

PROGRAM MODIFICATION PROPOSAL

Name of Institution
University of South Carolina, Columbia

Name of Program (include concentrations, options, and tracks)
Bachelor of Arts in Journalism and Mass Communications with a Major in Mass Communications

Program Designation

- Associate's Degree Master's Degree
 Bachelor's Degree: 4 Year Specialist
 Bachelor's Degree: 5 Year Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA)
 Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.)

Does the program qualify for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
 No

Proposed Date of Implementation
Fall 2016

CIP Code
090100

Delivery Site(s)
Columbia campus

Delivery Mode

- Traditional/face-to-face* Distance Education
*select if less than 50% online 100% online
 Blended (more than 50% online)
 Other distance education

Program Contact Information (name, title, telephone number, and email address)
Kenneth Campbell, Associate Professor, 803-777-3316; KCampbell@sc.edu

Institutional Approvals and Dates of Approval

University of South Carolina Committee on Curricula and Courses (C&C) October 13, 2014
University of South Carolina Faculty Senate: Approval Date: November 5, 2014

PROGRAM MODIFICATION PROPOSAL

Background Information

Provide a detailed description of the proposed modification, including its nature and purpose and centrality to institutional mission. (1500 characters)

The School of Journalism and Mass Communications currently offers undergraduate degrees in advertising, broadcast journalism, journalism, public relations and visual communications. Each is designed to guide students into professional fields or further academic study. The Mass Communications major will take a broader approach that combines the study of mass media theory, principles, policies and practices and pair that with applications in global exploration, community service, civic engagement and/or research and leadership. The School currently offers a Mass Communications concentration; this proposal essentially elevates that concentration to a major. As with the concentration, 120 hours are required for the major. No new courses are being added to the curriculum.

New technology has revolutionized mass media and mass communications. The changes brought on by new technology have created greater opportunities for individuals more deeply grounded in mass communications theory, research skills, critical thinking skills, and leadership skills allowing them to be key players in mass media and other fields that require good communications skills. Mass Communications majors will also be prepared to pursue graduate education in journalism and mass communications, law, or other disciplines.

List the objectives of the modified program. (1500 characters)

Upon completion of this degree, students would be able to:

- (1) Demonstrate broad knowledge of the sets of principles underpinning each of the identified topical area of journalism and mass communications -- advertising, broadcast journalism, journalism, public relations and visual communications;
- (2) Demonstrate an understanding of the role and effects of mass communications and mass media on individual and group behavior;
- (3) Demonstrate an understanding of the role and effects of mass communications and mass media in local, national, and international societies;
- (4) Develop various forms of mass communications and mass media content, depending on their specific interest;
- (5) Assess and critique mass communications and mass media content and performance;
- (6) Conduct research on different aspects of mass communications and mass media content and performance;
- (7) Develop leadership skills for use in mass communications and mass media; and
- (8) Demonstrate an understanding of how mass communications and mass media are used in leadership.

PROGRAM MODIFICATION PROPOSAL

Assessment of Need

Provide an assessment of the need for the program modification for the institution, the state, the region, and beyond, if applicable. (1500 characters)

New technology's influence in mass communications has made it necessary for those in the industry to have knowledge and skills that are transferable across multiple media and into other professional areas. Additionally, other areas that are projected to see sizable growth over the next decade will need professionals who understand mass communications and can coordinate communication activities, research and assessments. These individuals can play a significant role in the communications functions of domestic and international public and private firms, community and outreach organizations, governance, political and policy analysis, health communication, and social science research.

The industry is constantly defining and sorting out new entrepreneurial and job opportunities that do not yet show up in Labor Department statistics, especially in the area of social media (Martin Meyer-Gossner, "Rise of Social Media as a Profession," http://www.thestrategyweb.com/rise-social-media-profession?utm_source=Webbiquity.com)

"Job postings on LinkedIn for social media positions have grown 1,300% since 2010"
<https://smallbusiness.yahoo.com/advisor/83-exceptional-social-media-marketing-statistics-2014-160016146.html>

US Bureau of Labor Statistics show job growth between 2012-2022 in the following relevant areas: Public Relations Specialists (12% increase); Advertising, Promotions, and Marketing Managers (12% increase); Technical Writers (15% increase); Interpreters and Translators (46% increase); Postsecondary Teachers (19%). The Occupational Information Network (O*NET) projects 8% to 14% job growth for Communications Teachers (<http://www.onetonline.org/link/summary/25-1122.00>)

Will the proposed modification impact any existing programs and services at the institution?

Yes

No

If yes, explain. (1000 characters)

Because of the nature of mass communications, there are areas where we share interests with other units on campus. This shared interest already exists between our current major areas and other units on campus. We see these as opportunities to work cooperatively and collaboratively – as we already do -- with the units that have mass communications-related courses as a part of their curriculum. For example, the programs in Media Arts and Film and Media Studies are areas in which a number of our students are minors, and our major areas are popular with minors outside of the School of Journalism and Mass Communications (SJMC). Courses such as Political Communication in the Political Science Department are also taken by a number of our students. The SJMC's course Minorities, Women and Media (JOUR 311) is cross-listed with both Women and Gender Studies (WGST 311) and African American Studies (AFAM 398).

The Mass Communications Major does not require any new courses to be added to the SJMC's curriculum.

PROGRAM MODIFICATION PROPOSAL

List of Similar Programs in South Carolina

Program Name	Institution	Similarities	Differences
Mass Communication	Benedict College	Similarity only in the name of the program.	It is a traditional skills-based journalism major.
Communication	Bob Jones University	Similarity in the name of the program.	The program includes speech, interpersonal, and organizational communication, and rhetoric and public address. Its leadership component is from "a biblical worldview."
Mass Communication	Clafin University	Similarity only in the name of the program.	It is a traditional skills-based journalism major, and includes public relations and digital media.
Media and Mass Communication	Clemson University	It has some similar courses.	This option in the Communication Studies major is from a Speech Communication perspective that includes rhetoric and interpersonal and organizational communication.
Communication Concentration	Coastal Carolina University	Some similar courses and capstone experience.	We offer a different variety of courses.
Communication	College of Charleston	Some similar courses.	We offer a different variety of courses.

PROGRAM MODIFICATION PROPOSAL

Communication Studies	Columbia College	Some similar courses.	We offer a different variety of courses.
Mass Communication	Francis Marion University	Similar to our traditional journalism and public relations majors.	It is a skills-based traditional program.
Communication Studies	Furman University	Some similar courses.	The program includes "study of traditional rhetoric" and "film studies" as a part of the major.
Mass Communication	Lander University	Traditional emphasis on skills.	The program has limited course offerings in communications.
Communications	Newberry College	Traditional journalism program.	
Mass Communication	North Greenville	Similar to our traditional journalism majors.	Traditional program, which includes Radio and Film-TV production.
Communications	USC-Aiken	Traditional skills-based program.	The program has limited course offerings in communications.
Mass Communication	Winthrop University		

PROGRAM MODIFICATION PROPOSAL

	Wofford College	Similar to our traditional journalism majors.	The program has limited course offerings in communications.
Communications Studies Minor	USC-Upstate		The program has a speech communication emphasis that includes interpersonal and organization communication, rhetoric, advocacy, intercultural communication, and the performance of literature and oral traditions.

PROGRAM MODIFICATION PROPOSAL

Faculty

Provide a brief explanation of any additional institutional changes in faculty and/or administrative assignment that may result from implementing the proposed program modification. (1000 characters)

The proposed modification will require the appointment of an existing faculty member as head of the new Mass Communications major.

Resources

Identify any new library/learning resources, new instructional equipment, and new facilities or modifications to existing facilities needed to support the modified program. (2000 characters)

Because the program has been in operation as a concentration for some time, we anticipate only gradual, modest increases in library/learning resources will be required concurrent with the expected increase in enrollments over the coming five years.

PROGRAM MODIFICATION PROPOSAL

Financial Support

Estimated New Costs by Year						
Category	1st	2nd	3rd	4th	5th	Total
Program Administration*	\$6,500	\$6,500	\$6,500	\$6,500	\$6,500	\$32,500
Faculty and Staff Salaries**	\$296,101	\$296,101	\$296,101	\$296,101	\$296,101	\$1,480,505
Graduate Assistants	\$19,500	\$19,500	\$19,500	\$19,500	\$19,500	\$97,500
Equipment	0	0	0	0	0	0
Facilities	0	0	0	0	0	0
Supplies and Materials	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$12,500
Library Resources	0	0	0	0	0	0
Other*	0	0	0	0	0	0
Total	\$324,601	\$324,601	\$324,601	\$324,601	\$324,601	\$1,623,005
Sources of Financing						
Category	1st	2nd	3rd	4th	5th	Total
Tuition Funding***	\$335,956	\$426,210	\$527,823	\$633,813	\$724,167	\$2,647,969
Program-Specific Fees	\$38,500	\$49,000	\$57,750	\$59,500	\$66,500	\$271,250
State Funding (i.e., Special State Appropriation)	0	0	0	0	0	0
Reallocation of Existing Funds****	\$318,101	\$318,101	\$318,101	\$318,101	\$318,101	\$1,590,505
Federal Funding	0	0	0	0	0	0
Other Funding	0	0	0	0	0	0
Total	\$692,557	\$793,311	\$903,674	\$1,011,414	\$1,108,768	\$4,509,724
Net Total (i.e., Estimated New Costs Minus Sources of Financing) *Sources of Financing – New Cost	\$367,956	\$468,710	\$579,073	\$686,813	\$784,167	\$2,886,719

*Provide an explanation for these costs and sources of financing in the budget justification.

Budget Justification

PROGRAM MODIFICATION PROPOSAL

Provide a brief explanation for the other new costs and any special sources of financing (state funding, reallocation of existing funds, federal funding, or other funding) identified in the Financial Support table. (1000 characters)

Note: Institutions need to complete this budget justification *only* if any other new costs, state funding, reallocation of existing funds, federal funding, or other funding are included in the Financial Support table.

* Program administration costs consist of the major head's administrative salary supplement of \$5,000 plus 30% benefits.

** Faculty and staff salaries consist of faculty member salaries plus 30% benefits, 1/5th administrative coordinator salary plus 30% benefits.

*** Tuition funding is estimated revenue from the projected enrollment each year with a mix of 65% in-state and 35% out-of-state students.

**** Reallocation of Existing Funds: Existing faculty, staff, graduate assistant and supply dollars will be reallocated to cover this program.

PROGRAM MODIFICATION PROPOSAL

Evaluation and Assessment

Will any the proposed modification impact the way the program is evaluated and assessed?

Yes

No

If yes, explain. (1000 characters)

The Mass Communications Major will be assessed through the following methods:

Survey of Graduating Seniors

Senior Exit Interviews

Course Evaluations

Internship Evaluations (by Internship Supervisors)

Independent Evaluation of Capstone Portfolios

Pre-test/Post test of required knowledge (given in introductory survey of mass communications class and in senior year)

Diagnostic Grammar Exam (given in selected introductory writing classes)

Near the end of each academic year, results from each of the assessment methods will be compiled by the Major's Sequence Head and shared with the sequence faculty.

The Sequence faculty will be tasked to review the results to address areas where the curriculum can be improved.

The Sequence Head will call a meeting of Sequence faculty specifically to address curriculum issues raised in the assessment. Suggested changes will be vetted through the SJMC Curriculum Committee and, if passed, presented to the faculty during a monthly meeting. If passed by faculty, the improvements will be implemented as soon as possible.

PROGRAM MODIFICATION PROPOSAL

Will the proposed modification affect or result in program-specific accreditation?

Yes

No

If yes, explain; if the modification will result in the program seeking program-specific accreditation, provide the institution's plans to seek accreditation, including the expected timeline for accreditation. (500 characters)

Will the proposed modification affect or lead to licensure or certification?

Yes

No

If yes, explain how the program will prepare students for licensure or certification. (500 characters)

PROGRAM MODIFICATION PROPOSAL

Teacher or School Professional Preparation Programs

Is the proposed modified program a teacher or school professional preparation program?

Yes

No

If yes, complete the following components.

Area of Certification

Attach a document addressing the South Carolina Department of Education Requirements and SPA or Other National Specialized and/or Professional Association Standards.



Harris Pastides

5 March 2015

Date

(Passed by USC Faculty Senate November 5, 2014)

Additional Required Courses for Journalism (Mass Communications Major), with four pathways and an option for Leadership Distinction. (39 Hours)

1. Journalism and Mass Communications Core Courses (9 Hours)

- JOUR 101 - Media and Society
- JOUR 291 - Writing for Mass Communications
- JOUR 303 - Law and Ethics of Mass Communications

Additional Required Courses for Mass Communications Major (39 Hours)

2. Three of the following principles courses (9 hours)

- JOUR 201 - Principles of Public Relations
- JOUR 202 - Principles of Advertising and Brand Communications
- JOUR 203 - Principles of Visual Communications
- JOUR 204 - Principles of Journalism

3. Three required courses from among the following: (9 hours)

- JOUR 205 - History and Philosophy of the Mass Media
- JOUR 306 - Theories of Mass Communications
- JOUR 501 - Freedom, Responsibility, and Ethics of the Mass Media
- JOUR 506 - Mass Media Criticism
- JOUR 542 - Public Opinion and Persuasion

4. SJMC electives of the students' choice –At least 3 hours and no more than 6 hours must be from skills courses (12 hours)

5. Choose one of the University's Leadership with Distinction pathways: Global Learning, Research, Civic Engagement, or Community Service

Courses listed under each pathway are examples that address the pathway's learning outcomes. Except for the required courses identified, other relevant courses that address the pathway outcomes may be substituted per approval of advisor.

A. Global Learning (6 hours)

- Jour 541 - International Mass Communications (*required*)

Chose one of the following:

- Independent Study, Special Topics, Internship that deals with global learning
- Study abroad with at least one course in media studies or approved independent study
- Jour 499 - Service Learning in Malawi, Africa
- Jour 499 - Multimedia Maymester Munich, Germany

Additional requirements for LEADERSHIP DISTINCTION ¹

or

B. Research (6 hours)

- Jour 332 - Mass Communications Research (*required*)

Chose one of the following:

- Independent Study, Special Topics, Internship that deals with a research topic
- Jour 220 - Account Planning: Mining Insights
- Jour 475 - Applications of Telecommunications Research

- Jour 565 - Advanced Media Analysis
 - Jour 574 - Computer-Assisted Reporting
- Additional requirements for LEADERSHIP DISTINCTION** ²

or

C. Civic Engagement (6 hours)

- Independent Study, Special Topics, Internship on Civic Engagement topic
- Jour 333 - Public Relations for Nonprofit Organizations
- Jour 316/L – Toolkit for Brand Communications
- Jour 524 - Advertising Management
- Jour 536 - Crisis Communications
- Jour 537 - The Carolina Agency
- Jour 539 - Ethics of PR and Public Policy
- Jour 542 - Public Opinion and Persuasion

Additional requirements for LEADERSHIP DISTINCTION ³

or

D. Community Service (6 hours)

- Independent Study, Special Topics, Internship that deals with a service learning or community engagement topic
- Jour 333 - Public Relations for Nonprofit Organizations
- Jour 499 - Service Learning in Malawi, Africa
- Jour 537 - The Carolina Agency
- Jour 539 - Ethics of PR and Public Policy
- Jour 542 - Public Opinion and Persuasion

Additional requirements for LEADERSHIP DISTINCTION ⁴

6. Capstone portfolio course (3 hours)

- Jour 560 - Capstone Portfolio (required), or senior capstone course approved by advisor.

Additional requirements for LEADERSHIP DISTINCTION for all pathways ⁵

Additional requirements for those seeking the Leadership Distinction designation

1. For Global Learning with Leadership Distinction designation, these electives must fulfill at least one semester of overseas study or equivalent in multiple experiences. Some domestic study away from USC campus can count.
2. For Research with Leadership Distinction designation, these electives or other course work must demonstrate student participation in a minimum of 2 semesters in an extensive research/discovery project defined by the discipline.
3. For Civic Engagement with Leadership Distinction designation, these electives or other course work must include at least 1 semester in an approved leadership experience (e. g., officer, ambassador, peer leader, project leader and one of the following:
 - 240 hours supervised work, professional experience
 - 2 additional semesters in approved leadership experience
 - 120 hours of work/professional experience and 1 additional semester in a leadership role.
4. For Community Service with Leadership Distinction designation, these electives or other course work must demonstrate student participation in at least 300 hours of community service from at least 2 different programs/experiences.
5. For all students pursuing the Leadership Distinction designation, the portfolio must:

(a) demonstrate at least three out-of-class experiences such as the following: attendance at lectures, workshops, conferences, membership and participation in a student/professional organization, professional or community service activity, job shadowing or the creation or innovation of an event/performance related to their focus.

(b) demonstrate at least one presentation at Discovery Day or at a professional or academic meeting or publication in a professional or academic publication.

6. All students pursuing the Leadership Distinction designation will be assigned a faculty mentor from the Mass Communications sequence with whom they will be required to meet at least once per semester during their academic career.