



ESTABLISHING GRADUATE CERTIFICATES
ARIZONA STATE UNIVERSITY
GRADUATE EDUCATION

This form should be used by programs seeking to establish a new graduate certificate. All sections should be completed.

The graduate certificate is a programmatic or linked series of courses in a single field or in one that crosses disciplinary boundaries. The graduate certificate facilitates professional growth for people who already hold the baccalaureate degree, and it may be freestanding or linked to a degree program. The graduate certificate enables the university to respond to societal needs while promoting university cooperation with corporate, industrial, and professional communities.

Submit the completed and signed (chairs, unit deans) proposal to the **Office of Graduate Academic Programs** in Graduate Education. Mail code: 1003 and electronic copies to eric.wertheimer@asu.edu or amanda.morales-calderon@asu.edu

Please type.

Contact Name(s): Linda Austin	Contact Phone(s): 602-496-9187
College: Walter Cronkite School of Journalism and Mass Communication	
Department/School: NA	
Name of proposed Certificate: Business Journalism	
Requested Effective Term and Year: Fall 2014 <i>(e.g. Fall 2014)</i>	
Do Not Fill in this information: <u>Office Use Only</u>	
CIP Code:	

1. OVERVIEW. Below, please provide a brief overview of the certificate, including the rationale and need for the program, potential size and nature of the target audience, information on comparable programs (at ASU and/or peer institutions), how this program would relate to existing programs at ASU, and any additional appropriate information.

The Cronkite School has an international reputation in business journalism. It offers a business journalism specialization at both the bachelor's and the master's level, taught by the Reynolds Endowed Chair in Business Journalism. It is home to the 10-year-old Donald W. Reynolds National Center for Business Journalism, which offers free training to professional journalists through regional workshops, international webinars and its website, BusinessJournalism.org.

Building on this expertise, the Cronkite School's Reynolds Center proposes to offer online a five-course, 15-hour graduate certificate in business journalism starting in fall 2014. The goal is to reach journalists globally with academic training that will help them cover business better and to offer a credential that will become the gold standard for editors hiring business journalists.

The need for such a certificate was confirmed by interviewing 10 editors at major employers of business journalists and surveying more than 3,000 journalists globally.

No online training exists that leads to a recognized credential in business journalism. Only 24 of the 505 U.S. journalism programs offer face-to-face courses in business journalism. Even so, the market for business journalists continues to be strong and is projected to remain so because of the global growth in the middle class -- prime consumers of business news.

2. ADMINISTRATION AND RESOURCES

- A. How will the proposed certificate be administered (including recommendations for admissions, student advisement, retention etc.)? Describe the administering body in detail, especially if the proposed certificate is part of a larger interdisciplinary agenda. How will the graduate support staffing needs for this proposed certificate program be met?

The program will be jointly administered by the Cronkite School and ASU Online. The Cronkite School will advise students and administer curriculum development and course scheduling, while ASU Online will oversee admissions, and help instructors develop their courses for the online environment.

- B. What are the resource implications for the proposed certificate, including projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this certificate, please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this certificate program.

The Cronkite School does not anticipate requiring any new resources to support this program since the administrative, technological and marketing support will be provided by ASU Online. Instruction will be provided by reallocating the time of the Reynolds Center staff to teaching online and having Knight Chair Steve Doig teach his certificate course as part of his regular teaching load.

3. ADMISSIONS PROCEDURES AND CRITERIA

- A. **Admission criteria** – Applicants must meet the admissions criteria for Graduate Education. Please also include any other additional admission requirements, e.g. type of undergraduate degree, minimum GPA, tests and/or entry-level skills that are required for this certificate program.
(http://graduate.asu.edu/sites/default/files/GraduatePolicies_1.pdf)

Degree(s): Undergraduate degree in journalism, mass communication or related field from a regionally accredited institution, or bachelor's degree and professional journalism experience.

GPA: Minimum of a 3.00 cumulative GPA (scale is 4.0=A) in the last 60 semester hours or 90 quarter hours of a student's bachelor's degree program. Applicants should have official transcripts of all college-level work sent to:

**Graduate Education
Arizona State University
1120 S. Cady Mall
Interdisciplinary Building B-Wing, Room 170
P O Box 871003
Tempe, AZ 85287-1003**

English Proficiency Requirement for International Applicants: (See policies and procedures)
(http://graduate.asu.edu/admissions/international/english_proficiency):

All applicants for the Graduate Certificate in Business Journalism must also submit the following materials:

- A resume and/or biographical sketch
- A 350- to 500-word personal statement that serves as a writing sample. In the personal statement, the applicant should detail his/her reasons for pursuing the Business Journalism Certificate.

International students must take the Test of English as a Foreign Language (TOEFL) and have a score of at least 100 on the Internet based test (iBT). Students can have these scores automatically submitted to ASU and the Cronkite School by using institution code 4007.

The Cronkite School's graduate committee will review complete applications on a rolling basis and submit its admissions recommendations to the Graduate College for final approval.

Required Admission Examinations: GRE GMAT Millers Analogies **None required**

B. Application Review Terms

Indicate all terms for which applications for admissions are accepted and the corresponding application deadline dates, if any:

To select desired box, place cursor on the left side of the box, right click mouse, select **Properties**, under **Default Value** select **Checked**, press **OK** and the desired box will be checked

Fall Deadline (month/year): July 15

Spring Deadline (month/year): Nov. 15

Summer Deadline (month/year): March 15

C. Projected annual admission/enrollment

How many students will be admitted immediately following final approval of the certificate? What are enrollment projections for the next three years?

5-YEAR PROJECTED ANNUAL ENROLLMENT					
	1st Year	2nd Year (Yr 1 continuing + new entering)	3rd Year (Yr 1 & 2 continuing + new entering)	4th Year (Yrs 1, 2, 3 continuing + new entering)	5th Year (Yrs 1, 2, 3, 4 continuing + new entering)
Number of Students Majoring (Headcount)	35	52	80	120	150

4. ACADEMIC REQUIREMENTS

A. Minimum credit hours required for certificate (15 credit hour minimum)

15 hours

B. Please describe the primary course delivery mode, (e.g., online, face-to-face, off-site etc.). Please note: If this proposed initiative will be offered completely online, clearly state that in this section.

The Business Journalism certificate will be delivered completely online. The first two of the five courses: MCO 550 Issues in Coverage of Business and the Economy and MCO 553 Reporting on Business and the Economy will be offered every fall, spring and summer beginning in Fall 2014. MCO 552 Data in Business Journalism and MCO 551 Better Business Storytelling will be offered for the first time in Spring 2015; MCO 554 Investigative Business Journalism will be offered for the first time in Summer 2015. After the rollout, each of the five courses will be offered twice every calendar year. Three of the courses will be taught by full-time Cronkite School faculty

while the other two courses will be taught by members of the Reynolds Center staff who have subject area expertise and teaching experience.

- C. As applicable, please describe culminating experience required (e.g., internship, project, research paper, capstone course, etc.)

As part of the final course in the sequence – Investigative Business Journalism – students will be required to prepare a précis for an investigative business journalism project.

- D. What knowledge, competencies, and skills (learning outcomes) should graduates have when they complete this proposed certificate program? Examples of program learning outcomes can be found at (<https://uoeee.asu.edu/program-outcomes>).

Recipients of the Graduate Certificate in Business Journalism will be able to report and edit stories about the complex world of business and the economy. They will be comfortable with the language and processes of business and capable of explaining and translating business and economic news to a lay audience. They will be able to source business stories, employ sophisticated storytelling techniques, analyze business data, and conduct journalistic investigations of businesses.

They will be able to identify and develop timely business stories by scrutinizing public documents and databases.

They will be able to interpret and analyze news in financial markets, economies, company documents, banking, credit markets, real estate, consumer issues, financial statements and global competition and apply those skills to their reporting.

- E. How will students be assessed and evaluated in achieving the knowledge, competencies, and skills outlined in 4.D. above? Examples of assessment methods can be found at (<http://www.asu.edu/oue/assessment.html>).

Assessment will be conducted in three ways: (1) through quizzes and exams, (2) through random evaluations of discussion boards, and (3) through random evaluations of papers. The assessment will be used by program faculty and administration to determine appropriate program and curriculum changes. Additional assessment information includes: student and faculty course assessment, graduating student survey, and direct measures of student outcome achievement. Student performance-based outcome assessment is aimed at identifying student strengths and weaknesses relative to each student outcome in addition to determining whether the collective student body is adequately achieving outcomes. Information from these sources is evaluated in conjunction with information received from program faculty and is used to make adjustments to the program's curriculum on an ongoing basis.

- F. Please state the satisfactory student academic progress standards and guidelines (including any time limits for completion).

Students must maintain a minimum GPA of 3.0 while earning at least six credit hours each academic year and completing the certificate in six academic years.

- G. Will this proposed certificate program allow sharing of credit hours from another ASU degree program to be used as part of this certificate program? (Please note that a maximum of 9 graduate-level credit hours taken as a non-degree student at ASU, including as a part of a certificate program, may be used towards a future graduate degree at ASU).

A portion of the graduate certificate coursework may be applied to the Cronkite School's master of mass communication degree.

- H. Below, please list all required and elective courses in the appropriate boxes (you may attach additional pages if necessary).

Please ensure that all new core course proposals have been submitted to the Provost's office through the Curriculum ChangeMaker online course proposal submission system before this initiative is put on the University Graduate Council and CAPC agendas. Please note: a minimum of 2/3 of the courses required for a graduate certificate must be at the 500-level or above.

Required Courses			Credit Hours
<i>(Prefix & Number)</i>	<i>(Course Title)</i>	<i>(New Course?) Yes or No?</i>	(Insert Section Sub-total)
MCO 550	Issues in Coverage of Business and the Economy	No	3.0
MCO 553	Reporting on Business and the Economy	No	3.0
MCO 551	Better Business Storytelling	Yes	3.0
MCO 552	Data in Business Journalism	Yes	3.0
MCO 554	Investigative Business Journalism	Yes	3.0
Electives			Credit Hours
<i>(Prefix & Number)</i>	<i>(Course Title)</i>	<i>(New Course?) Yes or No?</i>	(Insert Section Sub-total)
<u>Culminating Experience (if applicable)</u>			Credit Hours (Insert Section Sub-total)
Total required credit hours			15

5. PRIMARY FACULTY PARTICIPANTS - Please list all primary faculty participants for the proposed certificate, including home unit and title. You may attach additional pages if necessary.		
Name	Home Unit	Title
Andrew Leckey	Reynolds Center/Cronkite School	Reynolds Endowed Chair in Business Journalism and President of the Donald W. Reynolds National Center for Business Journalism
Linda Austin	Reynolds Center/Cronkite School	Professor of Practice and Executive Director of the Donald W. Reynolds National Center for Business Journalism
Robin J. Phillips	Reynolds Center/Cronkite School	Digital Director for the Donald W. Reynolds National Center for Business Journalism
Steve Doig	Cronkite School	Knight Chair in Journalism
Kelly Carr	Reynolds Center/Cronkite School	Senior Online Producer of the Donald W. Reynolds National Center for Business Journalism

Each instructor will be assigned to teach one of the five courses twice during the calendar year. Three of the instructors: Professors Austin, Doig and Leckey are members of the Cronkite School's full-time faculty and will teach

in the certificate program as part of their regular teaching assignments. The other two instructors: Ms. Phillips and Ms. Carr are experienced business journalists in the Cronkite School's Donald W. Reynolds National Center for Business Journalists. They will each teach a course in the certificate program as part of their regular duties.

6. REQUIRED SUPPORTING DOCUMENTS

(Please label accordingly, i.e., Appendix or Attachment A, B, etc.)

Please include the following with your proposal:

- A.** Sample plans of study for students in the proposed program –Please see Attachment A.
- B.** Statements of support from all deans and heads of impacted academic units

7. APPROVALS - If the proposal submission involves multiple units, please include letters of support from those units.

DEPARTMENT CHAIR or SCHOOL DIRECTOR (PRINT/TYPE)

SIGNATURE

DATE

DEAN (PRINT/TYPE)

See attached email

SIGNATURE

DATE

The following section will be completed by GC following the recommendations of faculty governance bodies.

VICE PROVOST FOR GRADUATE EDUCATION

SIGNATURE

DATE

Please note: Proposals for new certificates also require the review and recommendation of approval from the University Graduate Council, Curriculum and Academic Programs Committee (CAPC), the Academic Senate, and the Office of the Provost before they can be put into operation.

The final approval notification will come from the Office of the Provost.

GF1112G-89

APPENDIX

OPERATIONAL INFORMATION FOR GRADUATE CERTIFICATES

(This information is used to populate the [Graduate Programs Search](#) website.)

1. Provide a brief (catalog type - no more than 150 words) program description.

The graduate certificate in business journalism is designed to give professional journalists a competitive edge in the globally expanding job market for business journalists. The five-course, 15-hour program is offered through the Cronkite School's Donald W. Reynolds National Center for Business Journalism and taught by top faculty at the Walter Cronkite School of Journalism and Mass Communication. The certificate can be completed in one year, and a portion of the graduate coursework may be applied to the Cronkite School's master of mass communication degree.

- 2. Campus(es) where program will be offered: ***
- | | | | |
|-------------------------------------|----------------------|--------------------------|-------|
| <input type="checkbox"/> | Downtown | <input type="checkbox"/> | Tempe |
| <input checked="" type="checkbox"/> | Online (only) | <input type="checkbox"/> | West |
| <input type="checkbox"/> | Polytechnic | | |

* **To select desired box**, place cursor on the left side of the box, right click mouse, select **Properties**, under **Default Value** select **Checked**, press **OK** and the desired box will be checked

3. Keywords: (List all keywords that could be used to search for this program. Keywords should be specific to the proposed program.)

Business journalism, Reynolds Center, journalism, investigative business journalism, data, storytelling, economics reporting, financial reporting, financial journalism, business reporting, communications, mass communication, mass media, global communication, Cronkite School

4. Area(s) of Interest:

* **To select desired box**, place cursor on the left side of the box, right click mouse, select **Properties**, under **Default Value** select **Checked**, press **OK** and the desired box will be checked

A. Select one (1) primary Area of Interest from the list below that applies to this program.

- Architecture, Construction & Design
- Artistic Expression & Performance
- Biological Sciences, Health & Wellness
- Business, Management & Economics
- Communication & Media
- Computing & Mathematics
- Education & Teaching
- Engineering & Technology
- Environmental Issues & Physical Sci
- Interdisciplinary Studies

B. Select any **additional** Areas of Interest that apply to this program from the list below.

- Architecture, Construction & Design
- Artistic Expression & Performance

- Biological Sciences, Health & Wellness
- Business, Management & Economics
- Communication & Media
- Computing & Mathematics
- Education & Teaching
- Engineering & Technology
- Environmental Issues & Physical Science
- Interdisciplinary Studies
- Languages & Cultures
- Law & Justice
- Social Science, Policies & Issues

**Attachment A: Sample student plan of study
in the graduate business journalism certificate program**

Term	Course Number	Course Name
Fall 2014 A	MCO 550	Issues in Coverage of Business and the Economy
Fall 2014 B	MCO 553	Reporting on Business and the Economy
Spring 2015 A	MCO 551	Better Business Storytelling
Spring 2015 B	MCO 552	Data in Business Journalism
Summer 2015 A	MCO 554	Investigative Business Journalism

(NEW GRADUATE INITIATIVES)

PROPOSAL PROCEDURES CHECKLIST

Academic units should adhere to the following procedures when requesting new curricular initiatives (degrees, concentrations or certificates).

Obtain the required approval from the Office of the Provost to move the initiative forward for internal ASU governance reviews/approvals.

- Establishment of new curricular initiative requests; degrees, concentrations, or certificates
- Rename requests; existing degrees, concentrations or certificates
- Disestablishment requests; existing degrees, concentrations or certificates

Submit any new courses that will be required for the new curricular program to the Curriculum ChangeMaker online course approval system for review and approval.

- Additional information can be found at the Provost's Office Curriculum Development website: [Courses link](#)
- For questions regarding proposing new courses, send an email to: courses@asu.edu

Prepare the applicable proposal template and operational appendix for the proposed initiative.

- New degree, concentration and certificate templates (contain proposal template and operational appendix) can be found at the Provost's Office Curriculum Development website: [Academic Programs link](#)

Obtain letters or memos of support or collaboration. (if applicable)

- When resources (faculty or courses) from another academic unit will be utilized
- When other academic units may be impacted by the proposed program request

Obtain the internal reviews/approvals of the academic unit.

- Internal faculty governance review committee(s)
- Academic unit head (e.g. Department Chair or School Director)
- Academic unit Dean (will submit approved proposal to the curriculumplanning@asu.edu email account for further ASU internal governance reviews (as applicable, University Graduate Council, CAPC and Senate)

Additional Recommendations - All new graduate programs require specific processes and procedures to maintain a successful degree program. Below are items that Graduate Education strongly recommends that academic units establish after the program is approved for implementation.

~~**Set up a Graduate Faculty Roster for new PhD Programs**~~—This roster will include the faculty eligible to mentor, co-chair or chair dissertations. For more information, please go to http://graduate.asu.edu/graduate_faculty_initiative.

Establish Satisfactory Academic Progress Policies, Processes and Guidelines – Check within the proposing academic unit and/or college to see if there are existing academic progress policies and processes in place. If none have been established, please go to http://graduate.asu.edu/faculty_staff/policies and scroll down to the **academic progress review and remediation processes** (for faculty and staff) section to locate the reference tool and samples for establishing these procedures.

Establish a Graduate Student Handbook for the New Degree Program – Students need to know the specific requirements and milestones they must meet throughout their degree program. A Graduate Student Handbook provided to students when they are admitted to the degree program and published on the website for the new degree gives students this information. Include in the handbook the unit/college satisfactory academic progress policies, current degree program requirements (outlined in the approved proposal) and provide a link to the Graduate Education Policies and Procedures website. Please go to http://graduate.asu.edu/faculty_staff/policies to access Graduate Education Policies and Procedures.

Walter Cronkite School of Journalism and Mass Communication
and
W. P. Carey School of Business
Support Statements

From: Carolyn McNearney **On Behalf Of** Christopher Callahan
Sent: Monday, August 26, 2013 1:04 PM
To: curriculumplanning@asu.edu
Subject: Cronkite School business journalism certificate

Attached please find the Cronkite School's proposal for a Business Journalism Certificate. Below is a note from Dean Hillman of the W.P. Carey School of Business acknowledging the school's support of the certificate. The Cronkite School will include the certificate on its academic plan that it will submit to the Provost by the Sept. 20 deadline. Please let us know if you need anything additional from us.

Sincerely,

Christopher Callahan
Dean and University Vice Provost
Walter Cronkite School of Journalism and Mass Communication
Arizona State University
555 N. Central Ave.
Phoenix, Ariz. 85004
602.496.5012
ccallahan@asu.edu
<http://cronkite.asu.edu>
<http://facebook.com/CronkiteSchool>
[http://twitter.com/Cronkite ASU](http://twitter.com/Cronkite_ASU)

Sent: Saturday, August 24, 2013 4:12 PM
To: Christopher Callahan
Subject: RE: Business Journalism

I have no objection to this new certificate Chris- best of luck with it.

Amy

Amy J. Hillman
Rusty Lyon Chair of Strategy

Dean, W. P. Carey School of Business
Arizona State University
amy.hillman@asu.edu

From: Christopher Callahan
Sent: Saturday, August 24, 2013 8:55 AM
To: Amy Hillman
Subject: Business Journalism

Amy,

We are in the process of creating an online certificate program in business journalism and were just told we need your OK. If you could respond to this note, I'd appreciate it. This will be an online program that will be added to our established on-the-ground undergraduate and graduate specializations in business journalism. I've added the five courses for the certificate below.

Thanks,

C

Issues in Coverage of Business and the Economy
Reporting on Business and the Economy
Better Business Storytelling
Data in Business Journalism
Investigative Business Journalism

Christopher Callahan
Dean and University Vice Provost
Walter Cronkite School of Journalism and Mass Communication
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