

NEW PROGRAM PROPOSAL FORMSponsoring Institution(s): Northwest Missouri State UniversityProgram Title: B.A. degree in Media StudiesDegree/Certificate: Bachelor of Arts

Options:

Delivery Site(s): Maryville CampusCIP Classification: 090100 (Please provide a CIP code)Implementation Date: Fall 2012Cooperative Partners: N/AExpected Date of First Graduation: Summer 2013**AUTHORIZATION**Douglas Dunham, Provost

Name/Title of Institutional Officer

Signature

Date

Gregory Haddock, Vice Provost

Person to Contact for More Information

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Telephone

1.

Need (Form SE - Student Enrollment Projections)

Student Demand:

i. Estimated enrollment each year for the first five years for full-time and part-time students (Please complete Form SE.)

<i>Year</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Full-time</i>	<u>12</u>	<u>12</u>	<u>15</u>	<u>15</u>	<u>15</u>
<i>Part-time</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Total</i>	<u>12</u>	<u>12</u>	<u>15</u>	<u>15</u>	<u>15</u>

ii. Will enrollment be capped in the future?

No. This new program streamlines the curriculum in the mass communication department by merging two previous B.A. degrees in Broadcasting and Journalism.

A. Market Demand:

. National, state, regional, or local assessment of labor need for citizens with these skills
The proposal represents more than two-and-one-half years of research and planning by the mass communication faculty. The colleagues held on-campus meetings with the department's Professional Advisory Committee, off-campus meetings with media professionals and visited large, commercial media organizations in various parts of the country. Faculty members reviewed a wide range of professional/academic literature and attended a Poynter Institute workshop on addressing curriculum revision. In each case, the research affirmed that the industry trend is to seek job candidates who are fluent in a multimedia approach to developing mass media messages whether news or advertising.

Consistent with programmatic goals, and, in keeping with philosophical and pedagogical traditions, the Department of Mass Communication seeks to redraw the academic makeup of its B.A. degree to focus on critical and theoretical content. This will involve replacing extant applied learning type courses with courses grounded in theory and criticism. The proposed BA degree in Media Studies would also mean a better alignment with the newly proposed B.S. degree in Mass Media (with four emphases).

With the continuing changes in media technologies, and the concomitant societal/business paradigms with global emphasis, comes the need for an increasingly successful modern skill set that will reflect this orientation. Findings from over two years of data gathering-professional and academic conferences, workshops, and meetings-have led to the conclusion that the proposed degree is both needed and timely.

1.

Need (Form SE - Student Enrollment Projections)

B. Societal Need:

i. General needs which are not directly related to employment

The development--and growth-of the Internet allows anyone with computer access to create and distribute content to a mass audience. That has created a growing concern among media practitioners that many of these content providers operate outside the legal and ethical guidelines to which true media professionals adhere. This program takes students well beyond the skills of creating content and constantly addresses the legal and ethical standards, and critical thinking ability required of our students to make positive contributions to society both as media professionals and educated media consumers.

The new B.A. degree reflects unique goals and objectives of the Mass Communication program, differentiating it from the applied learning/skills emphasis in the B.S. in Mass Media. The BA degree will emphasize critical thinking, theoretical courses with special focus on global/multicultural content. Increasingly, an informed. functioning citizenry is central to social advancement. The proposed degree will prepare students to be vital contributors. and informed critics. on a national and global level.

C. Methodology used to determine "B" and "C" above.

Benchmarking other programs, specific conference attendance, advisory council, and multi-year planning.

2. Duplication and Collaboration: (Form CL – Collaborative Programs)

If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools?

This program synthesizes three well established and sustained programs in the Bachelor of Arts Degree (Journalism and Broadcasting) into one major. This new program will inherit the success of these programs that are already received well by the local and regional industry. While the B.A. program does not have the quantity of students in the B.S. program, it is able to be offered with only a few courses that are unique to this program. (Those courses, however, may serve as electives to the B.S. program so their enrollment is supported by a large number of students). Only two new courses (Comparative Mass Media Systems. Social Media Strategies) were created to support this major.

Does delivery of the program involve a collaborative effort with any external institution or organization?

No (If yes, please complete Form CL.)

3. Program Structure: (Form PS - Program Structure)

PROGRAM STRUCTURE

A. Total credits required for graduation: 124

B. Residency requirements, if any:

C. General education: Total credits: 42+6 institutional requirements +9 language

Courses (specific courses OR distribution area and credits):

D. Major requirements: Total credits: 31

MCOM 20-120 Introduction to Mass Media 3

MCOM 20-130 Professional Media Writing 3

MCOM 20-221 Ethnographic Film Study 3

MCOM 20-220 Media Literacy 3

MCOM 20-303 Introduction to Web Publishing 3

MCOM 20-314 Communication Law and Ethics 3

new course 300-level Social Media Strategies 3

MCOM 20-320 Theories of Mass Communication 3

MCOM 20-409 Entrepreneurship 3

new course 400 level Comparative Mass Media Systems 3

MCOM 20-416 Senior Seminar 1

E. Free elective credits: 21-28 credits for a minor, and 8-15 credits of free electives. (Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

Capstone experience is in the core for all students majoring in Mass Media, MCOM 20-416

Senior Seminar.

G. Any unique features such as interdepartmental cooperation:

None.

5. Program Characteristics and Performance Goals: (Form PG).

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name: Northwest Missouri State University

Program Name: BA in Media Studies

Date: January 26, 2012

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

None

- Characteristics of a specific population to be served, if applicable.

Major is available to all on-campus undergraduate students.

Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

Courses will be taught by department faculty with either terminal degrees or masters degrees.

- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.

100% full time faculty

- Expectations for professional activities, special student contact, teaching/learning innovation.

Student contact is high with this major with many opportunities for practicum experience at many levels.

Enrollment Projections

- Student FTE majoring in program by the end of five years.

5. Program Characteristics and Performance Goals: (Form PG).

12 in three years, 15 after 5 years

- Percent of full time and part time enrollment by the end of five years.

Calculations are based on 100% full-time students

Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.

5 graduates per year in three, 6 in five years. This program leans heavily on the well subscribed bachelor of science major (150 majors) and will use much of the same coursework for that program (and CIP code).

- Special skills specific to the program.

Skills in mass media techniques are covered by the program. This is a hands-on and technical curriculum for mass media students. Emphasis in B.A. program will also focus on multiculturalism, globalization issues, and society. It would be very suitable to pursue graduate education outside of media (e.g. Law) with this major.

- Proportion of students who will achieve licensing, certification, or registration.

none

- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

The expectation is that 50% of the students will score above the 50th percentile on general education exam.

- Placement rates in related fields, in other fields, unemployed.

Placement rate should match current mass communication degrees, 95% in related fields or advanced study by 6 months after graduation. 5% responding to Career Services survey after 6 months are looking for a job.

- Transfer rates, continuous study.

Transfer rates should match current B.A. programs in broadcasting and journalism. As a combined program there may be more of an attraction to transfer program which would be welcome.

6. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons.

There are no plans for specialized accreditation due to the fact that the three current majors that this replaces are not accredited individually. The program will fall under the institution accreditation with HLC.

5. Program Characteristics and Performance Goals: (Form PG).

Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys
Satisfaction rates for alumni will remain high.
- Expected satisfaction rates for employers, including timing and method of surveys
Employer surveys show satisfaction with graduates from these programs.

7. Institutional Characteristics: Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program.

The programs in the mass communication department have enjoyed success with recruiting students, completion, and job placement. There was some overlap with some core classes previously, but with this comprehensive program with four emphasis areas we expect to enjoy a better synthesis of student experience and future program development.

8. Any Other Relevant Information: