WINONA STATE UNIVERSITY
NOTIFICATIONS

Department ____MCOM_____   Date ___2/19/2014_____

If the proposed curricular change involves existing courses and is considered a Notification, complete and submit this form. Refer to Regulation 3-4, *Policy for Changing the Curriculum*, for complete information on submitting proposals for curricular changes.

Please check type of change(s):
_X_ Reduction in course number __ Change in grading option ___ Change in hours or credits in an independent study course
___ Change in course title ___ Change in course description* ___ Change in existing major, minor, option, concentration, etc.*
___ Change in prerequisites ___ Change in course number within level, e.g. 310 to 350 ____ Change in delivery method

A. **Current** Course Information

_____408_____   Research in Mass Media_____   _____
Course No.   Course Title   Credits

This proposal is for a(n) __X__ Undergraduate Course   _____ Graduate Course

Applies to   __X_ Major   _____ Minor
                  _____ Required   _____ Required
                  _X__ Elective   _____ Elective

Prerequisites   _____

Grading   _____ Grade only   _____ P/NC only   _____ Grade and P/NC Option

Frequency of offering ____1x per year_____

Proposed Course Information. (Please indicate only *proposed changes* below.)

_____308_____   _____   _____
Course No.   Course Title   Credits

Prerequisites   _____

Grading   _____ Grade only   _____ P/NC only   _____ Grade and P/NC Option

Frequency of offering ____Each Semester_____

Effective date (normally the next semester) _____

B. *If the proposal requests a change in the course description, please attach a description of the change requested and list both the current and proposed course description. If the proposal requests a change in an existing major, minor, option, concentration, etc., please attach a description of the change(s) requested and list both the current and proposed program listings.

Approved by the Department   *Ron Elcombe*   2-12-14
                               Department Chair   Date

                               relcombe@winona.edu_____
                               e-mail address

Notification to the College Dean ___ Yes ___ No
                               [signature]   2-19-14
                               Dean of College   Date

Presented at A2C2 meeting on   2/26/14
                               Date   Chair of A2C2

Presented at Graduate Council
meeting on (if applicable)   _____   _____
                               Date   Chair of Graduate Council

Submitted to Registrar on   2/27/14   Registrar: Please notify department chair via e-mail that
                               Date   Notification has been recorded.

*If a dean has comments on a notification, the dean shall forward the comments to the department.   [Revised 7-13-11]

s 2/21/14

Mass Communiation Major (45 sh)

Inquiry Core (12 sh)

210 Vis Comm	408 MC Researh	400 MC Theory	405 Issues/Ethics

Options (33 sh)

Advertising	Journalism	Public Relations	Transmedia Imaging	Mass Comm Minor (21sh)
Core Electives (6sh)		**Core Electives (6sh)**	**Core Electives (6sh)**	100 Media & Society
300 Media Law		300 MM Law	300 MM Law	171 Media Writing
305 Media History		305 MM History	305 MM History	OR
450 Intl Broadcast		450 Intl Broadcast	450 Intl Broadcast	232 News Writing
MKT 300 Prin/Mkt		MKT 300 Prin/Mkt		210 Visual Comm
				280 Media Literacy
Option Required (21sh)	**Option Required (27 sh)**	**Option Required (21sh)**	**Option Required (24sh)**	9 sh MCOM Courses (6 sh upper division)
172 Print/Web	100 Media/Soc	172 Print/Web	173 Aud/Vid Prod	
173 Aud/Vid Prod	172 Print/Web	240 Principles PR	221 Prin Transmedia	
260 Principles Ad	173 Aud/Vid Prod	232 News Writing	215 Photo Tech Art	
360 Ad Copy	232 News Writing	345 PR Writing	XXX Intro Interactive Environments	
361 Media Planning/Buying	332 News Gathering	346 PR Tech/Strat	349 Advanced Strategic Video Prod	
362 Ad Design	300 Media Law	340 PR Cases	XXX Adv Interactive Environments	
460 Ad Campaigns	334 Feature	440 PR Campaigns	425 Senior Seminar	
499 Portfolio (0 sh)	336 News Editing	499 Portfolio (0 sh)	491 Media lab	
	437 Pub Practicum		499 Portfolio (0 sh)	
	499 Portfolio (0 sh)			
Option Electives (6 sh)	**Option Electives** (6 sh)	**Option Electives** (6 sh)	**Option Electives** (3 sh)	**Gen Ed Courses**
202 Creat/Innovati	215 Photo Tech Art	173 Aud/Vid Prod	319 Studio	100 Media & Soc
215 Photo/Tech Art	240 Principles PR	202 Creat/Innovati	328 Adv Audio Prdct	115 Photo App
240 Princ/PR	305 Media History	215 Photo/Tech Art	353 Multi Med News	280 Media Literacy
311 Mass Comm Topics	310 PhotoJ/Doc	260 Principles Ad	356 Med/Soc Intnl	
356 Med/Soc Intnl	311 Mass Comm Topics	311 Mass Comm Topics	CS 116 Web Technology	**Other MCOM Courses**
380 Indent/Media	325 Brdcst Joun			175 Computer Apps
300 Media Law***	353 Multi Med Ne	356 Med/Soc Intnl		380 Identity/Media
305 Media Hist***	356 Med/Soc Intnl	380 Indent/Media		381 Desire/Technol
450 Intl Media ***	399 Internship	300 Media Law***		399 Internship
MKT 300 Prin ***	450 Intl Media	305 Media Hist***		409 Indep Study
MKTG 344 Buyer		450 Intl Media***		410 Women/Minorit
				22 Jan 2014

*** If not selected in Core Electives above