

# 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: Multimedia Production Options Curriculum

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

This proposal is a request to change the name of the Broadcast Journalism Option in the Mass Communications Program to Multimedia Production. The Multimedia Production Program will have two options – Broadcast News and Broadcast Production. The program is seeking accreditation from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), the agency responsible for the evaluation of professional journalism and mass communications programs in colleges and universities worldwide. In order to achieve ACEJMC accreditation, we are proposing that we change the current curriculum for Broadcast Journalism to meet ACEJMC standards.

Students in Multimedia Production will have to take 27 hours of core courses and choose one of the following options:

	<u>Hours</u>
<b>Multimedia Production (2 Options)</b>	
<b><u>Broadcast News Option</u></b>	
<b>Required Courses (18 hours)</b>	
MCOM 2328 Broadcast News Writing I	3
MCOM 2330 Multimedia Production	3
MCOM 3341 Digital Writing and Design	3
MCOM 3306 Television Practicum	3
MCOM 3353 Radio Practicum	3
MCOM 2336 Radio Production	<u>3</u>
Total	18
<b><u>Electives (3 hours)</u></b>	
MCOM 3312 Multimedia News Writing II	3
MCOM 3351 Electronic Media Performance	3
MCOM 2343 Video Editing	3
MCOM 3354 Electronic Field Production	3
MCOM 4316 Broadcast Management	3
<b><u>Broadcast Production Option</u></b>	
<b>Required Courses (18 hours)</b>	
MCOM 2343 Video Editing	3
MCOM 2330 Multimedia Production	3
MCOM 3306 Television Practicum	3
MCOM 3353 Radio Practicum	3
MCOM 3354 Electronic Field Production	3
MCOM 2336 Radio Production	<u>3</u>
Total	18
<b><u>Electives (3 hours)</u></b>	
MCOM 3312 Multimedia News Writing II	3
MCOM 2328 Broadcast News Writing I	3
MCOM 3341 Digital Writing and Design	3

MCOM 3351 Electronic Media Performance	3
MCOM 4383 Film Techniques	3
MCOM 4316 Broadcast Management	3

4. Objectives:

(a) Students must take a minimum of 72 semester credit hours (or 104 quarter credit hours) required for a baccalaureate degree outside of journalism and mass communications and meet the liberal arts and sciences-general education requirements of the institution. ACEJMC expects at least 95 percent of the graduating classes in the two academic years preceding an accreditation visit to meet these requirements.

(b) The unit provides a balance among theoretical and conceptual courses, professional skills courses, and courses that integrate theory and skills to achieve the range of student competencies listed by the Council.

(c) Instruction, whether on-site or online, is demanding and current, and is responsive to professional expectations of digital, technological and multimedia competencies. Achievements in teaching and learning are recognized and valued.

(d) Student-faculty classroom ratios facilitate effective teaching and learning in all courses; the ratio in skills and laboratory sections, whether on-site or online, should not exceed 20-1.

(e) The unit advocates and encourages opportunities for internship and other professional experiences outside the classroom and supervises and evaluates them when it awards academic credit. Schools may award academic credit for internships in fields related to journalism and mass communications, but credit should not exceed six semester credits (or nine quarter credit hours).

We believe that the proposed curriculum meets the standards set forth by ACEJMC.

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).

The Mass Communications Program is seeking accreditation from ACEJMC and in order to achieve accreditation, the curriculum must meet standards set by the organization. The proposed curriculum for the Multimedia News Options will meet ACEJMC standards.

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: Douglas Robillard 3/10/17  
Department Curriculum Committee (Chair) Date

14. Approved by: Paul H. 2 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 R. Jones 3/13/17  
Academic Affairs and Educational Policies Committee (Chair) Date

18. Approved by: Jacquelyn W. McCray 4-3-17  
Vice Chancellor for Academic Affairs Date

19. Approved by: \_\_\_\_\_  
Faculty/Staff Senate President Date

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