

# UNIVERSITY OF ARKANSAS AT PINE BLUFF

## REQUEST FOR PROPOSAL REVIEW

(Please use a separate form for each proposal/course. Submit the original form to the chair of the Academic Affairs and Educational Policies Committee. Submit one copy of the request to EACH member of the Academic Affairs and Educational Policies Committee).

1. School: Arts & Sciences Department: English, Theatre and Mass Communications

2. Code: MCOM Title: Proposed Admission Requirements for Mass Communications

3. Abstract of proposal: (LIMIT DISCUSSION TO 100 WORDS OR LESS).

This proposal is a request to change the admission requirements for the Mass Communications Program. The program is seeking accreditation from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) and changing the admission requirements would help meet the standards required for accreditation.

4. Objectives:

To be fully admitted into the Department of Multimedia Communication, the student must declare a major in a) Broadcast News & Production, b) Multimedia News, or c) Public Relations and meet the following criteria:

- Be classified at least as a sophomore with a GPA of least 2.5 on a 4.0 scale
- Complete an application for departmental admission
- Maintain a GPA of 2.5 in the major
- Complete ENG 1311 and ENG 1321 with a minimum grade of "C"

To receive conditional admission into the Department of Multimedia Communication, the student must declare a major in a) Broadcast News & Production b) Multimedia News c) Public Relations and meet the following criteria:

- Be classified at least as a sophomore with a GPA of least 2.25 on a 4.0 scale
- Complete an application for departmental admission
- Meet with assigned advisor and turn in monthly progress reports for each course enrolled
- Maintain a GPA of 2.5 in the major

5. Recommended Reference materials:

6. Prerequisites (if any):

7. Content Duplication: Is this content similar to present offerings in other departments of the University? If yes, explain.

8. Justification: Make the justification specific in terms of the need, clientele to be served, the contribution the proposed action makes to a specific degree program, how those needs have been met in the past, and courses to be added, dropped or replaced.  
(LIMIT JUSTIFICATION TO 250 WORDS OR LESS).

Changing the admissions requirements would help the Mass Communications Program meet the requirement for ACEJMC accreditation.

9. Justification for course numbering, if any (freshman, sophomore, junior, senior):
10. Prospective director, coordinator, or instructor: Dr. Ann White, Interim Director
11. When will the proposed action become effective? Fall 2017
12. Submitted by: Dr. Ann White March 10, 2017  
Date
13. Approved by: *Debra Rotillard* 3/10/17  
Department Curriculum Committee (Chair) Date
14. Approved by: *Paul H. J.* 3/10/17  
Department Chair Date
15. Approved by: *Andrea Stewart* 3/10/17  
Dean of School Date
16. Approved by: \_\_\_\_\_  
Teacher Education Committee (Chair) Date
17. Approved by: *Verma K. Jones* 3/13/17  
Academic Affairs and Educational Policies Committee (Chair) Date
18. Approved by: *Jacquelyn W. Gray* 4-3-17  
Vice Chancellor for Academic Affairs Date
19. Approved by: \_\_\_\_\_  
Faculty/Staff Senate President Date



20. Approved by: \_\_\_\_\_  
Chancellor Date

AAEP11/04/04