

**ATTACHMENT 2G-1**  
**LETTER OF NOTIFICATION – 3**  
**NEW OPTION, CONCENTRATION, EMPHASIS**

(Maximum 18 semester credit hours of theory courses and 6 credit hours of practicum courses)

1. Institution submitting request: University of Arkansas, Fayetteville
2. Contact person/title: Dr. Sharon L. Gaber/Provost and Vice-Chancellor for Academic Affairs
3. Phone number/e-mail address:  
Phone: 479-575-5459  
Email: [sgaber@uark.edu](mailto:sgaber@uark.edu)
4. Proposed effective date: August, 2015
5. Title of existing degree program: Journalism Minor
6. CIP Code: 09.0401
7. Degree Code: 1610
8. Proposed name of new option/concentration/emphasis: **Journalism Minor**
9. Reason for proposed action:  
Journalism is a subject area that will complement almost any major. As a skills-based minor, it will help students in all majors increase their value as potential employees.

10. Provide the following:

- a. Curriculum outline - List of courses in new option/concentration/emphasis – Underline required courses

JOUR 1023    Media and Society  
JOUR 1033    Fundamentals of Journalism  
JOUR 3633    Media Law  
JOUR 4333    Ethics in Journalism  
JOUR 2063    Media Technology  
JOUR 2013    News Reporting I

- b. Total semester credit hours required for option/concentration/emphasis  
(Option range: 9–24 semester credit hours)    18 HOURS

- c. New courses and new course descriptions    No new courses.

- d. Goals and objectives of program option

The goal of the journalism minor is to provide students majoring in other academic areas with an understanding and appreciation of good journalistic practices, and a basic set of journalistic writing and technical skills that will enable them to work as effective communicators in their chosen areas of expertise.

- e. Expected student learning outcomes

- Understand the history of journalism and its importance in society
- Understand the function and purpose of the various journalistic areas
- Learn to write using accepted journalistic style
- Understand laws applicable to mass communication
- Understand ethical problems confronting professionals in journalism
- Acquire the basic technical skills used by journalists
- Acquire training in methods of gathering and writing news for a variety of media.

f. Documentation that program option meets employer needs

The goal of the Journalism Minor is not to prepare students for careers as professional journalists. It will give students who are entering a variety of fields an additional set of skills that will increase their value as potential employees. They will understand the role that media plays in business and in society. They will know how to create effective messages for different audiences. They will understand the ethical and legal implications in today's world of communication.

With the increasing need of businesses to communicate their message to consumers, students with the skills offered by the Journalism Minor should stand out as valuable candidates for employment.

g. Student demand (projected enrollment) for program option

Currently the department offers combined majors with English, Political Science, African-American Studies, and Middle Eastern Studies. Around 90 students are pursuing combined majors in journalism. Some of these students may have chosen a minor in journalism if it was an option for them. We project a maximum of 100 students to be working on the journalism minor each academic year.

h. Name of institutions offering similar program or program option and the institution(s) used as a model to develop the proposed program option

Arizona State University: <http://journalism.arizona.edu/minor>

University of Maryland:  
<http://www.umuc.edu/academic-programs/bachelors-degrees/journalism-minor.cfm>

11. Institutional curriculum committee review/approval date:

12. Will the new option be offered via distance delivery? Indicate mode of distance delivery:

Yes. The minor is currently being proposed as an on-campus program and for online delivery. Three of the required courses are currently available, or are currently in development for, online delivery: JOUR 1023 Media and Society, JOUR 1033 Fundamentals of Journalism, and JOUR 3633 Media Law. The other three courses will be developed and available for online delivery by Fall 2015.

13. Explain in detail the distance delivery methods/procedures to be used:

The journalism minor coursework will be available through on-campus offerings. Also, JOUR 1023 Media and Society, JOUR 1033 Fundamentals of Journalism and JOUR 3633 Media Law will be available as semester-based and self-paced correspondence online courses through the university's Global Campus in addition to on-campus offerings. By fall 2015, all required courses for the journalism minor will be available on-campus and online through Global Campus.

14. Specify the amount of additional costs required for program implementation, the source of funds, and how funds will be used.

Most of the additional costs for the program will involve developing and staffing the online versions of the required courses.

Three of the courses are currently offered online, or in development:

JOUR 1023 Media and Society  
JOUR 1033 Fundamentals of Journalism  
JOUR 3633 Media Law

Three courses will need to be developed for online delivery:

JOUR 2013 News Reporting I  
JOUR 2063 Media Technology  
JOUR 4333 Ethics in Journalism

Costs for course development: \$4,000 per course x 3 courses, or \$12,000

The Global Campus will provide the department with a Visiting Assistant Professor position funded for 1.5 years to develop and assist with the teaching of the new online classes.  
Estimated cost: \$50,000 per year.

Teaching salaries for the on-campus classes will be covered by current journalism faculty members teaching the classes as part of their teaching load, or for extra-compensation earned for teaching summer sections. Salaries for teaching the online classes will be paid for with revenue from the online tuition.

15. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval \_\_\_\_\_ Date: \_\_\_\_\_

Board of Trustees Notification \_\_\_\_\_ Date: \_\_\_\_\_

Chief Academic Officer \_\_\_\_\_ Date: \_\_\_\_\_