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| For Academic Affairs and Research Use Only | |
| Proposal Number | LAC50 |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| **[ ]New Course, [ ]Experimental Course (1-time offering), or [X]Modified Course (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| Ronald Sitton 3/9/2021 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Brad Rawlins. 3/11/2021 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 3/16/2021  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Gina Hogue 3/17/2021 **College Dean** | Alan Utter 4/12/2021  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Ronald Sitton, School of Media and Communication, rsitton@astate.edu, 870-972-2979

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Fall 2021, 2021-2022 Bulletin

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

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|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** | **MDIA** | **N/A** |
| **Number\*** | **4201** | **4202** |
| **Title** | **News Practicum III** | **N/A** |
| **Description\*\*** | **A capstone experience in news production. Students will work for either DDNS, The Herald, ASUTV-News, RWR, or KASU to produce portfolio-worthy materials. Restricted to Multimedia Journalism majors.** | **N/A** |

***\**** (Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

\*\*Forty words or fewer as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? No]**

(Indicate all prerequisites. 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).

1. YES Are there any prerequisites?
   1. If yes, which ones?

MDIA 3201, MDIA 3013, and MDIA 3063;

or instructor permission.

* 1. Why or why not?

Students need this background before putting their knowledge into practice.

1. YES Is this course restricted to a specific major?
   1. If yes, which major? Multimedia Journalism
2. **Proposed course frequency [Modification requested? NO]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

1. **Proposed course type [Modification requested? NO]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Enter text...

1. **Proposed grade type [Modification requested? NO]**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Enter text...

1. NO Is this course dual-listed (undergraduate/graduate)?
2. NO Is this course cross-listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

Enter text...

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. NO Is this course in support of a new program?

a. If yes, what program?

Enter text...

1. NO Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

**Course Details**

1. **Proposed outline** **[Modification requested? NO]**

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

Enter text...

1. **Proposed special features** **[Modification requested? NO]**

(e.g. labs, exhibits, site visitations, etc.)

Enter text...

1. **Department staffing and classroom/lab resources**

no change

1. Will this require additional faculty, supplies, etc.?

Enter text...

1. NO Does this course require course fees?

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

Adding an extra hour to the final news practicum will allow for additional time to meet with students as they develop their portfolios and will also allow more assessment data to be collected from exiting seniors prior to commencement.

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

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

Enter text...

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

Enter text...

c. Student population served.

Enter text...

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

Enter text...

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. YES Do the proposed modifications result in a change to the assessment plan?

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

Students taking MDIA 4201 will take leadership positions within student media organizations to show that they can apply effective communication while producing quality content that will lead to portfolio-worthy materials prior to commencement. This course will be taken during the student’s senior year. **Additionally, the class will be used to assess the program by collecting data designed to assess the program level outcomes. This will allow all data to be efficiently gathered at one time.**

The following breakdown of the ACEJMC PLOs explain the accrediting process. Highlighted entries indicate where this course fits within the assessment process and contributes to student learning.

**PURPOSE AND GOALS/LEARNING OUTCOMES**

   Degree programs in the School of Media and Journalism are accredited by ACEJMC, which requires its accredited units to prepare students to be aware of, to understand, and to apply the following 12 values and competencies.

* think critically, creatively and independently;
* think analytically by conducting research and evaluating information using appropriate methods, including applying basic numerical and statistical concepts;
* understand and respect others in a diverse and global society, which includes diversity of gender, race ethnicity, sexual orientation, religion, culture, and national origin;
* understand concepts and apply theories in the use and presentation of messages, images and information;
* write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness; apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world;
* communicate effectively using words and images for multiple platforms, ranging from interpersonal communication to digital media;
* understand the principles and laws of freedom of speech and press and how they are applied nationally and internationally;
* understand the history and role of professionals and institutions in shaping communications;
* understand professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

   The school has reduced these 12 values and competencies to three targeted foundations of learning and 8 learning outcomes for all of our students.

**THINK –**We promote problem solving by enhancing students’ ability to:

* conduct research to write and produce content for a wide variety of media platforms;
* explain how domestic and international diversity influence the production, dissemination and consumption of mass communications in a global society;
* apply concepts and apply theories in the use and presentation of images and information.

**COMMUNICATE –**We promote strong communication skills by demanding students:

* write and edit in forms and styles appropriate for the communications professions;
* apply current tools and technologies in the production and evaluation of media content for different platforms.

**BE PROFESSIONAL –**We promote professional conduct and integrity by requiring that students:

* apply the principles and laws that underlie different media systems;
* summarize the history and role of professionals and institutions in shaping communications;
* explain the legal and professional codes of ethics and conduct that undergird mass communication in a global society.

Considering the indicated program-level learning outcome/s (from question #19), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process. Considering the indicated program-level learning outcome/s (from question #19), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 1** | Students will apply ethical journalistic principles when conducting research to write and produce content for a wide variety of media platforms. |
| Assessment Measure | Direct –Advisory Board/External Review of Online Portfolio |
| Assessment  Timetable | Board evaluates portfolios and meets with students in spring semester |
| Who is responsible for assessing and reporting on the results? | The Multimedia Journalism faculty of Fears, Combs, Roberts, Sitton and Armstard will assess the results during dead day; Fears will report the results |

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| **Program-Level Outcome 2** | Students will apply concepts and theories in the use and presentation of images and information |
| Assessment Measure | Indirect - Senior Exit Survey; Direct -- Senior Knowledge Inventory |
| Assessment  Timetable | Annual employer/alumni surveys and senior exit survey. Graduating seniors take the Senior Knowledge Inventory as the final. |
| Who is responsible for assessing and reporting on the results? | Survey and inventory will be made forwarded to the MMJ coordinator, who will input results into Taskstream |

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| **Program-Level Outcome 3** | Students will apply appropriate forms and styles when writing and editing content for the communication professions. |
| Assessment Measure | Direct –Advisory Board/External Review of Online Portfolio |
| Assessment  Timetable | Advisory board evaluates portfolios and meets with students in the spring semester |
| Who is responsible for assessing and reporting on the results? | The Multimedia Journalism faculty of Fears, Combs, Roberts, Sitton and Armstard will assess the results during dead day; Fears will report the results |

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| **Program-Level Outcome 4** | Students will apply current tools and technologies in the production and evaluation of media content for current platforms.. |
| Assessment Measure | Direct –Advisory Board/External Review of Online Portfolio |
| Assessment  Timetable | Advisory board evaluates portfolios and meets with students in January |
| Who is responsible for assessing and reporting on the results? | The Multimedia Journalism faculty of Fears, Combs, Roberts, Sitton and Armstard will assess the results during dead day; Fears will report the results |

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| **Program-Level Outcome 5** | Students will apply the principles and laws that underlie different media systems |
| Assessment Measure | Indirect - Senior Exit Survey; Direct -- Senior Knowledge Inventory |
| Assessment  Timetable | Annual employer/alumni surveys and senior exit survey. Graduating seniors take the Senior Knowledge Inventory as the final. |
| Who is responsible for assessing and reporting on the results? | Survey and inventory will be made forwarded to the MMJ coordinator, who will input results into Taskstream |

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| **Program-Level Outcome 6** | Students will apply the legal and professional codes of ethics that undergird mass communications in a global society. |
| Assessment Measure | Indirect – Focus Group Advisory Board/External Review |
| Assessment  Timetable | Advisory board will meet with students in January |
| Who is responsible for assessing and reporting on the results? | The Multimedia Journalism faculty of Fears, Combs, Roberts, Sitton and Armstard will assess the results during dead day; Fears will report the results |

**Course-Level Outcomes**

* What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Students will apply professional-level ethics and practices to produce portfolio-worthy materials while serving in a leadership position on a media outlet staff. |
| Which learning activities are responsible for this outcome? | Producing content for 10 news stories during the semester. Pitching story ideas for their own work as well as work to be completed by other staff members. Executing enterprise stories within beat coverage. |
| Assessment Measure | News stories will be scored for a grade that must be equivalent to a minimum of 70% on their portfolio. |

**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. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*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.** |

**Note: For curricular changes to BS in Multimedia Journalism, see separate document.**

**CURRENT**

**Undergraduate Bulletin 2020-2021, p. 511**

**Media (MDIA)**

**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. Fall, Spring, Summer.   
  
**MDIA ~~4201~~. 4202 News Practicum III** A capstone experience in news production. Students will work for either DDNS, The Herald, ASUTV-News, RWR, or KASU to produce portfolio-worthy materials. Restricted to Multimedia Journalism majors. Prerequisites, MDIA 3201, MDIA 3013, and MDIA 3063; or instructor permission. Fall, Spring, Summer.

**MDIA 4323. Diversity and Media** Survey of the diversity of American race, gender and the mass media in the United States. Cross listed as WGS 4323; dual listed as MDIA 5323. Fall.

**PROPOSED**

**Undergraduate Bulletin 2020-2021, p. 51q**

**Media (MDIA)**

**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. Fall, Spring, Summer.   
  
**MDIA 4202. News Practicum III** A capstone experience in news production. Students will work for either DDNS, The Herald, ASUTV-News, RWR, or KASU to produce portfolio-worthy materials. Restricted to Multimedia Journalism majors. Prerequisites, MDIA 3201, MDIA 3013, and MDIA 3063; or instructor permission. Fall, Spring, Summer.

**MDIA 4323. Diversity and Media** Survey of the diversity of American race, gender and the mass media in the United States. Cross listed as WGS 4323; dual listed as MDIA 5323. Fall.