

**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 \_\_\_\_\_  Policy

Level:                       Undergraduate                       Graduate                       Law                      Effective Catalog Year \_\_\_\_\_ Next Catalog Year \_\_\_\_\_

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

Current Name                      MA, Journalism

College, School, Division ARSC

Department Code JOUR

Current Code (6 digit Alpha) JOURMA

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: A Five-Year combined JOUR BA/MA program is to be added to our existing JOUR MA program. The admission requirements and total hours required are the same.

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.)*

**Journalism Five-Year Master's programs are offered by major journalism programs nationally and in the region such as the University of Missouri School of Journalism, the College of Journalism and Communications at the University of Florida, DePaul University, and the American University. Based on an analysis of such programs, students must have and maintain a minimum overall grade point average (GPA) of 3.0 or higher to be eligible to apply for the combined JOUR BA/MA program. It appears that there would be sufficient demand among UA Journalism majors based on the following data from the spring 2012 semester:**

### **Journalism Majors Having a 3.5 to 4.0 Overall GPA - Spring 2012**

48 Seniors  
33 Juniors  
46 Sophomores  
39 Freshmen

### **Journalism Majors Having a 3.0 to 3.49 Overall GPA - Spring 2012**

56 Seniors  
27 Juniors  
51 Sophomores  
44 Freshmen

**Future employment prospects for holders of Journalism and Mass Communication Master's degrees appear to be strong, especially management occupations and those occupations requiring analytical and research skills and conceptual knowledge. The Bureau of Labor Statistics, U.S. Department of Labor, Career Guide to Industries and Occupational Outlook Handbook available online at <http://www.bls.gov/ooh/home.htm> is the source for the following data on relevant Media and Communication Occupations. The employment growth projections listed below represent the projected growth or decline among these occupations from 2010 to 2020.**

**Employment of advertising and promotions managers is projected to grow 14 percent.**

**Employment of market research analysts is projected to grow 41 percent.**

**Employment of public relations managers is projected to grow 16 percent.**

**Employment of public relations specialists is projected to grow 23 percent.**

**Employment of writers and authors is projected to grow 6 percent.**

**Employment of producers and directors is projected to grow 11 percent.**

**Employment of film and video editors and camera operators is projected to grow 4 percent.**

**Employment of editors is expected to experience little or no change.**

**Employment of broadcast news analysts is projected to grow by 10 percent.**

**Employment of correspondents is expected to decline moderately by 8 percent.**

**Employment of technical writers is projected to grow by 17 percent.**

**Therefore, the areas of expertise in which graduate students need training are strategic planning and analysis in advertising and public relations (sometimes called strategic journalism or strategic communication), multimedia journalism, in-depth and database journalism, documentary, journalism theory and ethics. With the continuing changes and convergence in journalism and mass communication, conceptual and theoretical ethical knowledge and analysis are key to negotiating these evolving fields.**

## 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.**

### **Journalism Five-Year BA/MA Program:**

The major program or discipline is Journalism.

Typical graduates of the JOUR MA program work in advertising agencies, public relations firms, newspapers, broadcast outlets, internet or online media, and social media. The projected growth rates for these and related positions are included in Section VI: Justification.

The program requirements are included in the existing and proposed catalog copy pasted below, with the new 5-Year JOUR BA/MA copy underlined.

### **Journalism, Walter J. Lemke Department of (JOUR)**

**Degree Conferred:** M.A. (JOUR)

**Areas of Study:** Advanced journalism studies in, or combining courses from, news/editorial, broadcast/documentary or advertising/public relations. Journalism studies are supplemented with graduate-level requirements in a second academic discipline. The purposes of the interdisciplinary program are to refine the conceptual knowledge and skills of graduate journalism students through advanced writing, production and/or theory and methods courses, to offer comprehensive, media-related courses; and to provide expertise in an additional academic discipline.

**Prerequisites to Degree Program:** Students must have appropriate professional experience and/or an undergraduate degree in the journalism field that is approved by the graduate coordinator or the Journalism Graduate Faculty Committee as preparation for graduate study. A student must have a minimum undergraduate grade-point average of 3.00 and must earn a minimum score of 300 on the verbal and quantitative parts of the Graduate Record Examinations (including a minimum score of 151 on the verbal part), and a minimum score of 4.5 on the analytical writing section.

**Requirements for the Master of Arts Degree:** In addition to the requirements of the Graduate School (page 44), the Master of Arts degree in Journalism requires a minimum of 30 semester hours with a cumulative grade point average of 3.00. Students must complete:

1. 12 hours of graduate credit in journalism; all students must take JOUR 5043 Research Methods.
2. 12 hours of graduate credit in a single department other than journalism chosen by the student and approved by the graduate coordinator or the Journalism Graduate Faculty Committee, and
3. a master's thesis (6 semester hours).

**Requirements for the Five-Year Bachelors/Master of Arts Degree:** In addition to the requirements of the Graduate School (page 44), and all requirements for the Journalism Master's Degree noted above, Five-Year BA/MA students must apply for the program before the end of the first semester of their junior year. All senior year and graduate coursework for the Five-Year JOUR MA program must be taken at the University of Arkansas-Fayetteville. Only those students who are working on a Journalism B.A. degree at the UA-Fayetteville with an overall GPA of 3.0 or higher in all semesters may apply to enter the Five-Year program. Only those students who go on to complete a Journalism BA degree at the UA-Fayetteville with an overall GPA of 3.0 or higher in all semesters are eligible for admission, and if admitted, allowed to continue in the Five-Year program. Application does not guarantee admittance to the Five-Year BA/MA program. All students must expect to enroll in summer school at various times as an undergraduate and graduate student to complete the JOUR BA-MA program in five years.

Students who apply in the first semester of the junior year, who are conditionally admitted to the Five-Year Master's program, and have an overall GPA between 3.0 and 3.49, must take the GRE during their senior year. Only students who maintain an overall GPA of 3.5 or higher throughout all semesters of the undergraduate JOUR BA program may petition for admission into the Five-Year JOUR MA program without taking the GRE. All students who do not maintain a 3.5 overall GPA throughout all semesters of their undergraduate program are required to take the GRE.

Students who complete the Journalism B.A. at the University of Arkansas-Fayetteville and who are officially admitted to the Five-Year JOUR BA/MA program may request that up to 12 hours of Journalism 5000 level courses taken in the final twelve month period of their undergraduate degree count toward their graduate degree: 1) if these courses were taken on the UA Fayetteville campus in the Lemke Journalism Department; 2) if the student was in good standing (e.g., not on probation, etc.); 3) if these were 5000 level courses or above; 4) if these courses were not used for the undergraduate degree; 5) if the student earned a grade of B or better in these courses; and 6) if these courses are approved by the student's Master's advisory committee or the Journalism graduate coordinator. Petition will be by the student's advisory committee or the graduate coordinator to the Graduate School.

Students who complete a Journalism B.A. degree at the UA-Fayetteville with an overall GPA of 3.5 or higher for all semesters may count toward the Five-Year JOUR M.A. degree up to 6 hours of Journalism 5000 level course work at the graduate and undergraduate level. Up to six hours can be counted for the undergraduate and graduate degrees only if the student earned a grade of B or better in those Journalism 5000 level courses and the courses are approved by the student's Master's advisory committee or the Journalism graduate coordinator. An additional six hours of Journalism 5000 level courses taken in the final twelve month period of their undergraduate degree may count toward their graduate degree only if all conditions and policies noted in the previous paragraph are met. No student may count more than twelve hours of Journalism 5000 level courses taken as an undergraduate toward the Five-Year JOUR MA degree.

**The examples of matriculation through the Five-Year Combined JOUR BA/MA program examples shown below are not to be included in the Catalog Copy; they show how a student could matriculate through program.**

**Table 1**

**Example 1 - Matriculation through the Five-Year BA/MA Program**

The student is required to complete 30 hours of coursework (including 24 hours of graduate courses and six hours of project/thesis credit).

**Senior Year of Undergraduate Program (12 hours outside of undergraduate courses)**

<u>Fall</u>	<u>Spring</u>
Two JOUR 5000 Level Courses	JOUR 5043 Research Methods Another JOUR 5000 Level Course

JOUR 5000 Level Courses from the UA Graduate Catalog 2012-2013

JOUR 5003 Advanced Reporting  
JOUR 5033 Critical and Opinion Writing & Commentary  
JOUR 5063 Issues in Ad/PR (Fall)  
JOUR 5073 Propaganda and Public Opinion  
JOUR 5183 International Mass Communication  
JOUR 5193 Professional Journalism Seminar  
JOUR 5233 Media and Public Policy  
JOUR 5313 Literature of Journalism  
JOUR 5323 Documentary Production 1 (Fall)  
JOUR 5333 Documentary Production II (Spring)  
JOUR 5923 History of the Black Press

These 12 hours taken in the senior year do not count toward the student's undergraduate program. Only students who complete a Journalism B.A. degree at the UA-Fayetteville with an overall GPA of 3.5 or higher in every semester of the undergraduate program may petition to count toward the JOUR B.A. and M.A. degree up to 6 of these 12 hours of 5000 level course work in which they earned a grade of B or better and completed as an undergraduate student. No more than six hours may count toward the B.A. and M.A.

**Summer Between Senior Year and Graduate Year**

The student completes the project or thesis proposal in JOUR 5043 during the senior year. The student may elect to begin work on the thesis or project and take thesis/project hours. If approved graduate courses are offered, the student may take coursework along with or in lieu of project/thesis hours. The student may choose not to attend school during the summer, but may not be able to complete the program in five years.

**Graduate Year of Program**

Fall  
9 hours of coursework

Spring  
9 hours of coursework or thesis/project

**Summer at End of Graduate Year**

If needed, the student takes the final required project/thesis hours and completes the project.

**Table 2**

**Example 2 - Matriculation through the Five-Year BA/MA Program**

The student is required to complete 30 hours of coursework (including 24 hours of graduate courses and six hours of project/thesis credit).

**Senior Year of Undergraduate Program (6 hours outside of undergraduate courses)**

Fall  
One JOUR 5000 level course

Spring  
JOUR 5043 Research Methods

These 6 hours above do not count toward the student's undergraduate program. Only students who complete a Journalism B.A. degree at the UA-Fayetteville with an overall GPA of 3.5 or higher in every semester of the undergraduate program may petition to count toward the JOUR B.A. and M.A. degree up to 6 hours of 5000 level course work in which they earned a grade of B or better and completed as an undergraduate student. No more than six hours may count toward the B.A. and M.A.

**Summer Between Senior Year and Graduate Year**

The student completes the project or thesis proposal in JOUR 5043 during the senior year. The student may elect to begin work on the thesis or project and take thesis/project hours. If approved graduate courses are offered, the student may take coursework along with or in lieu of project/thesis hours. Or the student may choose not to attend school during the summer, but may not be able to complete the program in five years.

**Graduate Year of Program**

Fall  
12 hours of coursework

Spring  
12 hours of coursework, six of which are thesis/project hours taken in spring or summer (see below)

**Summer of Graduate Year**

If needed, the student takes the final required project/thesis hours and completes the project or thesis.

OR

**Graduate Year of Program**

Fall                      Spring  
9 hours of coursework    9 hours of coursework

Summer  
6 thesis/project hours

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

PROGRAM INVENTORY/DARS

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