bulletin change forms
  + RTV to JOUR prefix changes
  + JOUR 2010
  + JOUR 2013
  + JOUR 4050
  + JOUR 4053
* New course forms
  + JOUR 4123
  + JOUR 4552
* Delete course form
  + JOUR 3053
  + JOUR 4063

Creative Media Production B.S. (CMP)

Revised courses:

* Change all RTV prefixes to CMP
* Change prefix from JOUR 3673 to GCOM 3673 Desktop Publishing and Publication Design

New courses:

* CMP 2313 Multimedia Production
* CMP 2353 Audio/Video Production
* CMP 3033 Field and Post Production
* CMP 3573 Sports Production
* CMP 4483 Broadcast Graphics
* CMP 4563 Sports Programming

Deleted courses

* RTV 2023 Audio Production with Lab
* RTV 3023 Video Production with Lab
* RTV 3033 Video Post-Production with Lab
* RTV 4053 Public Affairs Reporting
* RTV 4313 Electronic Media Management
* RTV 4403 Film Distribution and Exhibition
* RTV 4553 Multimedia Reporting
* RTV 4443 Internship

Forms:

* Bulletin change forms
  + RTV to CMP prefix changes
  + JOUR 3673 to GCOM 3673 Desktop
* New course forms
  + CMP 2313
  + CMP 2353
  + CMP 3033
  + CMP 3573
  + CMP 4483
  + CMP 4563
* Delete course form
  + RTV 2023
  + RTV 3023
  + RTV 3033
  + RTV 4053
  + RTV 4313
  + RTV 4403
  + RTV 4553
  + RTV 4443