



New Program Report

Date Submitted:

05/11/2020

Institution

Northwest Missouri State University

Site Information

Implementation Date:

8/3/2020 12:00:00 AM

Added Site(s):

Selected Site(s):

Northwest Missouri State University, 800 University Drive, Maryville, MO, 64468-6001

CIP Information

CIP Code:

010802

CIP Description:

A program that prepares individuals to apply journalistic, communication, and broadcasting principles to the development, production, and transmittal of agricultural information. Includes instruction in basic journalism, broadcasting, film/video, and communication techniques; the production of technically specialized information products for agricultural audiences; and the principles of agricultural sciences and business operations needed to develop and communicate agricultural subject matter in effective ways.

CIP Program Title:

Agricultural Communication/Journalism

Institution Program Title:

Agricultural Media

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Science

Options Added:

Advertising

Journalism

Production/Broadcasting

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom



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Student Preparation

Special Admissions Procedure or Student Qualifications required:
N/A

Specific Population Characteristics to be served:
n/a

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:
Appropriate training in field.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:
100%

Expectations for professional activities, special student contact, teaching/learning innovation:
Professional activity in field, and collaboration between agriculture and mass media faculty.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 10	Part Time: 0	
Year 2	Full Time: 20	Part Time: 0	
Year 3	Full Time: 35	Part Time: 0	Number of Graduates: 10
Year 4	Full Time: 50	Part Time: 0	
Year 5	Full Time: 65	Part Time: 0	Number of Graduates: 60

Percentage Statement:
n/a

Program Accreditation

Institutional Plans for Accreditation:
No plans. N/A

Program Structure

Total Credits:
120

Residency Requirements:
n/a

General Education Total Credits:
47

Major Requirements Total Credits:
56

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
see	0	attached

Free Elective Credits:
13



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Internship or other Capstone Experience:

Media Practicum must be completed.

Assurances

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus, CBHE-approved service region or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program within the geographically applicable area.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

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JOHNSON

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Core Agricultural Courses – 22 credits

1. AGRI - 03102 - Principles of Microeconomics in Agriculture - 3 credits
2. AGRI - 03150 - Animal Science - 4 credits
3. AGRI - 03232 - Crop Production - 3 credits
4. AGRI - 03301 - Professional Selling in Agriculture - 3 credits
5. AGRI - 03508 - Agriculture Policy - 3 credits
6. Agriculture Electives – 6 credits

Core Mass Media Courses – 19 credits

1. MMED - 20110 - Fundamentals of Electronic Media Production - 3 credits
2. MMED - 20130 - Professional Media Writing - 3 credits
3. MMED - 20243 - Media Design - 3 credits
4. MMED - 20303 - Introduction to Web Publishing - 3 credits
5. MMED - 20333 - Social Media Strategies - 3 credits
6. MMED - 20314 - Communication Law and Ethics - 3 credits
7. Media Practicum (yearbook, newspaper, radio, television) – 1 credit

Media Practicum Requirement – 3 credits

1. AGRI 03498 or MMED 20452 – 3 credits

Three Tracks

Production/Broadcasting track

1. MMED - 20224 - Introduction to Audio - 3 credits
2. MMED - 20225 - Video Production - 3 credits
3. Choose 6 credits from following:
 - a. MMED - 20315 - Video Journalism - 3 credits
 - b. MMED - 20329 - Audio Technology and Recording - 3 credits
 - c. MMED - 20330 - Advanced Video Production - 3 credits
 - d. MMED - 20334 - UX and Analytics - 3 credits
 - e. MMED - 20417 - Television Directing - 3 credits

Journalism track

1. MMED – 20352 – Copy Editing – 3 credits
2. MMED – 20385 – Feature Writing – 3 credits
3. Choose 6 credits from following:
 - a. MMED - 20327 - Advanced Reporting - 3 credits
 - b. MMED - 20357 - Opinion Writing - 3 credits
 - c. MMED - 20425 - Knacktive - 3 credits

Advertising track

1. MMED - 20230 - Introduction to Advertising - 3 credits
2. MMED - 20428 - Advertising Campaigns - 3 credits
3. Choose 6 credits from following:
 - a. MMED - 20304 - Advertising Case Studies - 3 credits
 - b. MMED - 20334 - UX and Analytics - 3 credits
 - c. MMED - 20343 - Communication Design - 3 credits
 - d. MMED - 20425 - Knacktive - 3 credits
 - e. MMED - 20428 - Advertising Campaigns - 3 credits