

**ADD, CHANGE OR DELETE UNIT, PROGRAM REQUIREMENTS, OR ACADEMIC POLICIES**

**Complete this form consistent with the instructions in Academic Policy 1622.20.** Use the form to add, change, or delete a program or unit or to change program policies. Proposed additions and changes must be consistent with Academic Policies 1100.40 and 1621.10 and any other policies which apply.

**SECTION I: Approvals**

|                                          |                |                                                                         |      |
|------------------------------------------|----------------|-------------------------------------------------------------------------|------|
| Department / Program Chair               | Date Submitted | Graduate Council Chair                                                  | Date |
| College Dean                             | Date           | Faculty Senate Chair                                                    | Date |
| Honors College Dean                      | Date           | Provost                                                                 | Date |
| Core Curriculum Committee                | Date           | Board of Trustees Approval/Notification Date                            |      |
| University Course and Programs Committee | Date           | Arkansas Higher Education Coordinating Board Approval/Notification Date |      |

**SECTION II: Profile Data - Required Information and Name Change Information**

Academic Unit:  Major/Field of Study  Minor  Other Unit ARSC  Policy  
 Level:  Undergraduate  Graduate  Law Effective Catalog Year 2013-2014

Program changes are effective with the next available catalog. See Academic Policy Series 1622.20

Current Name Journalism, Bachelor of Arts

College, School, Division ARSC

Department Code JOUR

Current Code (6 digit Alpha) JOURBA

Proposed Code (6 digit Alpha) \_\_\_\_\_

Prior approval from the Office of the Registrar is required.

Interdisciplinary Program

CIP Code 09.0401

Prior assignment from Office of Institutional Research is required.

Proposed Name \_\_\_\_\_

When a program name is changed, enrollment of current students reflects the new name.

**SECTION III: Add a New Program/Unit**

For new program proposals, complete Sections II and VII and use as a cover sheet for a full program proposal as described in 'Criteria and Procedures for Preparing Proposals for New Programs in Arkansas.' ADHE  
[http://www.adhe.edu/divisions/academicaffairs/Pages/aa\\_academicproposals.aspx](http://www.adhe.edu/divisions/academicaffairs/Pages/aa_academicproposals.aspx)

Program proposal uses courses offered by another academic college, and that college dean's office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_

**SECTION IV: Eliminate an Existing Program/Unit**

Code/Name \_\_\_\_\_ Effective Catalog Year \_\_\_\_\_

No new students admitted to program after Term: \_\_\_\_ Year: \_\_\_\_\_

Allow students in program to complete under this program until Term: \_\_\_\_ Year: \_\_\_\_\_

**SECTION V: Proposed Changes to an Existing Program or Program Policies**

Insert here a statement of the exact changes to be made:

**1. All references to 124 degree credit hours changed to 120.**

**2. Inserting STAT 2303 as an acceptable higher-level math course for the JOUR major. STAT 2303 will be required for Ad/PR students.**

**3. Making it clear that students who take a cultural/diversity-approved HIST course can “double-dip” and allow that to satisfy both the upper-level HIST requirement and the cultural/diversity requirement.**

**4. Removing the reference of JOUR 405V Special Journalism Seminar and replacing with courses that have been recently developed and have their own, unique catalog numbers. Including language that if a cultural/diversity-approved JOUR course is taken to fulfill the cultural/diversity requirement, it can also be used to meet a JOUR elective requirement in one of the JOUR sequences.**

**5. The senior writing requirement will now be fulfilled by the completion of JOUR 4981. Specifically requiring this course adds one credit hour to the hours required by the major.**

**6. Four hours of electives are being removed from each JOUR 8-semester sequence to bring the overall number of required hours down to 120.**

Check if either of these boxes apply and provide the necessary signature:

- Program change proposal adds courses offered by another academic college, and that college dean’s office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_
- Program change proposal deletes courses offered by another academic college, and that college dean’s office has been notified. The signature of the dean of that academic college is required here: \_\_\_\_\_

Check all the boxes that apply and complete the required sections of the form:

- Change of Name and Code (Complete only sections I, II, V and VII.)
- Change Course Requirements: (Complete all sections of the form except “Proposed Name” in II, section III, and section IV.)
- Change Delivery Site/Method (Complete all sections of the form except “Proposed Name” in II, section III, and section IV.)
- Change Total Hours (Complete all sections of the form except “Proposed Name” in II, section III, and section IV.)
- Change in Program Policies

## **SECTION VI: Justification**

*Justify this change and state its likely effect on any other degree program (including those outside the school or college). Identify any program or program components (other than courses) to be eliminated if this program is implemented. (Program and course change forms must also be submitted for such related changes.)*

**1. All references to 124 degree credit hours changed to 120 as required by the Act 747 mandate.**

**2. Inserting STAT 2303 as an acceptable higher-level math course for the JOUR major. Knowledge of statistics would be beneficial to journalism students in their future journalistic careers, and therefore should be included in the list of higher-level math courses which satisfy the major's requirement. Furthermore, Ad/PR students are required to take MKTG 3433 Intro to Marketing. WCOB has a new prerequisite for MKTG 3433, WCOB 1033 Data Analysis. They will accept, for Ad/PR students, STAT 2303 to satisfy that prerequisite.**

**3. Making it clear that students who take a cultural/diversity-approved HIST course can “double-dip” and allow that to satisfy both the upper-level HIST requirement and the cultural/diversity requirement. The department needed to insert this language for clarity, and consistency in interpretation.**

**4. Removing the reference of JOUR 405V Special Journalism Seminar and replacing with courses that have been recently developed and have their own, unique catalog numbers. Including language that if a cultural/diversity-approved JOUR course is taken to fulfill the cultural/diversity requirement, it can also be used to meet a JOUR elective requirement in one of the JOUR sequences. JOUR 405V is no longer needed after the formal creation of the JOUR 3263 African Americans in Film and JOUR 4923 History of the Black Press.**

**5. The senior writing requirement will now be fulfilled by the completion of JOUR 4981. Specifically requiring this course adds one credit hour to the hours required by the major. Historically, students registered for JOUR 498V, and under the supervision of a JOUR faculty member, developed a paper suitable to fulfill the department's senior writing requirement. But the course was never specifically required in the department's major requirements. JOUR 498V has been converted to JOUR 4981 and will now be a specifically required course for all majors to formalize the department's oversight of the senior writing requirement.**

**6. Four hours of electives are being removed from each JOUR 8-semester sequence to bring the overall number of required hours down to 120.**

## **SECTION VII: Catalog Text and Format**

*In the box below, insert the current catalog text which is to be changed, with changes highlighted with the color yellow. Include all proposed changes identified in Section V. Only changes explicitly stated in Section V will be considered for approval by the University Course and Programs Committee, the Graduate Council and the Faculty Senate. If you are proposing a new program, give proposed text with all of the elements listed below. If you are proposing modified text, include these elements as appropriate.*

**Include the following elements, in order, in the catalog text for proposed undergraduate program(s) or program changes:**

- State complete major/program name
- Briefly define or describe the major/program or discipline.

- Identify typical career goals or paths for graduates. (Optional)
- State admission requirements (if any) for entry or entry into upper/advanced level of major/program.
- Identify location in catalog of university, college/school, and department/program requirements which the student must meet in addition to hours in the major, but do not restate these requirements.
- State course requirements in the major and any allied areas, giving number of hours and specific courses; specify electives or elective areas and give numbers of hours and courses in elective pools or categories; identify any other course requirements.
- State any other requirements (required GPA, internship, exit exam, project, thesis, etc.).
- Identify name and requirements for each concentration (if any).
- Specify whether a minor or other program component is allowed or required and provide details.
- State eight-semester plan requirements

**For minors, state requirements in terms of hours, required courses, electives, etc.**

**For graduate program/units, include elements (as needed) parallel to those listed for undergraduate programs above.**

**For Law School program/units, prepare text consistent with current catalog style.**

**For centers, prepare text consistent with current catalog style.**

**Requirements for a B.A. degree in Journalism:** All university students must fulfill the minimum University/state core requirements (see page 41). A minimum of 84-85 hours in non-journalism courses must be applied toward the [124-120](#) hours required by the college for a Bachelor of Arts degree. Bolded courses from the list below may be counted toward some part of the University/state minimum core requirements, as applicable.

3 – **MATH 2033 Mathematical Thought**, **MATH 2043 Survey of Calculus**, **MATH 2053 Finite Mathematics**, ~~or~~ **MATH 2183 Mathematical Reasoning**, [STAT 2303 Principles of Statistics \(required for Advertising/Public Relations\)](#), or higher level math

3-6 – **Intermediate I** (course number 2003) of a world language. The number of credit hours taken to complete this level of proficiency depends on placement level in the language course sequence. Elementary Language courses numbered 1003 generally do not count toward the [124-120](#) minimum credit hours required for graduation. Consult page 129 under college admission requirements for details.

3 – **WLIT 1113 World Literature I**, or **WLIT 1123 World Literature II**, or an advanced literature course, or a language literature course

3 – **PHIL 2003 Intro to Philosophy** or **PHIL 2103 Intro to Ethics** or any philosophy course at the 3000-level or higher (recommended: **PHIL 3103 Ethics and the Professions**)

6 – **PLSC 2003 American National Government** and a second PLSC course (recommended courses include: PLSC 2813 Intro to International Relations, PLSC 3233 The American Congress, and PLSC 4233 The American Chief Executive)

3-6 – **ECON 2143 Basic Economics: Theory and Practice**. A combination of ECON 2013 Principles of Macroeconomics and ECON 2023 Principles of Microeconomics will be allowed in place of ECON 2143

3 COMM 1313 Public Speaking

3 3000-4000 level HIST course\*

3 Cultural/Diversity Requirement: 3 hours of cultural/diversity studies to be selected from the following or as approved by the Lemke Department of Journalism:

ANTH 4533 Middle East Cultures  
 COMM 4343 Intercultural Communication  
 \*HIST 3233 African American History to 1877  
 \*HIST 3243 African American History Since 1877  
 \*HIST 3263 History of the American Indian  
 \*A cultural/diversity-approved HIST course is allowed to also satisfy the major's 3000-4000 level HIST course requirement. ~~JOUR 405V Special Journalism Seminar—cultural/diversity-related topics as approved by the department~~

\*\*[JOUR 3263 African Americans in Film](#)  
 \*\*[JOUR 4923 History of the Black Press](#)  
 \*\*A cultural/diversity-approved JOUR course is also allowed to satisfy a JOUR elective.

SCWK 3193 Human Diversity and Social Work  
 SOCI 3193 Race, Class and Gender in America (SOCI 2013 prerequisite)  
 Other cultural/diversity courses as approved by the Department of Journalism

A minimum of ~~33-34~~ semester hours in journalism, including JOUR 1023, JOUR 1033, ~~and~~ [JOUR 3633](#), [and JOUR 4981](#). A minimum grade of "C" is required in all journalism courses that serve as prerequisites for advanced journalism courses. In certain courses a minimum grade of "B" is required. Journalism majors must also fulfill the requirements for either the news/editorial option, the advertising/public relations option, or the broadcast option. Students must select a sequence when they enter the department.

Specific non-journalism courses in addition to the journalism courses are required for the advertising/public relations sequence. The requirements for each sequence are as follows:

**News/Editorial:** JOUR 2013, JOUR 3013, JOUR 3123, and either JOUR 3023 or JOUR 4553 are required, plus any four additional journalism courses. It is recommended that one course choice be an internship.

**Broadcast:** JOUR 2032/2031L, JOUR 3072/3071L, JOUR 4863, and JOUR 4873 are required, plus any four additional journalism courses. It is recommended that one course choice be an internship and another choice be JOUR 4883.

**Advertising/Public Relations:** JOUR 3723, JOUR 3743, JOUR 4143, JOUR 4423, and JOUR 4453 are required, plus any three additional journalism courses. It is recommended that one course choice be an internship. Also required are MKTG 3433 and MKTG 3553. Students seeking admission to the Ad/PR Sequence must have an overall GPA of 2.5 or higher: 1) to be admitted to the Ad/PR Sequence, and 2) to enroll in JOUR

3723 and JOUR 3743. Ad/PR Sequence students are required to earn a grade of “B” or higher in both JOUR 3723 and JOUR 3743 to qualify to take all upper level Ad/PR sequence courses. Students may retake JOUR 3723 and JOUR 3743 only once to earn a grade of “B” or higher.

**Writing Requirement:** [Successful completion of JOUR 4981 with a grade of “C” or better satisfies the Fulbright College Writing Requirement for journalism majors.](#) ~~Students should consult with their faculty advisers for information on how to fulfill the college writing requirement.~~

### **Journalism B.A., Advertising and Public Relations Sequence Eight-Semester Degree Program**

Students wishing to follow the eight-semester degree plan should see page 41 in the Academic Regulations chapter for university requirements of the program. Core requirement hours may vary by individual, based on placement and previous credit granted. Once all university/state core requirements are met, students may substitute a three-hour (or more) general elective in place of a core area.

#### **Fall Semester Year 1**

3 ENGL 1013 English Composition I

3-4 †MATH 1203 (if required) or ~~†MATH 2033, 2043, 2053, 2183 or 2554~~ [STAT 2303](#)

3 JOUR 1023 Media and Society or JOUR 1033 Fundamentals of Journalism or social science state/university core requirement

3 PLSC 2003 American National Government

3 1013 Elementary II world language course

#### **15-16 Semester Hours**

##### **Spring Semester Year 1**

3 ENGL 1023 English Composition II

3-4 †~~MATH 2033, 2043, 2053, 2183 or 2554~~ [STAT 2303](#) (if needed) or General Elective

3 JOUR 1033 Fundamentals of Journalism or social science state/university core requirement or JOUR 1023 Media and Society as needed

~~4-3~~ 2003 Intermediate I world language course

3 ECON 2143 Basic Economics or fine arts university/state core requirement

#### **15-16 Semester Hours**

##### **Fall Semester Year 2**

3 Fine arts university/state core requirement or ECON 2143 Basic Econ as needed

3 Social science state/university core requirement or JOUR 1023 Media and Society or JOUR 1033 Fundamentals of Journalism as needed

4 Science university/state core lecture with corequisite lab requirement

3 PHIL 2003 or PHIL 2103 or PHIL 3103

3 †Advanced Level Elective

#### **16 Semester Hours**

##### **Spring Semester Year 2**

3 †Advanced Level [non-JOUR](#) Elective

3 †MKTG 3433 Introduction to Marketing Strategy

3 Social science state/university core requirement

3 WLIT 1113 or WLIT 1123

3 COMM 1313 Public Speaking

~~1~~ [General Elective](#)

#### **16-15 Semester Hours**

##### **Fall Semester Year 3**

3 †JOUR 3723 Advertising Principles or JOUR †3743 Public Relations Principles

3 †MKTG 3553 Consumer Behavior

3 Social Science university/state core requirement

4 Science university/state core lecture and corequisite lab

3 †3000-4000 HIST course or †3000-4000 non-JOUR Fulbright College Elective

#### **16 Semester Hours**

##### **Spring Semester Year 3**

3 †JOUR 3723 Advertising Principles (if not taken earlier) or †JOUR 3743 Public Rel. Principles

3 †Advanced Level non-JOUR Elective

3 †JOUR 3633 Media Law

3 Non-JOUR Cultural/diversity studies course or PLSC course

3 †3000-4000 non-JOUR Fulbright College elective or †3000-4000 HIST course

#### **15 Semester Hours**

##### **Fall Semester Year 4**

3 JOUR Elective

3 †JOUR 4143 Public Relations Writing (or in Spring Semester 4)

3 †JOUR 4423 Creative Strategy & Execution (or in Spring Semester 4)

3 †JOUR 4453 Media Planning & Strategy (or in Spring Semester 4)

3 †Advanced Level non-JOUR Elective

0-1 †JOUR 4981 Journalism Writing Requirement (or in Spring Semester Year 4)

#### **15-16 Semester Hours**

##### **Spring Semester Year 4**

0-1 †JOUR 4981 Journalism Writing Requirement (if needed)

3 JOUR Elective

3 JOUR Elective

3 Non-JOUR Cultural/diversity studies course or PLSC course

~~6-3~~ Non-JOUR General Electives

#### **15-16-12-14 Semester Hours**

#### **124-120 Total Hours**

† Meets 40-hour advanced credit hour requirement. See College Academic Regulations on page 131 of this chapter

‡ Meets 24-hour rule (24 hours of 3000-4000 level courses in Fulbright College), in addition to meeting the 40-hour rule. See College Academic Regulations on page 131 of this chapter.

### **Journalism B.A., Broadcast Sequence**

### **Eight-Semester Degree Program**

Students wishing to follow the eight-semester degree plan should see page 41 in the Academic Regulations chapter for university requirements of the program. Core requirement hours may vary by individual, based on placement and previous credit granted. Once all core requirements are met, students may substitute a three-hour (or more) general elective in place of a core area.

#### **Fall Semester Year 1**

- 3 ENGL 1013 English Composition I
- 3-4 MATH 1203 (if required) or †MATH 2033, 2043, 2053, 2183, ~~or~~ 2554, [or †STAT 2303](#)
- 3 JOUR 1023 Media and Society
- 3 Fine arts state/university core requirement or PLSC 2003 American National Government
- 3 Social science state/university core requirement

#### **15-16 Semester Hours**

#### **Spring Semester Year 1**

- 3 ENGL 1023 English Composition II
- 3-4 †MATH 2033, 2043, 2053, 2183 or 2544, [or †STAT 2303](#)
- 3 JOUR 1033 Fundamentals of Journalism
- 4 Science university/state core lecture and corequisite lab
- 3 PLSC 2003 American National Government or fine arts state/university core requirement (as needed)

#### **16-17 Semester Hours**

#### **Fall Semester Year 2**

- 3 Non-JOUR General Elective
- 3 Social science state/university core requirement
- 3 WLIT 1113 or WLIT 1123
- 3 †Non-JOUR Advanced Level Elective
- 3 1013 Elementary II world language course (or 1003, depending on placement) or non-JOUR General Elective

#### **15 Semester Hours**

#### **Spring Semester Year 2**

- 3 †Non-JOUR Advanced Level Elective
- 3 †JOUR 2032/2031L Broadcast News Reporting I with Lab
- 3 COMM 1313 Public Speaking
- 3 PHIL 2003 or PHIL 2103 or PHIL 3103
- 3 2003 Intermediate I world language course (or 1013, depending on placement in sequence) or non-JOUR general elective

#### **15 Semester Hours**

#### **Fall Semester Year 3**

- 3 †JOUR 3072/3071L Broadcast News Reporting II with Lab
- 3 †JOUR 3633 Media Law
- 3 PLSC course or ECON 2143 Basic Economics
- ~~7-6~~ Non-JOUR general electives

#### **16-15 Semester Hours**

#### **Spring Semester Year 3**

- 3 †JOUR 4863 Television News Reporting I with Lab
- 3 †JOUR upper level elective
- 3 †Non-JOUR Advanced Elective
- 3 ECON 2143 Basic Economics (if needed) or PLSC course
- 4 Science university/state core lecture and corequisite lab

#### **16 Semester Hours**

#### **Fall Semester Year 4**

- 3 †JOUR 4873 Television News Reporting II with Lab
- 3 †JOUR upper level elective
- 3 †JOUR upper level elective
- 3 Non-JOUR Cultural/diversity studies course or 3000-4000 †HIST course
- 3 †Non-JOUR Advanced Level Elective

#### **15 Semester Hours**

#### **Spring Semester Year 4**

- 3 †JOUR upper level elective
- 1 †JOUR 4981 Journalism Writing Requirement
- 3 3000-4000 †HIST course or non-JOUR cultural/diversity studies course
- 3 †Advanced Level [non-JOUR](#) Elective
- ~~6-3~~ †Non-JOUR General Elective

#### **16-13 Semester Hours**

#### **124-120 Total Hours**

† Meets 40-hour advanced credit hour requirement. See College Academic Regulations on page 131 of this chapter  
‡ Meets 24-hour rule (24 hours of 3000-4000 level courses in Fulbright College), in addition to meeting the 40-hour rule. See College Academic Regulations on page 131 of this chapter.

### **Journalism B.A., News/Editorial Sequence**

#### **Eight-Semester Degree Program**

Students wishing to follow the eight-semester degree plan should see page 41 in the Academic Regulations chapter for university requirements of the program. Core requirement hours may vary by individual, based on placement and previous

credit granted. Once all core requirements are met, students may substitute a three-hour (or more) general elective in place of a core area.

**Fall Semester Year 1**

3 ENGL 1013 English Composition I  
3-4 MATH 1203 (if required) or †MATH 2033, 2043, 2053, 2183 or 2554, or †STAT 2303  
3 JOUR 1023 Media and Society  
3 Fine arts state/university core requirement or PLSC 2003 American National Government  
3 Social science state/university core requirement

**15-16 Semester Hours**

**Spring Semester Year 1**

3 ENGL 1023 English Composition II  
3 †MATH 2043, 2053, 2183 or 2554, or †STAT 2303 (if needed) or General Elective  
3 JOUR 1033 Fundamentals of Journalism  
4 Science university/state core lecture and corequisite lab  
3 PLSC 2003 American National Government or fine arts state/university core requirement

**16 Semester Hours**

**Fall Semester Year 2**

3 †JOUR 2013 News Reporting I  
3 Social science state/university core requirement  
3 WLIT 1113 or WLIT 1123  
3 Non-JOUR General elective  
3 1013 Elementary II world language course (or 1003, depending on placement) or non-JOUR General Elective

**15 Semester Hours**

**Spring Semester Year 2**

3 Non-JOUR General Elective  
3 †JOUR 3013 Editing  
3 COMM 1313 Public Speaking  
3 PHIL 2003 or PHIL 2103 or PHIL 3103  
3 2003 Intermediate I world language course (or 1013, depending on placement in sequence) or non-JOUR General Elective, as needed

**15 Total Hours**

**Fall Semester Year 3**

3 †JOUR 3123 Feature Writing  
3 †JOUR 3633 Media Law  
3 PLSC course or ECON 2143 Basic Economics  
3 non-JOUR general elective  
4 Science university/state core lecture and corequisite lab

**16 Semester Hours**

**Spring Semester Year 3**

3 †JOUR 3023 News Reporting II or JOUR 4553 Magazine Editing and Production  
|  
3 †JOUR upper level elective  
3 ECON 2143 Basic Economics or PLSC course as needed  
7-6 Non-JOUR General Electives

**46-15 Semester Hours**

**Fall Semester Year 4**

3 †JOUR upper level elective  
3 †JOUR upper level elective  
3 Non-JOUR Cultural/diversity studies course or †3000-4000 HIST course  
6 Non-JOUR General Elective

**15 Semester Hours**

**Spring Semester Year 4**

3 †JOUR upper level elective  
1 †JOUR 4981 Journalism Writing Requirement  
3 †3000-4000 HIST course or non-JOUR Cultural/diversity studies course  
3 †Advanced Level non-JOUR Elective  
6-3 Non-JOUR General Elective

**46-13 Semester Hours**

**124-120 Total Hours**

† Meets 40-hour advanced credit hour requirement. See College Academic Regulations on page 131 of this chapter  
‡ Meets 24-hour rule (24 hours of 3000-4000 level courses in Fulbright College), in addition to meeting the 40-hour rule. See College Academic Regulations on page 131 of this chapter.

**SECTION VIII: Action Recorded by Registrar's Office**

PGRM \_\_\_\_\_

SUBJ \_\_\_\_\_

CIP \_\_\_\_\_

CRTS \_\_\_\_\_

DGRE \_\_\_\_\_

PGCT \_\_\_\_\_

OFFC&CRTY VALID \_\_\_\_\_

REPORTING CODES

PROG. DEF. \_\_\_\_\_

REQ. DEF. \_\_\_\_\_

Initials \_\_\_\_\_

Date \_\_\_\_\_

**Distribution**

Notification to:

(1) College

(2) Department

(3) Admissions

(4) Institutional Research

(5) Continuing Education

(6) Graduate School

(7) Treasurer

(8) Undergraduate Program Committee

5/12/08