

New Program Proposal

Date Submitted: 09/20/23 12:47 pm

Viewing: **WMMMUM : Writing for Modern Mass Media Undergraduate MicroCertificate**

Last edit: 01/10/24 2:48 pm

Changes proposed by: bostwick

Submitter: User ID: bostwick Phone:
479-575-8485

Program Status Active

Academic Level Undergraduate

Type of proposal MicroCertificate

Select a reason for this new program Adding New Undergraduate MicroCertificate

Effective Catalog Year Fall 2024

College/School Code
Fulbright College of Arts and Sciences (ARSC)

Department Code
School of Journalism and Strategic Media (SJSM)

Program Code WMMMUM

Degree Undergraduate MicroCertificate

CIP Code

In Workflow

1. ARSC Dean Initial
2. Director of Curriculum Review and Program Assessment
3. Registrar Initial
4. Institutional Research
5. SJSM Chair
6. ARSC Curriculum Committee
7. ARSC Dean
8. Global Campus
9. Provost Review
10. Undergraduate Council
11. Faculty Senate
12. Provost Final
13. Registrar Final
14. Catalog Editor Final

Approval Path

1. 09/20/23 12:54 pm
Christopher Liner (liner): Approved for ARSC Dean Initial
2. 01/10/24 2:49 pm
Lisa Kulczak (lkulcza): Approved for Director of Curriculum Review and Program Assessment
3. 01/16/24 4:35 pm
Gina Daugherty (gdaugher):

- Approved for Registrar Initial
- 4. 01/22/24 2:02 pm
Doug Miles
(dmiles): Approved for Institutional Research
- 5. 01/22/24 2:38 pm
Dave Bostwick
(bostwick): Approved for SJSM Chair
- 6. 01/30/24 9:41 am
Nik Rowan
(nrgreen): Approved for ARSC Curriculum Committee
- 7. 01/30/24 12:19 pm
Christopher Liner
(liner): Approved for ARSC Dean
- 8. 01/30/24 1:16 pm
Suzanne Kenner
(skenner): Approved for Global Campus
- 9. 01/30/24 3:14 pm
Matthew Ganio
(msganio): Approved for Provost Review

09.0401 - Journalism.

Program Title

Writing for Modern Mass Media Undergraduate MicroCertificate

Program Delivery

Method

On Campus

Online/Web-based

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

No

What are the total hours needed to complete the program? 9

On-line/Web-based Information

Reason for offering Web-based Program

The School of Journalism and Strategic Media is working with Global Campus to expand micro-certification offerings. This will increase accessibility for a variety of student groups.

Maximum Class Size for Web-based Courses 19

Course delivery mode

Method(s)
Online

Class interaction mode

Method(s):
Electronic Bulletin Boards

Percent Online 100% with No Required Campus Component

Provide a List of Services Supplied by Consortia Partners or Outsourced Organization None at this time

Estimate Costs of the Program over the First 3 Years 0

List Courses Taught by Adjunct Faculty

Upload
Memorandum of
Understanding Forms
(if required)

Program Requirements and Description

Requirements

Writing for Modern Mass Media Undergraduate MicroCertificate

Requirements: To receive the undergraduate Writing for Modern Mass Media Undergraduate MicroCertificate, students are required to take 9 hours of coursework in media writing within the School of Journalism and Strategic Media.

Students should take the following three courses in the order specified:

<u>JOUR 10003</u>	Journalistic Writing Skills	3
<u>JOUR 10303</u>	Media Writing	3
<u>JOUR 20003</u>	Storytelling for Today's Media	3
Total Hours		9

8-Semester Plan

N/A

Program Costs

These courses are already offered online, so there should be no program costs.

Library Resources

Not applicable at this time.

Instructional

Facilities

N/A

Faculty Resources

Not applicable at this time.

List Existing Certificate or Degree Programs
that Support the Proposed Program

Program(s)

JOURBA - Journalism, Bachelor of Arts

Are Similar Programs available in the area?

No

Estimated Student Demand for Program N/A

Scheduled Program Review Date N/A

Program Goals and Objectives

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Students will learn to write correctly and clearly in forms and styles appropriate for the communications professions, including print/online, public relations, broadcasting and advertising.

Learning Outcomes

Learning Outcomes

Based on standards set by the Accrediting Council on Education in Journalism and Mass Communications, students who complete this microcertificate will be able to:

Order written information in a style that enhances audience understanding.

Evaluate what makes a story newsworthy.

Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

Understand how media professionals use narrative storytelling to engage audiences.

Think critically, creatively and independently in the process of telling narrowly-focused stories for various media platforms, such as print/online, audio, video and social media.

Description and Justification for this request

Description of request	Justification for request
<p>The Writing for Modern Mass Media Undergraduate MicroCertificate would provide 9 hours of content based on best practices in writing informational content for mass audiences. It is designed to provide undergraduate students with a foundation for media writing skills in three areas: 1) conventions for grammar, spelling and punctuation; 2) content delivery on multiple platforms, such as advertising,</p>	<p>The School of Journalism and Strategic Media (SJSM) wants to add a microcertificate option for undergraduates who are interested in writing-specific skills. This microcertificate would allow students to improve their skills without necessarily committing to becoming an SJSM major or minor.</p>

Description of request	Justification for request
public relations, broadcast, and online news; and 3) narrow topic development to enhance audience engagement. This microcertificate will be open to all undergraduates.	

Upload attachments

Reviewer Comments

Lisa Kulczak (lkulcza) (01/10/24 2:48 pm): Formatted course requirements into a course list and removed statement regarding the prerequisite for JOUR 10003. Updated course numbers for common course numbering conversion. The College is encouraged to review.

Key: 977