

ACAP
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Agenda Item 3e

Humanities Committee: November 14, 2016
Graduate Council: November 22, 2016

Background Information

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

This program modification provides information pertaining to changes to the existing Master of Mass Communication (MMC) program which include changes to the curriculum to make the program more flexible for the diverse array of students that have been enrolling in the program in recent years. The changes include 1) less required core courses, which allows the students more flexibility to tailor the program to their own interests, and 2) the addition of two concentrations (Strategic Communications Management and Multimedia Journalism) within the program, to provide outlets to students that are more current and appropriate to the changing communication and media environment. These changes reflect course content and concentrations that are appealing (and explanatory) for prospective students.

The number of core courses have been reduced by two. Both courses still exist – one is a required course for the Strategic Communication Management concentration, as that is the track the course was most relevant to (hence the reason for the change), and the other course is an elective for students in both concentrations. Additional specialized courses have also been added to the Multimedia Journalism track, as these courses will help prepare our students for the types of jobs they are seeking upon graduating from our program.

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

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Students will demonstrate professional competence in a specialized area of mass communication, such as strategic communication management or multimedia journalism. Students will show that they understand the principles, processes, strategies, and tactics involved in the profession.

Students will demonstrate effective writing skills. Students' writing should show evidence of clear and critical thinking, and an understanding of proper grammar, sentence and paragraph structure, organization, transition, and tempo.

Students will demonstrate a thorough understanding of research and its importance in the fields of journalism and strategic communication. Students should also show knowledge of various research designs and data collection methods, as well as how to report and interpret research results.

Students will demonstrate a thorough understanding of management issues related to media and strategic communication. Students will demonstrate familiarity with contemporary issues facing media and communication managers. Students will also show knowledge of how to plan an effective strategic communications campaign and/or manage an effective media-related initiative or organization.

Students will demonstrate a thorough understanding of mass media law. This knowledge should include an understanding of various areas such as libel, privacy, access to public information, regulation of commercial speech, copyright and related matters, and the philosophical considerations involved in issues related to free speech.

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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)

The program modifications are needed to reflect what our College currently offers. Renaming the two program concentrations more accurately describes the nature of our program, and should also be more appealing to prospective students in our state and region as well as to other applicants, nationally and internationally. The curriculum changes we are making allow more flexibility for students, and will help allow them to tailor the program to meet their diverse needs and desires. By reducing the number of core courses, students will be allowed to take more electives that are of interest to them, according to their particular skills, interests and goals upon graduation. We are also offering more skills courses to help students keep up with the changing technologies and trends of the media and communication fields.

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

Yes

No

If yes, explain. (1000 characters)

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List of Similar Programs in South Carolina

| Program Name | Institution | Similarities | Differences |
|----------------|-----------------------|--|--|
| Master of Arts | College of Charleston | It is an MA in Communication, but it is more of a traditional MA whereas USC's degree program is a professionally-focused program. | The USC program is professionally-oriented and provides students with hands-on experience through their practicum. It is unique from our own MA program as well as other MA programs in the state. |
| Master of Arts | Clemson University | It is an MA in Communication, but it is more of a traditional MA whereas USC's degree program is a professionally-focused program. | The USC program is professionally-oriented and provides students with hands-on experience through their practicum. It is unique from our own MA program as well as other MA programs in the state. |
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Description of the Program

| Projected New Enrollment | | | | | | |
|--------------------------|-----------|--------------|-----------|--------------|-----------|--------------|
| Year | Fall | | Spring | | Summer* | |
| | Headcount | Credit Hours | Headcount | Credit Hours | Headcount | Credit Hours |
| 2017-2018 | 10-15 | 9-12 | 2-5 | 9-12 | | |
| 2018-2019 | 12-18 | 9-12 | 2-5 | 9-12 | | |
| 2019-2020 | 15-20 | 9-12 | 3-6 | 9-12 | | |
| 2020-2021 | 20-25 | 9-12 | 3-6 | 9-12 | | |
| 2021-2022 | 20-25 | 9-12 | 3-6 | 9-12 | | |

*Note: We do not currently admit new MMC students for the summer sessions.

Curriculum

Attach a curriculum sheet identifying the courses required for the program. – See below.

MMC Required Courses (4 courses for 12 hours)

- JOUR701 Research Methods in Mass Communication
- JOUR706 Media Law
- JOUR762 Issues in Mass Communication Management
- JOUR777 Practicum in Mass Communication Management

Strategic Communication Management (SCM, 24 hours)

SCM Core

- JOUR705 Strategic Communication Principles
- JOUR715 Strategic Communication Strategies
- JOUR725 Strategic Communication Campaigns

Other recommended electives (select 5)

- JOUR536 Crisis Communications
- JOUR539 Ethics: Public Relations and Public Policy
- JOUR541 International Mass Communications
- MKGT701 Marketing Management
- JOUR702 Communication Theory
- JOUR717 Content Analysis Research

Multimedia Journalism (MJ, 24 hours)

MJ Core

- JOUR750 Foundations of Multimedia Journalism

For broadcast emphasis:

- JOUR580 Advanced Reporting Topics
- JOUR586 Capstone I: Advanced Reporting
- JOUR588 Capstone II: Advanced Broadcast
- JOUR590 Capstone III: Digital Journalism

For print emphasis:

- JOUR580 Advanced Reporting Topics
- JOUR587 Capstone I: Advanced Reporting (multimedia)
- JOUR589 Capstone II: Advanced Multimedia Journalism
- JOUR590 Capstone III: Digital Journalism

Other recommended electives (select 3)

- JOUR536 Crisis Communications

| | |
|---|--|
| JOUR720 History of Mass Media JOUR740 New Technologies and the Mass Media JOUR749 Literature of Mass Communication JOUR772 Seminar in Health, Science, and Media JOUR774 Public Relations Theory JOUR790 Applied Visual Communication Other courses as approved | JOUR539 Ethics: Public Relations and Public Policy JOUR541 International Mass Communications MKGT701 Marketing Management JOUR702 Communication Theory JOUR705 Strategic Communication Principles JOUR717 Content Analysis Research JOUR720 History of Mass Media JOUR740 New Technologies and the Mass Media JOUR749 Literature of Mass Communication JOUR772 Seminar in Health, Science, and Media JOUR790 Applied Visual Communication Other courses as approved |
|---|--|

Total 12 courses for 36 hours (*At least 18 hours should be 700 level courses)

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Curriculum Changes

Note: Complete this table only if there are changes to the curriculum.

| Courses Eliminated from Program | Courses Added to Program |
|--|---|
| JOUR705 Strategic Communication Principles – was not eliminated, but is now required of strategic communication management concentration students only; it is an elective for multimedia journalism students | JOUR750 Foundations of Multimedia Journalism – added for students on the multimedia journalism concentration. |
| JOUR740 New Technologies and the Mass Media – was not eliminated, but is no longer a required course in the program; it is an elective for students on both concentrations. | |

In addition to the changes noted in the table above, please see below and attached for a full listing of courses for the program and for the two concentrations within the program. As noted below (and attached), there are four core courses (12 hours) that all MMC students take. Then, depending on which concentration students choose – Strategic Communication Management or Multimedia Journalism – there is a set of core courses for each concentration. The remaining

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courses are electives recommended by our program (see below) or chosen by the students and approved by our faculty and staff. The full curriculum totals 36 hours for all students.

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)

Program faculty will remain the same. There are no additional faculty and/or administrative assignments needed.

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)

No new resources or facilities are needed due to this program modification.

Financial Support

| Estimated New Costs by Year | | | | | | |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-------|
| Category | 1 st | 2 nd | 3 rd | 4 th | 5 th | Total |
| Program Administration | | | | | | |
| Faculty and Staff Salaries | | | | | | |
| Graduate Assistants | | | | | | |
| Equipment | | | | | | |
| Facilities | | | | | | |
| Supplies and Materials | | | | | | |
| Library Resources | | | | | | |
| Other* | | | | | | |
| Total | | | | | | |
| Sources of Financing | | | | | | |
| Category | 1 st | 2 nd | 3 rd | 4 th | 5 th | Total |
| Tuition Funding | | | | | | |
| Program-Specific Fees | | | | | | |
| State Funding (i.e., Special State Appropriation)* | | | | | | |
| Reallocation of Existing Funds* | | | | | | |
| Federal Funding* | | | | | | |
| Other Funding* | | | | | | |
| Total | | | | | | |
| Net Total (i.e., Sources of Financing Minus Estimated New Costs) | | | | | | |

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

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Budget Justification

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.

No new costs or special sources of financing are needed for this program modification as no new faculty, administrative needs or resources are necessary.

Evaluation and Assessment

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

Yes

No

If yes, explain. (1000 characters)

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)

Our MMC program is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). We completed our accreditation visit in January 2017, and our program was reaccredited based on the new curriculum to be launched in the fall of this year. We were found to be in full compliance, based on the standards of ACEJMC. The program will be up for accreditation again in another 5-6 years.

The revised program will also be evaluated through the USC annual program evaluation based on the new learning outcomes and based on student performance in the new set of required courses.

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)

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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.

Not applicable