

WINONA STATE UNIVERSITY
NEW AND REVISED COURSE AND PROGRAM APPROVAL FORM

Routing form for new and revised courses and programs.

Course or Program _____ Mass Communication _____

Department Recommendation

Ron Elcombe
Department Chair

2-19-14
Date

relcombe@winona.edu
e-mail address

Dean's Recommendation

☒ Yes

☐ No*

[Signature]
Dean of College

2-19-14
Date

*The dean shall forward their recommendation to the chair of the department, the chair of A2C2, and the Vice President for Academic Affairs.

A2C2 Recommendation _____ Approved _____ Disapproved

Chair of A2C2

Date

Graduate Council Recommendation
(if applicable)

_____ Approved

_____ Disapproved

Chair of Graduate Council

Date

Director of Graduate Studies

Date

Faculty Senate Recommendation _____ Approved _____ Disapproved

President of Faculty Senate

Date

Academic Vice President Recommendation _____ Approved _____ Disapproved

Academic Vice President

Date

Decision of President _____ Approved _____ Disapproved

President

Date

Please forward to Registrar.

Registrar

Date entered

Please notify department chair via e-mail that curricular change has been recorded.

5/2/14

WINONA STATE UNIVERSITY

PROPOSAL FOR A REVISED PROGRAM

This form is to be used to submit a proposal for a revised undergraduate or graduate major, minor, concentration, or option. Every item on this form must be completed prior to submission to A2C2 for the proposal to be considered for approval. The department proposing a new program must include a *Financial and Staffing Data Sheet* and the *New and Revised Course and Program Approval Form* with department chairperson's and dean's signatures. Refer to Regulation 3-4, *Policy for Changing the Curriculum*, for complete information on submitting proposals for curricular changes

Note: Regulation 3-4, *Policy for Changing the Curriculum*, allows a department, with its dean's approval, to change up to two courses per year within an existing major, minor, concentration, option, etc., without seeking review of A2C2 and/or graduate Council, provided that (1) the total credits do not increase or decrease for the major, minor, concentration, option, etc., and (2) the change does not affect other departments or the University Studies or General Education Programs. Please use the *Notification form* for these changes instead of this *Proposal for a Revised Program*.

Department: _____Mass Communication_____

Title of Program: _____Mass
Communication_____

This is a revised ☒ Major ☒ Minor ☐ Concentration ☒ Option ☐ Other
(explain)

Major/Minor Code of this program _____MCAD, MCPR, MCJ, MCTM (new code)_____

Total Semester Hours _____45_____

Please provide all of the following information:

(Note: Other documentation may not substitute for this. All information must be on this form)

A, B, C and D, below are attached.

A. A statement of major focus and objectives of the revised program (Include this even if it has not changed)

B. New Catalog Content (Include these even if they have not changed)

1. Provide a list of program content as it would appear in the catalog including required courses, electives, etc., by number and name. Include the number and name for each prerequisite, and all prerequisites of proposed prerequisites. All such prerequisites should be included in the total credit hour calculations for the revised program.
2. New catalog narrative, if any.

C. Description of Revisions

1. Provide both the current and the revised program requirements.
Place these in two columns, side by side with categories aligned, for easy comparison and a clear identification of each change.
2. For each required and elective course being added to the program, provide the course number, name, catalog description, and a brief statement explaining why the course should be included in the program.

D. Impact of this Program Revision

1. Clearly state the impact of this revised program on other departments, programs, minors, or majors.
2. It is the responsibility of the department submitting a program proposal to send written notification to the department(s) or program(s) affected. Attach letter(s) of understanding from any impacted department(s).

E. Attach to this proposal a completed

1. *Financial and Staffing Data Sheet*
2. *New and Revised Course and Program Approval Form for this course*

You may also need to fill out the MNSCU Program Redesign Application and submit this directly to the VPAA.

This program revision will be implemented in the fall semester following completion of the approval process.

F. Department Contact Person for this Proposal

____Ron Elcombe_____x5238_____relcombe@winona.edu_____
Name (please print) Phone e-mail address

F. Review by Department A2C2 Representative

I have reviewed this proposal and certify that it is complete _____
Signature of A2C2 representative

WINONA STATE UNIVERSITY

FINANCIAL AND STAFFING DATA SHEET

Course or Program Mass Communication

Include a Financial and Staffing Data Sheet with any proposal for a new course, new program, or revised program.

Please answer the following questions completely. Provide supporting data.

1. Would this course or program be taught with existing staff or with new or additional staff? If this course would be taught by adjunct faculty, include a rationale.

The revisions of the Mass Communication major reflect the loss of a fixed-term position that the department has utilized for several years. The department now has 10 probationary/tenured faculty lines resulting in 77 sections per year of available faculty load. Given current enrollments, this program can be delivered with 75 sections per year.

2. What impact would approval of this course/program have on current course offerings? Please discuss number of sections of current offerings, dropping of courses, etc.

This program revision is the result of merging the Electronic Media and Photo/Digital Imaging options into one option Transmedia. The major will now have 4 options instead of 5.

3. What effect would approval of this course/program have on the department supplies? Include data to support expenditures for staffing, equipment, supplies, instructional resources, etc.

With the reduction in the number of options, current supplies and equipment budgets should suffice.

Mass Communication 2014-15 Program Revision

A. Statement of Major Focus and Objectives of Revised Mass Communication Program

The focus of this revised program is expressed by the Mass Communication Department's mission statement:

It is the mission of the Mass Communication Department of Winona State University to provide students with the concepts and skills necessary to prepare them to critically evaluate and develop media messages, to be socially responsible citizens of today's world and to advance their chosen careers.

Mass Communication is about the content, both visual and verbal; the processes, conception through delivery; and the impact, on both individuals and society, of mediated messages. This revised curriculum teaches about the content, processes and impacts of mediated messages through the following four perspectives:

- Strategic Persuasive Messages
- Images (Motion, Sound and Still)
- Informative Messages
- Analysis and Synthesis of Media Effects

These perspectives lead to the following program student learning outcomes for all options within the major curriculum:

A student completing the Mass Communication major will:

1. Exhibit conceptual thinking processes in the creation of mediated messages appropriate to the student's option
2. Produce mediated messages appropriate to that option
3. Understand the methods by which mediated messages are delivered
4. Be able to evaluate the effectiveness and the effects of mediated messages on individuals and society

B. New Catalog Content

1. Program Content

Mass Communication Major (45 S.H.)

The Mass Communication major consists of 45 semester hours divided among an academic core based on principles of inquiry, a set of core electives and four options.

This major prepares students to create, produce, deliver and understand the effects of mediated messages. To accomplish the major, a student must complete the academic core and one of the options. A minor from a department other than Mass Communication is required. An overall WSU GPA of 2.5 is required for graduation in this major. It is also a requirement for enrolling in many of the Mass Communication courses.

Mass Communication - Advertising Option (45 S.H.)

Inquiry Core (12 S.H.)

MCOM 210 Visual Communication (3 S.H.)

MCOM 308 Mass Communication Research Methods (3 S.H.) (new number)

MCOM 400 Mass Communication Theory (3 S.H.)

MCOM 405 Mass Media Issues and Ethics (3 S.H.)

Prerequisite: Sr. Standing

MCOM 499 Electronic Assessment Portfolio (0 S.H.)

Inquiry Core Electives (6 S.H.)

MCOM 300 Mass Media Law (3 S.H.)

MCOM 305 Mass Media History (3 S.H.)

MCOM 450 Global Media (new title) (3 S.H.)

MKTG 300 Principles of Marketing (3 S.H.)

Prerequisite: Junior standing and permission of instructor

Advertising Required Courses (21 S.H.)

MCOM 172 Print and Web Production (3 S.H.)

Prerequisite: Demonstrated proficiency in designated software. Open to Mass Communication majors only.

MCOM 173 Audio and Video Production (3 S.H.)

Prerequisite: Open to Mass Communication majors only.

MCOM 260 Principles of Advertising (3 S.H.)

MCOM 360 Advertising Copy Writing (3 S.H.)

Prerequisites: MCOM 260 Principles of Advertising (3 S.H.) and English 111 College Reading and Writing (4 S.H.)

MCOM 361 Advertising Media Planning and Buying (3 S.H.)

Prerequisite: 260 Principles of Advertising (3 S.H.)

MCOM 362 Advertising Design (3 S.H.)

Prerequisite: MCOM 260 Principles of Advertising (3 S.H.), MCOM 360 Advertising Copy Writing (3 S.H.)

MCOM 460 Advertising Campaigns (3 S.H.)

Prerequisites: MCOM 360 Advertising Copy Writing (3 S.H.), MCOM 361 Advertising Media Planning and Buying (3 S.H.), and MCOM 362 Advertising Design (3 S.H.)

Advertising Electives: (6 S.H.)

Select two courses from the list below:

MCOM 171 Media Writing (3 S.H.)
MCOM 202 Creativity and Innovation (3 S.H.)
MCOM 215 Photo: The Technical Art (3 S.H.)
MCOM 240 Principles of Public Relations (3 S.H.)
MCOM 311 Topics in the Media (3 S.H.)
MCOM 356 Media and Society International (3 S.H.)
MCOM 280 Media Literacy (3 S.H.)
MCOM 300 Mass Media Law (3 S.H.)*
MCOM 305 Mass Media History (3 S.H.)*
MCOM 450 Global Media (new title)*
MKTG 300 Principles of Marketing (3 S.H.)*

Prerequisites: Junior Status and Permission of Instructor

MKTG 344 Buyer Behavior (3 S.H.)

Prerequisites: Junior Status and Permission of Instructor

*These courses will count as an Advertising elective if not selected as a Core Elective above

Mass Communication-Journalism Option (45 S.H.)

Inquiry Core (12 S.H.)

MCOM 210 Visual Communication (3 S.H.)
MCOM 308 Mass Communication Research Methods (new number) (3 S.H.)
MCOM 400 Mass Communication Theory (3 S.H.)
MCOM 405 Mass Media Issues and Ethics (3 S.H.)
MCOM 499 Electronic Assessment Portfolio (0 S.H.)

Journalism Required Courses (27 S.H.)

MCOM 100 Media and Society (3 S.H.)
MCOM 172 Print and Web Production (3 S.H.)
Prerequisite: Demonstrated proficiency in designated software. Open to Mass Communication majors only.
MCOM 173 Audio and Video Production (3 S.H.)
Prerequisite: Open to Mass Communication majors only.
MCOM 232 News Writing (3 S.H.)
Prerequisites: MCOM 232 News Writing
MCOM 300 Mass Media Law
MCOM 332 News Gathering (3 S.H.)
Prerequisites: Eng 111 and MCOM 232 News Writing
MCOM 334 Feature Writing (3 S.H.)
Prerequisites: MCOM 232 News Writing (3 S.H.), and MCOM 332 News Gathering (3 S.H.)
MCOM 336 News Editing (3 S.H.)
Prerequisites: MCOM 172 Print and Web Production (3 S.H.), MCOM 232 News Writing (3 S.H.), and MCOM 332 News Gathering (3 S.H.)
MCOM 437 Publication Practicum (3 S.H.) (Formerly a banked course)

Prerequisites: MCOM 232 News Writing (3 S.H.), MCOM 332 News Gathering (3 S.H.), MCOM 334 Feature Writing (3 S.H.), and MCOM 336 News Editing (3 S.H.).

Journalism Electives (6 S.H.)

Select two courses from the list below:

MCOM 215 Photo: The Technical Art (3 S.H.)

MCOM 240 Principles of Public Relations (3 S.H.)

MCOM 310 Photo Journalism and Documentary

Prerequisite: MCOM 215 Photo: the Technical Art

MCOM 311 Topics in the Media (3 S.H.)

MCOM 325 Broadcast Journalism (3 S.H.)

Prerequisites: MCOM 173 Audio and Video Production (3 S.H.),

MCOM 353 Multimedia News and Information (3 S.H.)

Prerequisites: MCOM 173 Audio and Video Production (3 S.H.)

MCOM 356 Media and Society International (3 S.H.)

MCOM 399 Internship (3 S.H.)

Prerequisite: Departmental Approval

MCOM 450 Global Media (new title) (3 S.H.)

Public Relations Option (45 S.H.)

Inquiry Core (12 S.H.)

MCOM 210 Visual Communication (3 S.H.)

MCOM 308 Mass Communication Research Methods (new number) (3 S.H.)

MCOM 400 Mass Communication Theory (3 S.H.)

MCOM 405 Mass Media Issues and Ethics (3 S.H.)

MCOM 499 Electronic Assessment Portfolio (0 S.H.)

Inquiry Core Electives (6 S.H.)

Select two courses from this list.

MCOM 300 Mass Media Law (3 S.H.)

MCOM 305 Mass Media History (3 S.H.)

MCOM 450 Global Media (new title) (3 S.H.)

MKTG 300 Principles of Marketing (3 S.H.)

Prerequisite: Junior standing and permission of instructor

Public Relations Required Courses (21 S.H.)

MCOM 172 Print and Web Production (3 S.H.)

Prerequisite: Demonstrated proficiency in designated software

MCOM 232 News Writing (3 S.H.)

Prerequisites: MCOM 232 News Writing

MCOM 240 Principles of Public Relations (3 S.H.)

MCOM 340 Public Relations Cases (3 S.H.)

Prerequisites: MCOM 240 Principles of Public Relations (3 S.H.) and Senior Status

MCOM 345 Public Relations Writing (3 S.H.)

Prerequisites: MCOM 232 News Writing (3 S.H.),

MCOM 240 Principles of Public Relations (3 S.H.)

MCOM 346 Public Relations Techniques and Strategies (3 S.H.)

Prerequisites: MCOM 232 News Writing, MCOM 240 Principles of Public Relations (3 S.H.)

MCOM 440 PR Campaigns (3 S.H.)

Prerequisites: MCOM 240 Principles of Public Relations (3 S.H.), MCOM 340 Public Relations Cases (3 S.H.), MCOM 345 Public Relations Writing (3 S.H.), MCOM 346 Public Relations Techniques (3 S.H.)

Public Relations Elective Courses (6 S.H.)

Select two courses from the list below:

MCOM 173 Audio and Video Production (3 S.H.)

Prerequisite: Open to Mass Comm majors only.

MCOM 202 Creativity and Innovation (3 S.H.)

MCOM 215 Photo: The Technical Art (3 S.H.)

MCOM 260 Principles of Advertising (3 S.H.)

MCOM 280 Media Literacy (3 S.H.)

MCOM 311 Topics in the Media (3 S.H.)

MCOM 356 Media and Society International (3 S.H.)

MCOM 353 Multimedia News and Information (3 S.H.)

Prerequisites: MCOM 173 Audio and Video Production (3 S.H.)

MCOM 300 Mass Media Law (3 S.H.)*

MCOM 305 Mass Media History (3 S.H.)*

MCOM 450 Global Media (3 S.H.)* (new title)

MKTG 300 Principles of Marketing (3 S.H.)*

Prerequisites: Junior Status and Permission of Instructor

MKTG 344 Buyer Behavior (3 S.H.)

Prerequisites: Junior Status and Permission of Instructor

*These courses will count as a Public Relations elective if not selected as a Core Elective above

Mass Communication – Transmedia (45 Semester Hours)

Inquiry Core (12 S.H.)

MCOM 210 Visual Communication (3 S.H.)

MCOM 308 Mass Communication Research Methods (3 S.H.) (new number)

MCOM 400 Mass Communication Theory (3 S.H.)

MCOM 405 Mass Media Issues and Ethics (3 S.H.)

MCOM 499 Electronic Assessment Portfolio (0 S.H.)

Inquiry Core Electives (6 S.H.)

MCOM 300 Mass Media Law (3 S.H.)

MCOM 305 Mass Media History (3 S.H.)

MCOM 450 Global Media (new title) (3 S.H.)

Transmedia Required Courses (24 S.H.)

MCOM 173 Audio and Video Production (3 S.H.)

Prerequisite: Open to Mass Comm majors only.

MCOM 215 Photo: the Technical Art (3 S.H.)

MCOM 221 Principles of Transmedia Story Telling (3 S.H.) (revised course)
MCOM 271 Introduction to Interactive Environments (3 S.H.) (new course)
MCOM 349 Advanced Strategic Video Production (3 S.H.)
Prerequisite: MCOM 173 Audio and Video Production (3 S.H.)
MCOM 371 Advanced Interactive Environments (3 S.H.) (new course)
Prerequisite: MCOM 271 Introduction to Interactive Environments (3 S.H.)
MCOM 425 Senior Seminar (3 S.H.)
Prerequisite: MCOM 271 Introduction to Interactive Environments (3 S.H.), MCOM 349 Advanced Strategic Video Production (3 S.H.), and MCOM 371 Advanced Interactive Environments (3 S.H.)
MCOM 491 Media Lab (3 S.H.)
Prerequisite: MCOM 173 Audio and Video Production (3 S.H.) , MCOM 215 Photo: the Technical Art, and MCOM 271 Introduction to Interactive Media

Transmedia Elective Courses (3 S.H.)

Select two courses from the list below:

MCOM 319 Studio Photography (3 S.H.)
Prerequisite: MCOM 215 Photo: The Technical Art (3. S.H.)
MCOM 328 Advanced Audio Production (3 S.H.)
MCOM 353 Multi Media News and Information (3 S.H.)
Prerequisite: MCOM 173 Audio and Video Production (3 S.H.)
MCOM 356 Media and Society International (3 S.H.)

Mass Communication Minor (General) (21 S.H.)

Mass Communication Minor (General) Required (21 S.H.)

MCOM 100 Media and Society (3 S.H.)
MCOM 171 Media Writing (3 S.H.) -OR- MCOM 232 News Writing (3 S.H.)
Prerequisite for 232 News Writing: English 111 College Reading and Writing (4 S.H.)
MCOM 210 Visual Communication (3 S.H.)
MCOM 280 Media Literacy (3 S.H.)
Plus
9 S.H. of Mass Communication courses, 6 of which are to be upper division courses.

Other Courses Offered by Mass Communication Department

The following Mass Communication courses are offered by the department.

MCOM 100 Media and Society - USS/GEP

MCOM 115 Photography Appreciation - USS/GEP

No Prerequisites

MCOM 175 Mass Communication Computer Applications

Prerequisite: Mass Communication major or Graphic Design minor

MCOM 280 Principles of Media Literacy – USS/GEP

Prerequisite: None

MCOM 380 Identity and the Media

Prerequisite: MCOM 280 Principles of Media Literacy

MCOM 381 Desire and Technology

Prerequisite: MCOM 280 Principles of Media Literacy

MCOM 399 Internship

Prerequisite: Departmental Approval

MCOM 409 Independent Study

Prerequisite: Junior Standing

MCOM 410 Women and Minorities in the Media

2. New Catalog Narrative

It is the mission of the Mass Communication Department of Winona State University to provide students with the concepts and skills necessary to prepare them to critically evaluate and develop media messages, to be socially responsible citizens of today's world and to advance their chosen careers.

Mass Communication is about the content, both visual and verbal; the processes, conception through delivery; and the impact, on both individuals and the society, of mediated messages. This revised curriculum teaches about the content, processes and impacts of mediated messages through the following four perspectives:

Strategic Persuasive Messages

Images (Motion, Sound and Still)

Informative Messages

Analysis and Synthesis of Media Effects

These perspectives lead to the following program student learning outcomes for all options within the major curriculum:

A student completing the Mass Communication major will:

1. Exhibit conceptual thinking processes in the creation of mediated messages appropriate to his or her option
2. Produce mediated messages appropriate to his or her option
3. Understand the methods by which mediated messages are delivered
4. Be able to evaluate the effectiveness and the effects of mediated messages on individuals and society

C. Description of Revisions

1. Mass Communication Program Revision Side-by-side Comparison

2. Identification of each proposed change

The changes to the Mass Communication curriculum are in two primary areas, the first is a reorganization of the existing courses into an Academic Inquiry Core, a set of core electives,

and option specific courses. The second major change to the curriculum is the merging of the Electronic Media and Photo/Digital Imaging options into one option, Transmedia. The Academic Inquiry Core is common to all the options, though it will be shown in each option.

The following tables show the current course list in the left-hand column and the proposed course list in the middle column. The column on the right identifies those courses that are new, as well as each current course whose name or number is being changed.

Mass Communication Program Revision Side by Side Comparison

Course List Current Curriculum

Academic Core

- 100 ~~Media and Society—USS/GEP~~
- 210 ~~Visual Communication~~
- 300 ~~Mass Media Law~~
- 305 ~~Mass Media History—elective~~
- 400 ~~Mass Communication Theory—elective~~
- 405 ~~Mass Media Issues and Ethics~~
- 499 ~~Assessment Portfolio~~

Professional Skills Core

- 171 ~~Media Writing~~
- 172 ~~Print and Web Production~~
- 173 ~~Audio and Video Production~~

Advertising Option

- 260 Principles of Advertising
- 360 Advertising Copy Writing

Proposed Curriculum

Inquiry Core

Mass Communication-Advertising **(45 S.H.)**

Inquiry Core (12 S.H.)

- 210 Visual Communication
- 308 Research in Mass Media New number
- 400 Mass Communication Theory
- 405 Mass Media Issues and Ethics
- 499 Assessment Portfolio

Inquiry Core Electives (6 S.H.)

- 300 Mass Media Law
- 305 Mass Media History
- 450 Global Media New Title
- MKT 300 Principles of Marketing

Advertising Required Courses **(21 S.H.)**

- 172 Print and Web Production
- 173 Audio and Video Production
- 260 Principles of Advertising
- 360 Advertising Copy Writing

361 Media Planning and Buying
 362 Advertising Design
 460 Advertising Campaigns

2 Electives from list

202 Creativity and Innovation
 240 Principles of Public Relations
 311 Topics in the Media
~~349 Advanced Strategic TV Production~~
 356 Media and Society International
~~408 Research in Mass Media~~

Marketing courses

300 Principles of Marketing
 344 Buyer Behavior

~~Electronic Media Option~~

~~220 Broadcast Writing~~
~~221 Electronic Media and the Web~~
~~328 Advanced Audio~~
~~349 Advanced Strategic TV Production~~
~~353 Multimedia News and Information~~
~~425 Senior Seminar in Electronic Media~~

1 Elective from list

260 Principles of Advertising
 321 Topics in Television Production
 325 Broadcast Journalism
 356 Media and Society International
 408 Research in Mass Media
 482 Global Communication

~~Journalism Option~~

361 Media Planning and Buying
 362 Advertising Design
 460 Advertising Campaigns
Advertising Elective Courses (6 S.H.)

202 Creativity and Innovation
 240 Principles of Public Relations
 311 Topics in the Media
 356 Media and Society International
 300 Media Law*
 305 Media History*
 380 Identity and the Media
 450 Global Media*

New title

MKT 300 Principles of Marketing
 MKT 344 Buyer Behavior

*These courses will count as an Advertising elective if not selected as a Core Elective above

*

Mass Communication – Journalism (45 S.H.)

Inquiry Core (12 S.H.)

210 Visual Communication
 308 Research in Mass Media
 400 Mass Communication Theory
 405 Mass Media Issues and Ethics
 499 Assessment Portfolio

New number

Journalism Required Courses (27 S.H.)

232 News Writing
 332 News Gathering
 334 Feature Writing
 336 News Editing
 491 ~~Media Lab~~

2 Electives from list

215 Photo: The Technical Art
 240 Principles of Public Relations
 311 Topics in Mass Communication
 325 Broadcast Journalism
 353 Multimedia News and Information
 356 Media and Society International
 408 ~~Research in Mass Media~~

100 Media and Society - USS/GEP
 172 Print and Web Production
 173 Audio Video Production
 232 News Writing
 300 Mass Media Law
 332 News Gathering
 334 Feature Writing
 336 News Editing
 437 Publication Practicum

Banked Course

Journalism Electives (6 S.H.)

215 Photo: The Technical Art
 240 Principles of Public Relations
 305 Mass Media History
 311 Topics in Mass Communication
 325 Broadcast Journalism
 353 Multimedia News and Information
 356 Media and Society International
 399 Internship
 450 Global Media

New title

Photography and Digital Imaging

- 215 Photo: The Technical Art
- 310 Photojournalism & Documentary
- 312 Visual Perception & Imaging
- 319 Studio Photography
- 491 Media Lab

2 Electives from list

- 232 Newswriting
- 240 Principles of Public Relations
- 260 Principles of Advertising
- 280 Principles of Media Literacy
- 325 Broadcast Journalism
- 332 News Gathering
- 353 Multimedia News and Information
- 356 Media and Society International
- 408 Research in Mass Media

**Mass Communication-Public
Relations (45 S.H.)**

Inquiry Core (12 S.H.)

- 210 Visual Communication
- 308 Research in Mass Media New number
- 400 Mass Communication Theory
- 405 Mass Media Issues and Ethics
- 499 Assessment Portfolio

Inquiry Core Electives (6 S.H.)

- 300 Mass Media Law
- 305 Mass Media History
- 450 Global Media New Title
- MKT 300 Principles of Marketing

**Public Relations Required Courses
(21 S.H.)**

- | | |
|---|--|
| <p>Public Relations</p> <ul style="list-style-type: none"> 240 Principles of Public Relations 340 Public Relations Cases 345 Public Relations Writing 346 Public Relations Techniques and Strategies 440 Public Relations Campaigns | <ul style="list-style-type: none"> 172 Print and Web Production 240 Principles of Public Relations 232 News Writing 340 Public Relations Cases 345 Public Relations Writing 346 Public Relations Techniques and Strategies 440 Public Relations Campaigns |
|---|--|

Public Relations Electives (6 S.H.)

- 173 Audio and Video Production

2 Electives from list

202 Creativity and Innovation

260 Principles of Advertising

~~349 Advanced Strategic TV Production~~

353 Multimedia News and Information

356 Media and Society International

~~408 Research in Mass Media~~

202 Creativity and Innovation

215 Photo: the Technical Art

260 Principles of Advertising

353 Multimedia News and Information

356 Media and Society International

300 Media Law*

305 Media History*

380 Identity in the Media

450 Global Media*

New Title

*These courses will count as a Public Relations elective if not selected as a Core Elective above

**Mass Communication-Transmedia
Imaging (45 S.H.)**

Inquiry Core (12 S.H.)

210 Visual Communication

308 Research in Mass Media

New number

400 Mass Communication Theory

405 Mass Media Issues and Ethics

499 Assessment Portfolio

Inquiry Core Electives (6 S.H.)

300 Mass Media Law

305 Mass Media History

450 Global Media

New Title

**Transmedia Required Courses
(24 S.H.)**

173 Audio and Video Production

221 Principles of Transmedia Story Telling

Revised course

215 Photo: the Technical Art

271 Intro to Interactive Environments

New Course

349 Advanced Strategic Video Production

371 Advanced Interactive Environments

425 Senior Seminar

491 Media Lab

Transmedia Electives (3 S.H.)

319 Studio Photography

353 Multimedia News and Information

356 Media and Society International

CS 116 Web Technology

Mass Communication Minor - 21 SH

**Mass Communication Minor –
(21 S.H.)**

100 Media and Society
171 Media Writing
210 Visual Communication

~~12 SH of credit from other MCOM courses~~

Other MCOM Courses

115 Photography Appreciation - *USS/GEP*
175 Computer Apps
280 Principles of Media Literacy-*USS/GEP*
311 Topics in Mass Communication
380 Identity and the Media
381 Desire and Technology
399 Internship
409 Independent Study
410 Women and Minorities in the Media

100 Media and Society
171 Media Writing **OR** 232 News Writing
210 Visual Communication
280 Media Literacy

9 SH of Mass Comm Courses 6 of which are to be upper division Mass Communication Courses

Other MCOM Course Offerings

115 Photography Appreciation - *USS/GEP*
175 Computer Apps
280 Principles of Media Literacy-*USS/GEP*
311 Topics in Mass Communication
380 Identity and the Media
381 Desire and Technology
399 Internship
409 Independent Study
410 Women and Minorities in the Media

C.2 Program Additions and Revisions

221 Principles of Transmedia Storytelling (3 S.H.)

Digital technologies are a key element to understand the actual panorama of the Mass Media. Software and hardware developments brought new models of communication where the fragmentation of the message and the coordination between different media are keys to success. *Principles of Transmedia Story Telling* provides a working knowledge, in terms of theory and practice, of the main elements of this kind of narrative. The course will have a special emphasis on the impact of digital technologies in the storytelling arena. Students will be able to identify, analyze, implement or improve any Transmedia narrative from a conceptual and a strategic point of view.

271 Introduction to Interactive Environments

The technological advances in today's mass media environment are changing both how we consume media and the content of the media. This course provides an introduction to the tools necessary for developing content and delivering messages in these new media environments introducing the Processing programming language. The course will have a special emphasis in data visualization and parsing data from the web.

371 Advanced Interactive Environments

The main goal of this course is to master some of the most prominent technologies that work in the intersection between the physical and the digital worlds. This course will introduce the main concepts of physical computing for interactive environments using the Arduino

prototyping platform as a learning tool. Hardware and software notions basic to programming electronics devices will be emphasized. In addition, the course will provide a working knowledge of Raspberry Pi as a hardware tool for the Linux operative system. The student will be able to capture data from a variety of sensors and create responsive applications for electronic devices. Prerequisites: MCOM 271.

D. Impact of this Program Revision

This program revision does not change any of the existing agreements with other departments. All of the existing course offerings that are cross listed in other WSU departments or that other departments allow Mass Communication students to take as part of our program remain in effect without changes

Computer Science is allowing Mass Comm to list CS 116 Web Technology I as an elective in the new Mass Comm Transmedia option. The Computer Science Minutes #11 dated Wednesday, February 12, 2014, reflect this action.