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| For Academic Affairs and Research Use Only |
| Proposal Number |  |
| CIP Code:  |  |
| Degree Code: |  |

**Reconfiguration of Existing Degree Program Proposal Form**

(Also requires Arkansas Department of Higher Education (ADHE) approval)

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| Ronald Sitton, Ph.D. | 3/1/2023 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Brad Rawlins | 3/2/2023 |

**Department Chair** |

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**Head of Unit (if applicable)**   |
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| Mary Elizabeth Spence | 3/23/2023 |
| **Office of Assessment and Accreditation** |  |

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**Undergraduate Curriculum Council Chair** |
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| Warren Johnson  | 3/28/2023 |

**College Curriculum Committee Chair** |

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**Graduate Curriculum Committee Chair** |
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| Gina Hogue  | 3/30/2023 |

**College Dean** |

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| Dr. Calvin White | 9/22/2023 |

**Vice Chancellor for Academic Affairs** |
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**General Education Committee Chair (if applicable)**   |  |

1. **Contact Person** (Name, Email Address, Phone Number)

Dr. Lily Zeng, School of Media and Journalism, zengli@astate.edu, 870-972-3265

1. **Title(s) of degree programs to be consolidated/reconfigured:**

M.S.M.C. in Mass Communications – Journalism / M.S.M.C in Mass Communications – Radio-Television **THESE PROGRAMS WILL BE DELETED.**

1. **Proposed title of consolidated/reconfigured program:**

M.S.M.C. in Mass Communications

1. **Proposed Effective Date:** Fall 2024, Graduate Bulletin 2024-2025
2. **Reason for proposed program consolidation/reconfiguration:**

*(Indicate student need/demand (projected enrollment) for the proposed program and document that the program meets employer needs using the ADFA Workforce Analysis Form)*

Enrollment data and feedback from external reviewers suggests the M.S. in Mass Communications will become more viable by consolidating these two degrees into one. Therefore, the two programs are merged into one program with two emphasis areas. Additional courses have been added to the emphasis areas to provide MSMC students an opportunity to more tailor their degree toward either a professional path or an academic path.

1. **Provide current and proposed curriculum outline by semester. N/A**

*For undergraduate programs, please use Appendix A-8-semester plan form*

 *Indicate total semester credit hours required for the proposed program. If new courses are needed for the reconfiguration, approval for the courses must be requested prior to approval for the new degree. Underline any new courses. Identify required general education core courses with an asterisk. If utilizing courses from other departments, please color-code them and provide a key.*

1. **Will the proposed degree be offered:**
	1. **Traditional/Face-to-face** YES
	2. **Distance/Online** NO
		1. **If yes, indicate mode of distance delivery, and the percentage of courses offered via this modality (<50%, 50-99%, or 100%).**

Enter text...

* + 1. **If online, will it be offered through Global Initiatives/Academic Partnerships (AP)?**

Enter text...

1. **Will the proposed degree be offered off-campus?** NO
	1. **If yes, identify the off-campus location**

 Enter text...

1. **Provide documentation that proposed program has received full approval by licensure/certification entity, if required. N/A**

 *(A program offered for teacher/education administrator licensure must be reviewed/approved by the Arkansas Department of Education prior to consideration by the Coordinating Board; therefore, the Education Protocol Form also must be submitted to ADHE along with the Letter of Notification).*

1. **List institutions offering similar program and identify the institutions used as a model to develop the proposed program.**

N/A

1. **Provide scheduled program review or specialized accreditation initial review date (within 10 years of program implementation).**

Last external review occurred in Spring 2021. Next visit should occur in Spring 2031.

1. **Is there differential tuition requested?** *If yes, please fill out the New Program/Tuition and Fees Change Form.*

NO

1. **Graduate programs only: Will this program require a comprehensive exam?**

Optional as students may write thesis.

**Student Learning Outcomes**

Provide outcomes that students will accomplish during or at completion of this reconfigured degree. Fill out the following table to develop a continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

**University Outcomes**

Please indicate the university-level student learning outcomes for which this new program will contribute. Please complete the table by adding program level outcomes (PLO) to the first column, and indicating the alignment with the university learning outcomes (ULO). If you need more information about the ULOs, go to the [University Level Outcomes Website](http://www.astate.edu/a/assessment/student-learning-outcomes/files/ULOs%20for%20Website2.pdf).

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|  | **ULO 1: Creative & Critical Thinking** | **ULO 2: Effective Communication** | **ULO 3: Civic & Social Responsibility** | **ULO 4: Globalization & Diversity** |
| **PLO 1** | **X** | **X** |  |  |
| **PLO 2** | **X** | **X** |  |  |
| **PLO 3** |  |  | **X** | **X** |

***Note: Best practices suggest 4-7 outcomes per program; minors would have 1 to 4 outcomes.***

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| **Outcome 1** | **Graduates should be able to apply theories of communication to problems of****today** |
| Assessment Procedure Criterion | **Comprehensive Exams, Thesis or Project** |
| Which courses are responsible for this outcome? | **All classes** |
| Assessment Timetable | **Assessment will take place during the student’s final enrollment period(s) as the student demonstrates abilities through a comprehensive exam, program thesis or project** |
| Who is responsible for assessing and reporting on the results? | **Graduate Coordinator, Members of Comprehensive Exam Committees, Thesis or Project Committees** |

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| **Outcome 2** | **Graduates should be able to apply the principles of research to problems and****issues in communications** |
| Assessment Procedure Criterion | **Comprehensive Exams, Thesis or Project** |
| Which courses are responsible for this outcome? | **All classes** |
| Assessment Timetable | **Assessment will take place during the student’s final enrollment period(s) as the student demonstrates abilities through a comprehensive exam, program thesis or project.** |
| Who is responsible for assessing and reporting on the results? | **Graduate Coordinator, Members of Comprehensive Exam Committees, Thesis or Project Committees.** |

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| **Outcome 3** | **Graduates should be able to evaluate critically the role of media/communication and their performance in a global, multicultural environment.** |
| Assessment Procedure Criterion | **Comprehensive Exams, Thesis or Project** |
| Which courses are responsible for this outcome? | **All classes** |
| Assessment Timetable | **Assessment will take place during the student’s final enrollment period(s) as the student demonstrates abilities through a comprehensive exam, program thesis or project.** |
| Who is responsible for assessing and reporting on the results? | **Graduate Coordinator, Members of Comprehensive Exam Committees, Thesis or Project Committees.** |

**Bulletin Changes**

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| **Instructions**  |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.** **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  |

**PROPOSED**

[**https://catalog.astate.edu/preview\_program.php?catoid=4&poid=1004&hl=journalism&returnto=search**](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search)

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| **Mass Communications, Emphasis in Journalism, MSMC** |
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The Master of Science in Mass Communications offers emphases in journalism and in radio-television. Focusing on research and scholarship, the flexible curriculum provides opportunities for students interested in pursuing advancement in mass communications or preparing for doctoral studies and positions in higher education. **ADMISSION REQUIREMENTS – Journalism emphasis**Admission to the Master of Science in Mass Communications program is based on a variety of evidence, including educational experience and record, professional experience, recommendations, and a written statement of purpose. Students with a 3.00 GPA in their last 30 hours of major courses can be granted conditional admission. Some students with limited mass communications background may be required to complete deficiency courses as part of their programs of study.GRADUATION REQUIREMENTS In order to graduate, students must either complete a thesis or pass the Comprehensive Examination. For students choosing the thesis option, they must have a 3.00 GPA in all core courses to start a thesis. Students must have completed all graduate core courses with a 3.00 GPA and have completed 21 hours of course work to qualify to take the Comprehensive Examination.  |
| **UNIVERSITY REQUIREMENTS:**See [Graduate Degree Policies](https://catalog.astate.edu/content.php?catoid=4&navoid=104#master-s-degree-policies) for additional information**PROGRAM REQUIREMENTS:*** [MDIA 6043 - Theory of Mass Communications](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [MDIA 6053 - Quantitative Research Methods](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [MDIA 6283 - Qualitative Research Methods](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**

**Sub-total: 9****EMPHASIS AREA (JOURNALISm):**Select 15 hours from the following:* [MDIA 5013 - Photo Storytelling II](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [MDIA 5023 - Public Opinion, Propaganda and the Mass Media](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [MDIA 5033 - Feature Writing and Freelancing](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [MDIA 5053 - Civic Reporting](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [MDIA 5063 - Editing for Publications and the Web](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [MDIA 5313 – Multimedia Reporting](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [MDIA 5323 - Diversity and Media](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [MDIA 5343 – News Production and Performance](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [MDIA 6013 - Specialized Writing](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [MDIA 6073 – International Communication Seminar](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [MDIA 6083 - Journalism Seminar](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [MDIA 6163 – Applied Research in Mass Communications](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [MDIA 6333 - Trending Topics](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [MDIA 680V - Independent Study](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **Variable**
* [STCM 5113 - Integrated Marketing Communication](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [STCM 5603 - Crisis Communication](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [STCM 6023 - Advanced Studies in Communications Law](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**

**ELECTIVES:*** Advisor-approved Electives **Sem. Hrs: 6***May include six hours of thesis or project credit, courses in the college and/or courses outside the college. The topic of the thesis or project is subject to approval by the student’s thesis or project committee. The thesis or project may be a continuation or extension of research begun in a Communications graduate class.*

**TOTAL REQUIRED HOURS: 30** |

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| <https://catalog.astate.edu/preview_program.php?catoid=4&poid=1005&hl=Radio-Television&returnto=search>

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| **Mass Communications, Emphasis in Radio-Television, MSMC** |
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The Master of Science in Mass Communications offers emphases in journalism and in radio-television. Focusing on research and scholarship, the flexible curriculum provides opportunities for students interested in pursuing advancement in mass communications or preparing for doctoral studies and positions in higher education. ADMISSION REQUIREMENTS – RADIO-Television emphasisAdmission to the Master of Science in Mass Communications program is based on a variety of evidence, including educational experience and record, professional experience, recommendations, and a written statement of purpose. Students with a 3.00 GPA in their last 30 hours of major courses can be granted conditional admission. Some students with limited mass communications background may be required to complete deficiency courses as part of their programs of study.GRADUATION REQUIREMENTS In order to graduate, students must either complete a thesis or pass the Comprehensive Examination. For students choosing the thesis option, they must have a 3.00 GPA in all core courses to start a thesis. Students must have completed all graduate core courses with a 3.00 GPA and have completed 21 hours of course work to qualify to take the Comprehensive Examination. |
| UNIVERSITY REQUIREMENTS:See [Graduate Degree Policies](https://catalog.astate.edu/content.php?catoid=4&navoid=104#master-s-degree-policies) for additional informationPROGRAM REQUIREMENTS:* [MDIA 6043 - Theory of Mass Communications](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1005&hl=Radio-Television&returnto=search) **Sem. Hrs:** **3**
* [MDIA 6053 - Quantitative Research Methods](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1005&hl=Radio-Television&returnto=search) **Sem. Hrs:** **3**
* [MDIA 6283 - Qualitative Research Methods](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1005&hl=Radio-Television&returnto=search) **Sem. Hrs:** **3**

Sub-total: **9**EMPHASIS area (radio-television):**Select 15 hours from the following:*** [MDIA 5363 - Multimedia Storytelling](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1005&hl=Radio-Television&returnto=search) **Sem. Hrs:** **3**
* [MDIA 5573 - Sportscasting](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1005&hl=Radio-Television&returnto=search) **Sem. Hrs:** **3**
* [MDIA 6023 - Advanced Studies in Broadcast Management](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1005&hl=Radio-Television&returnto=search) **Sem. Hrs:** **3**
* [MDIA 6033 - The Broadcast Documentary](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1005&hl=Radio-Television&returnto=search) **Sem. Hrs:** **3**
* MDIA 6063 - Interpretative Research Methods in Mass Communication **Sem. Hrs:** **3**
* [MDIA 6073 - International Communication Seminar](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1005&hl=Radio-Television&returnto=search) **Sem. Hrs:** **3**
* [MDIA 6163 – Applied Research in Mass Communications](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [MDIA 6223 - Broadcasting Seminar](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1005&hl=Radio-Television&returnto=search) **Sem. Hrs:** **3**
* [MDIA 6303 – Media, Heritage, and Cultural Identity](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) **Sem. Hrs:** **3**
* [MDIA 6333 - Trending Topics](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=Mass+Communications+Degree&returnto=search) **Sem. Hrs:** **3**
* [MDIA 6423 – Media](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1004&hl=journalism&returnto=search) Entrepreneurship **Sem. Hrs:** **3**
* MDIA 6433 - Media Data Strategies **Sem. Hrs: 3**
* [MDIA 680V - Independent Study](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1005&hl=Radio-Television&returnto=search) **Sem. Hrs:** **Variable**
* [STCM 6023 - Advanced Studies in Communications Law](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1005&hl=Radio-Television&returnto=search) **Sem. Hrs:** **3**
 |
|  |
| ELECTIVES:* Advisor-approved Electives **Sem. Hrs: 6**May include six hours of thesis or project credit, courses in the college and/or courses outside the college. The topic of the thesis or project is subject to approval by the student’s thesis or project committee. The thesis or project may be a continuation or extension of research begun in a Communications graduate class.

TOTAL REQUIRED HOURS: 30 |
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