

Form NP

1. NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Lindenwood University

Program Title: Journalism: Broadcast

Degree/Certificate: Bachelor of Arts

CIP Classification: 09.0402 (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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Jann Weitzel, Ph.D.	636-949-4846	
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Person to Contact for More Information	Telephone
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Mike E. Wall	636-949-4880
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2. NEED

A. Student Demand

- i. Estimated enrollment: (Form SE attached)
- ii. No plans are in place for capping enrollment.

B. Market Demand

- i. The skills required for practicing journalists are changing, trending towards a “multimedia”, or “converged” set of abilities. Students must be well-rounded in theoretical and technological capabilities in order to publish content in a non-platform-specific newsroom environment.

C. Societal Need

- i. A functioning press is essential for a working democracy and informed citizenry. Despite the changes in technology, the practice of journalism is not going away, it is evolving. The more students trained in these endeavors, the better for communities everywhere.

D. Methodology

- i. The information addressing market demand and societal need was determined through print and online research, as well as through interviews with experts in the field of journalism.

Form PG

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name: Lindenwood University

Program Name: Journalism, 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 Journalism, 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 communications skills used in newsrooms and journalism outlets are required. These skills are emphasized in an academic, liberal arts setting. The Bachelor of Arts in Journalism is both compatible and consistent with the goals and objectives the mission of the University.

Student Preparation

The Bachelor of Arts in Journalism 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 and journalism. Whenever possible, faculty will have teaching experience and professional writing experience.

This course work for this degree will be delivered by full time faculty. Candidates for the Bachelor of Arts in Journalism will be assigned academic advisors who are instructors in the program.

Enrollment and Graduation Projections

Year	2011	2012	2013	2014	2015
Anticipated New Students	30	20	22	26	29
Anticipated Graduates	0	10	20	22	25

Student and Program Outcomes

This degree will provide specific education and training for students who wish to enter a career in journalism, or related communications fields. Graduates will be prepared to gather, write, and report news for their communities using a variety of platforms such as print, video, and the Web. They will be trained on industry specific writing styles such as AP Style and broadcast newswriting. With an emphasis in Broadcast, students graduate with the additional newswriting, reporting, and television producing experience required in traditional broadcast newsrooms. Furthermore, students will be well-versed regarding the importance of journalism, its roots in a functioning democracy, and the tenets of the First Amendment.

There are no specific licenses or certifications for these students, although there are a number of professional organizations that they will have the option to join. A person with a Bachelor of Arts in Journalism will be prepared to pursue Masters of Arts degree in Journalism, Reporting, Political Science or Communications.

Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys
- Expected satisfaction rates for employers, including timing and method of surveys

Form PS

PROGRAM STRUCTURE for B. A. in Journalism: Broadcast

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: 57 semester hours

Courses:

COM13500	Intro to Journalism (3)
COM15100	Radio Production (3)
COM15400	Video Production (3)
COM20200	Design with Photoshop (3)
COM23300	Fundamentals of the Internet (3)
COM24200	Basic Reporting (3)
COM29000	Feature Writing (3)
COM30111	Applied Television News (3)
COM30400	Broadcast News Writing (3)
COM30500	Desktop Publishing (3)
COM30600	Advanced Reporting (3)
COM30800	Applied Journalism (3)
COM30900	Applied Internet (3)
COM32500	Photojournalism (3)
COM34300	TV News Production (3)
COM39000	TV News Reporting (3)
COM40100	Mass Communications Law (3)
COM40600	Investigative Reporting (3)
COM30100	Applied Mass Communications (3) or
COM30600	Advanced Reporting (3) or
COM30800	Applied Journalism (3) or
COM45000	Communications Internship (3)

Free elective credits: No less than 28 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 Journalism with an emphasis in Broadcast

Year	1	2	3	4	5
Full Time	30	35	38	40	45
Part Time (Not Applicable)					
Total	30	35	38	40	45