

## Form NP

### 1. NEW PROGRAM PROPOSAL FORM

**Sponsoring Institution(s):** Lindenwood University

**Program Title:** Journalism: Print and Internet

**Degree/Certificate:** Bachelor of Arts

**CIP Classification:** 09.0401 (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 isn’t going away, it’s 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: Print and Internet

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 Print and Internet, 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. With an emphasis in Print and Internet, students graduate with additional writing, design, and layout experience required for newspaper 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: Print and Internet

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: 51 semester hours

**Courses:**

COM13500 Intro to Journalism (3)  
 COM15400 Video Production (3)  
 COM20200 Design with Photoshop (3)  
 COM23300 Fundamentals of the Internet (3)  
 COM24200 Basic Reporting (3)  
 COM29000 Feature Writing (3)  
 COM29200 Editing (3)  
 COM30111 Applied Television News (3)  
 COM30500 Desktop Publishing (3)  
 COM30600 Advanced Reporting (3)  
 COM30800 Applied Journalism (3)  
 COM30900 Applied Internet (3)  
 COM32500 Photojournalism (3)  
 COM40100 Mass Communications Law (3)  
 COM40600 Investigative Reporting (3)  
 COM43500 Newspaper Design (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: Print and Internet**

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