

ATTACHMENT 2H

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 _____	
Vice Provost for Distance Education _____	Date _____		

(for on-line programs)

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 _____

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

Current Name **Journalism, BA**

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/academicaffairs.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: We propose to add the course JOUR 4333, Media Ethics, to the journalism core as a required course for all journalism majors. This will increase the total number of journalism hours required by the major from 34 to 37. The overall number of hours required for the degree remains unchanged at 120. The new required course will replace an elective. This change does not apply to the combined Journalism/Political Science major nor the combined English/Journalism major.

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 proposes to add Media Ethics (JOUR 4333) as a required course in the journalism core, to be taken by all majors in the department. The reasons for this action follow:

- 1. Ethics study would round out the core training journalism students receive in correct grammatical style, writing, media's role in society, and law.**
- 2. The ethics course is more effective in increasing students' awareness of the ethical responsibilities of media professionals than the piecemeal approach of incorporating a brief focus on ethics into various courses.**
- 3. The ethics course makes students aware of the range of problems facing journalists and the difficulties in resolving them.**
- 4. The ethics course enrollment mixes students from all sequences in journalism so there is "cross-learning" about the different challenges facing news reporters in print, broadcast, and photography, and professionals in advertising and public relations.**
- 5. This change has no effect on any other degree program in Fulbright College or at the University of Arkansas.**

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.

A minimum of 34³⁷ semester hours in journalism, including [JOUR 1023](#), [JOUR 1033](#), [JOUR 3633](#), [JOUR 4333](#), and [JOUR 4981](#).

8-semester plan edits:

Journalism B.A. with Advertising-PR Sequence

Eight-Semester Degree Program

Students wishing to follow the eight-semester degree plan should see the [Eight-Semester Degree Policy](#) for university requirements of the program. The journalism major includes three sequences: News/Editorial, Broadcast, and Advertising/Public Relations. Each is shown below. 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.

	First Year	Units	
		Fall	Spring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Sp, Su, Fa)		3	
MATH 1203 College Algebra (Sp, Su, Fa) (ACTS Equivalency = MATH 1103) (if required) or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103) (Sp)		3	
JOUR 1023 Media and Society (Sp, Fa) (or social science state/university core requirement) or JOUR 1033 Fundamentals of Journalism (Sp, Su, Fa)		3	
PLSC 2003 American National Government (ACTS Equivalency = PLSC 2003) (Sp, Su, Fa)		3	
1013 Elementary II world language course		3	
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Sp, Su, Fa)			3
STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103) (Sp) (if still needed, otherwise, General Elective)			3
JOUR 1033 Fundamentals of Journalism (Sp, Su, Fa) (or social science state/university core requirement, as needed) or JOUR 1023 Media and Society (Sp, Fa)			3
2003 Intermediate I world language course			3
ECON 2143 Basic Economics: Theory and Practice (Sp, Su, Fa) (or fine arts university/state core requirement)			3
Year Total:		15	15

Second Year

Units
Fall Spring

Select one of the following:

3

Fine arts university/state core requirement.

ECON 2143 Basic Economics: Theory and Practice (Sp, Su, Fa) (As needed)	
Social science state/university core requirement or JOUR 1023 Media and Society or JOUR 1033 Fundamentals of Journalism (as needed)	3
Science university/state core lecture with corequisite lab requirement	4
PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103) (Sp, Su, Fa) or PHIL 2103 Introduction to Ethics (ACTS Equivalency = PHIL 1003) (Sp, Su, Fa) or PHIL 3103 Ethics and the Professions (Sp, Su, Fa)	3
Advanced Level Elective [†]	3
Advanced Level, Elective [†]	3
MKTG 3433 Introduction to Marketing (Sp, Su, Fa) [†]	3
Social science state/university core requirement	3
WLIT 1113 World Literature I (ACTS Equivalency = ENGL 2113) (Sp, Su, Fa) or WLIT 1123 World Literature II (ACTS Equivalency = ENGL 2123) (Sp, Su, Fa)	3
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Sp, Su, Fa)	3
Year Total:	16 15

Third Year

Units
Fall Spring

JOUR 3723 Advertising Principles (Sp, Fa) ^{†‡} or JOUR 3743 Public Relations Principles (Sp, Fa)	3
MKTG 3553 Consumer Behavior (Fa) [†]	3
Social Science university/state core requirement	3
Science university/state core lecture and corequisite lab	4
3000-4000 HIST course or 3000-4000 non-JOUR Fulbright College Elective ^{†‡}	3
JOUR 3743 Public Relations Principles (Sp, Fa) (if not taken earlier) ^{†‡} or JOUR 3723 Advertising Principles (Sp, Fa)	3
Advanced Level Elective[†] JOUR 4333 Media Ethics	3
JOUR 3633 Media Law (Sp, Fa) ^{†‡}	3
Cultural/diversity studies course or PLSC course	3
3000-4000 non-JOUR Fulbright College elective or 3000-4000 HIST course ^{†‡}	3
Year Total:	16 15

Fourth Year

Units
Fall Spring

JOUR 4143 Public Relations Writing (Sp, Fa) (or in Spring Semester 4) ^{†‡}	3
JOUR 4423 Creative Strategy and Execution (Sp, Fa) (or in Spring Semester 4) ^{†‡}	3
JOUR 4453 Media Planning & Strategy (Sp, Fa) (or in Spring Semester 4) ^{†‡}	3
JOUR Elective	3
Non-JOUR Advanced Level Elective [†]	3
JOUR 4981 Journalism Writing Requirement (Sp, Su, Fa) (or in Spring Semester 4)	1
JOUR 4981 Journalism Writing Requirement (Sp, Su, Fa) (if still needed)	0-1
JOUR Electives	6
PLSC course or Cultural/diversity studies course as needed	3

Non-JOUR General Electives	3
Year Total:	16 12-13
Total Units in Sequence:	120- 121

† Meets 40-hour advanced credit hour requirement. See Fulbright College Academic Regulations.

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

Journalism B.A. with Broadcast Sequence

Students wishing to follow the eight-semester degree plan should see the [Eight-Semester Degree Policy](#) for university requirements of the program. The journalism major includes three sequences: News/Editorial, Broadcast, and Advertising/Public Relations. Each is shown below. 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.

First Year	Units
	Fall Spring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Sp, Su, Fa)	3
MATH 1203 College Algebra (Sp, Su, Fa) (ACTS Equivalency = MATH 1103) (if required) or MATH 2033 Mathematical Thought (Sp, Su, Fa) or MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) (Sp, Su, Fa) or MATH 2053 Finite Mathematics (Sp, Su, Fa) or MATH 2183 Mathematical Reasoning in a Quantitative World (ACTS Equivalency = MATH 1003) (Sp, Fa)	3
or MATH 2554 Calculus I (ACTS Equivalency = MATH 2405) (Sp, Su, Fa) or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103) (Sp)	
JOUR 1023 Media and Society (Sp, Fa)	3
PLSC 2003 American National Government (ACTS Equivalency = PLSC 2003) (Sp, Su, Fa) (or fine arts state/university core requirement)	3
Social science state/university core requirement	3
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Sp, Su, Fa)	3
MATH 2033 Mathematical Thought (Sp, Su, Fa) (if still needed) or MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) (Sp, Su, Fa) or MATH 2053 Finite Mathematics (Sp, Su, Fa) or MATH 2183 Mathematical Reasoning in a Quantitative World (ACTS Equivalency = MATH 1003) (Sp, Fa)	3
or MATH 2554 Calculus I (ACTS Equivalency = MATH 2405) (Sp, Su, Fa) or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103) (Sp)	
JOUR 1033 Fundamentals of Journalism (Sp, Su, Fa)	3
Science university/state core lecture and corequisite lab	4
Fine arts state/university core requirement or PLSC 2003 American National Government, as needed	3
Year Total:	15 16

Second Year		Units
		Fall Spring
Non-JOUR General Elective		3
Social science state/university core requirement		3
WLIT 1113 World Literature I (ACTS Equivalency = ENGL 2113) (Sp, Su, Fa) or WLIT 1123 World Literature II (ACTS Equivalency = ENGL 2123) (Sp, Su, Fa)		3
Advanced Level Elective [†]		3
1013 Elementary II world language course (depending on placement)		3
Non-JOUR Advanced Level Elective [†]		3
JOUR 2032 Broadcast News Reporting I (Sp, Fa) & JOUR 2031L Broadcast News Reporting I Laboratory (Sp, Fa) [†]		3
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Sp, Su, Fa)		3
PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103) (Sp, Su, Fa) or PHIL 2103 Introduction to Ethics (ACTS Equivalency = PHIL 1003) (Sp, Su, Fa) or PHIL 3103 Ethics and the Professions (Sp, Su, Fa)		3
2003 Intermediate I world language course		3
Year Total:		15 15
Third Year		Units
		Fall Spring
JOUR 3072 Broadcast News Reporting II (Sp, Fa) & JOUR 3071L Broadcast News Reporting II Laboratory (Sp, Fa) ^{†‡}		3
JOUR 3633 Media Law (Sp, Fa) ^{†‡}		3
ECON 2143 Basic Economics: Theory and Practice (Sp, Su, Fa) (or PLSC course) [†]		3
Non-JOUR General Electives		6
JOUR 4863 Television News Reporting I (Sp, Fa) ^{†‡}		3
JOUR upper level elective ^{†‡}		3
JOUR 4333 Media Ethics ^{†‡} or Advanced Level Elective [†]		3
PLSC course or ECON 2143 Basic Economics (as needed)		3
Science university/state core lecture and corequisite lab		4
Year Total:		15 16
Fourth Year		Units
		Fall Spring
JOUR 4873 Television News Reporting II (Sp, Fa) ^{†‡}		3
JOUR upper level electives ^{†‡}		6
Non-JOUR Cultural/diversity studies course or 3000-4000 HIST course ^{‡†}		3
Non-JOUR Advanced Level Elective [†]		3
JOUR upper level elective ^{†‡}		3
JOUR 4981 Journalism Writing Requirement (Sp, Su, Fa) ^{†‡}		1
3000-4000 HIST course ^{‡†} or non-JOUR cultural/diversity studies course		3
Advanced Level Elective [†] or JOUR 4333 Media Ethics ^{†‡} (as needed)		3
General Electives		3
Year Total:		15 13

Total Units in Sequence: 120

† Meets 40-hour advanced credit hour requirement. See Fulbright College Academic Regulations.

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

Journalism B.A. with News/Editorial Sequence

Students wishing to follow the eight-semester degree plan should see the [Eight-Semester Degree Policy](#) for university requirements of the program. The journalism major includes three sequences: News/Editorial, Broadcast, and Advertising/Public Relations. Each is shown below. 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.

	First Year		Units	
	Fall	Spring	Fall	Spring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Sp, Su, Fa)			3	
MATH 1203 College Algebra (Sp, Su, Fa) (ACTS Equivalency = MATH 1103)				
or MATH 2033 Mathematical Thought (Sp, Su, Fa)				
or MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) (Sp, Su, Fa)				
or MATH 2053 Finite Mathematics (Sp, Su, Fa)				
or MATH 2183 Mathematical Reasoning in a Quantitative World (ACTS Equivalency = MATH 1003) (Sp, Fa)			3	
or MATH 2554 Calculus I (ACTS Equivalency = MATH 2405) (Sp, Su, Fa)				
or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103) (Sp)				
JOUR 1023 Media and Society (Sp, Fa)			3	
PLSC 2003 American National Government (ACTS Equivalency = PLSC 2003) (Sp, Su, Fa) (or Fine Arts state/university core requirement)			3	
Social science state/university core requirement			3	
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Sp, Su, Fa)				3
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) (Sp, Su, Fa) (as needed, else General Elective)				
or MATH 2053 Finite Mathematics (Sp, Su, Fa)				
or MATH 2183 Mathematical Reasoning in a Quantitative World (ACTS Equivalency = MATH 1003) (Sp, Fa)			3	
or MATH 2554 Calculus I (ACTS Equivalency = MATH 2405) (Sp, Su, Fa)				
or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103) (Sp)				
JOUR 1033 Fundamentals of Journalism (Sp, Su, Fa)				3
Science university/state core lecture and corequisite lab				4
Fine arts state/university core requirement or PLSC 2003, as needed				3
Year Total:			15	16
	Second Year		Units	
			Fall	Spring
JOUR 2013 News Reporting I (Sp, Fa)†			3	
Social science state/university core requirement			3	

WLIT 1113 World Literature I (ACTS Equivalency = ENGL 2113) (Sp, Su, Fa)	3
or WLIT 1123 World Literature II (ACTS Equivalency = ENGL 2123) (Sp, Su, Fa)	
non-JOUR General elective	3
1013 Elementary II world language course	3
JOUR 3013 Editing (Sp, Fa) ^{††}	3
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Sp, Su, Fa)	3
PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103) (Sp, Su, Fa)	
or PHIL 2103 Introduction to Ethics (ACTS Equivalency = PHIL 1003) (Sp, Su, Fa)	3
or PHIL 3103 Ethics and the Professions (Sp, Su, Fa)	
2003 Intermediate I world language course	3
General Elective	3
Year Total:	15 15

Third Year

Units
Fall Spring

JOUR 3123 Feature Writing (Sp, Fa) ^{†‡}	3
JOUR 3633 Media Law (Sp, Fa) ^{†‡}	3
ECON 2143 Basic Economics: Theory and Practice (Sp, Su, Fa) (or PLSC course)	3
General elective	3
Science university/state core lecture and corequisite lab	4
JOUR 3023 News Reporting II (Sp, Fa) ^{†‡}	
or JOUR 4553 Magazine Editing and Production I (Sp)	3
JOUR upper level elective ^{†‡}	3
PLSC course or ECON 2143 Basic Economics (as needed)	3
Non-JOUR General Electives	6
Year Total:	16 15

Fourth Year

Units
Fall Spring

JOUR upper level electives ^{†‡}	6
Non-JOUR Cultural/diversity studies course or 3000-4000 HIST course	3
JOUR 4333 Media Ethics	<u>3</u>
General Electives	<u>36</u>
JOUR 4981 Journalism Writing Requirement (Sp, Su, Fa) ^{†‡}	1
JOUR upper level elective ^{†‡}	3
3000-4000 HIST course or non-JOUR Cultural/diversity studies course as needed	3
Advanced Level non-JOUR Elective [†]	3
Non-JOUR General Electives	3
Year Total:	15 13

Total Units in Sequence: 120

† Meets 40-hour advanced credit hour requirement. See Fulbright College Academic Regulations.

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



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

8/19/13