

**Form NP****NEW PROGRAM PROPOSAL FORM****Sponsoring Institution(s):** Lindenwood University**Program Title:** Mass Communications – Broadcast Emphasis**Degree/Certificate:** Bachelor of Arts**CIP Classification:** 09.0701 (Please provide a CIP code)**Implementation Date:** August 2011**Expected Date of First Graduation:** May, 2012**AUTHORIZATION**

Jann Weitzel/ VP for Academic Affairs

| Name/Title of Institutional Officer | Signature | Date |
|-------------------------------------|-----------|------|
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**Form PG****PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS****Institution Name:** Lindenwood University**Program Name:** Bachelor of Arts in Mass Communications with an Emphasis in Broadcast**Date:** August 1, 2011

## Overview

Lindenwood University is an independent, liberal arts university serving over 14,000 students in a broad range of academic programs. The proposed Bachelor of Arts in Mass Communications with an Emphasis in Broadcast will be offered as part of Lindenwood University's traditionally formatted daytime schedule. It will serve that audience of students who wish to pursue an undergraduate degree in which broadcasting skills, the understanding of mass communications marketing and industry management are emphasized in an academic, liberal arts setting. The Bachelor of Arts in Mass Communications with an Emphasis in Broadcast is both compatible and consistent with the goals and objectives of the mission of the University.

## Student Preparation

The Bachelor of Arts in Mass Communications with an Emphasis in Broadcast program will accept any student who has met the general admission requirements of Lindenwood University.

## Faculty Characteristics

All faculty for this program will possess a master's degree or higher from an accredited institution. They will also have job experience in the field of communications. Whenever possible, faculty will have teaching experience and broadcasting experience.

This course work for this degree will be delivered by full time faculty. Candidates for the Bachelor of Arts in Mass Communications with an Emphasis in Broadcast will be assigned academic advisors who are instructors in the Mass Communications program.

## Enrollment and Graduation Projections

| Year                        | 2011 | 2010 | 2011 | 2012 | 2013 |
|-----------------------------|------|------|------|------|------|
| Anticipated<br>New Students | 32   | 20   | 22   | 30   | 23   |
| Anticipated<br>Graduates    | 2    | 16   | 18   | 19   | 20   |

## Student and Program Outcomes

This degree will provide education for students whose goal it is to obtain the basic knowledge and understanding the various skills necessary to be a successful professional in Broadcast broadcasting. Graduates will know important Federal Communication Commission rules and regulations, be familiar with the technical expertise needed in the day-to-day operation of a broadcasting station, be able to effectively communicate during a broadcast, and have the skills analyze to media ratings and understand their impact on corporate profits.

There are no specific licenses or certifications for these students. A person with a Bachelor of Arts in Mass Communications with an Emphasis in Broadcast will be prepared to pursue Masters of Arts degree in Communications.

## Alumni and Employer Survey

A database of alumni will be maintained, which will serve as the source for periodic surveys that will help determine the level of satisfaction of the program.

A questionnaire will be developed to distribute to employers of Lindenwood graduates with a Bachelor of Arts in Mass Communications with an Emphasis in Broadcast. The survey will be designed to elicit employers' opinion as to the level of preparedness demonstrated by graduates of the program.

In order to give students the fullest educational experience possible, The School of Communications has developed a variety of partnerships with St. Louis area broadcast stations. Students will perform a number of duties for these companies and those performances will be professionally appraised. These appraisals will serve as one indicator as to the success of the program.

Each student will be required to complete a broadcast-related internship. Employers will respond to a list of questions that indicate how prepared each student was when entering the internship, as well as the students subsequent ability to perform his or her duties successfully during the duration of his or her internship.

## Form PS

### **PROGRAM STRUCTURE for B. A. in Mass Communications – Broadcast Emphasis**

The degree is offered in a 128 hour program.

**General education:** Total credits: 49 semester hours

**Courses:**

|          |   |
|----------|---|
| ENG15000 | English Composition I (3 semester hours)              |
| ENG15000 | English Composition I (3)                             |
|          | Communications (3)                                    |
| HIS10000 | World History (3)                                     |
|          | Cross Cultural or Foreign Language (6)                |
|          | Philosophy or Religion (3)                            |
|          | Literature (6)  |
|          | Fine Arts (3)   |
|          | U.S. History or American Government (3)               |
| PSY10000 | Principles of Psychology (3)                          |
|          | Sociology, Anthropology, Criminology or Economics (3) |
|          | Mathematics (3)                                       |
|          | Science (7)   |

**Major requirements:** Total credits: 66 semester hours

**Courses:**

|          |  |
|----------|--|
| COM13000 | Survey of Professional Media (3)                 |
| COM15100 | Radio Production (3)                             |
| COM15400 | Video Production (3)                             |
| COM23300 | Fundamentals of the Internet (3)                 |
| COM24200 | Basic Reporting (3)                              |
| COM25600 | Production for Television (3)                    |
| COM30101 | Applied Mass Communications – Radio (3)          |
| COM30102 | Applied Mass Communications – Television (3)     |
| COM30111 | Applied Television News (3)                      |
| COM30200 | Seminar of Professional Practices and Ethics (3) |
| COM30400 | Broadcast News Writing (3)                       |
| COM30700 | Writing for the Electronic Media (3)             |
| COM32700 | Media Literacy (3)                               |
| COM34300 | Television News Production (3)                   |
| COM35200 | Advanced Audio Production (3)                    |
| COM35400 | Advanced Video (3)                               |
| COM35700 | Intermediate Non-linear Editing (3)              |
| COM36000 | Media Management (3)                             |
| COM39000 | Television News Reporting (3)                    |
| COM40100 | Applied Mass Communications – Radio (3)          |
| COM46000 | Mass Communications Law (3)                      |
| COM30100 | Applied Mass Communications or                   |

COM45000      Communications Internship (3)

**Free elective credits:** No less than 13 semester hours

Students are required to successfully complete a minimum of 42 semester hours at a 300 or 400 level.

Students are required to complete all course work with a cumulative grade point average of no less than 2.0

**Form SE**

**STUDENT ENROLLMENT PROJECTIONS for B.A. in Mass Communications – Broadcast Emphasis**

| Year                       | 1  | 2  | 3  | 4  | 5  |
|----------------------------|----|----|----|----|----|
| Full Time                  | 50 | 56 | 60 | 62 | 65 |
| Part Time (Not Applicable) |    |    |    |    |    |
| Total                      | 50 | 56 | 60 | 62 | 65 |