

This template is to be used only by programs that have received specific written approval from the Provost's office to proceed with internal proposal development and review. The proposal template should be completed in full and submitted to the University Provost's Office [mailto: curriculumplanning@asu.edu]. It must undergo all internal university review and approval steps including those at the unit, college, and university levels. A program may not be implemented until the Provost's Office notifies the academic unit that the program may be offered.

College/School/Institute: Walter Cronkite School of Journalism and Mass Comm

Department/Division/School: NA

Proposing Faculty Group (if applicable): NA

Is this an official joint degree program? No, this is not a joint degree program

If "Yes" List all the additional college(s)/school(s)/institute(s) that will be involved in offering the degree program and providing the necessary resources. Note: All units offering this program must have collaborated in the proposal development and completed the appropriate unit and college/school approvals.

Degree type: BA-Bachelor of Arts

If other; provide degree type title and proposed abbreviation:

Name of degree program (major): Bachelor of Arts in Mass Communication and Media Studies

Are any concentrations to be established under this degree program? No, concentrations will not be established.

A separate "[Proposal to Establish an Undergraduate Concentration](#)" is required for each concentration.

Is a program fee required? No, a program fee is not required.

Requested effective catalog year? 2013-14

For deadline dates see: [Curriculum Workflow Calendars](#).

Delivery method: ASU Online only

Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the Provost and [Philip Regier](#) (*Executive Vice Provost and Dean*) is required to offer programs through ASU Online.

Campus/Locations:

Indicate all locations where this program will be offered.

Downtown Phoenix Polytechnic Tempe West Other: Online

Proposal Contact

Name: Marianne Barrett Title: Senior Associate Dean
 Phone number: 6024966612 Email: Marianne@asu.edu

Dean Approval(s)

This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed program.

Christopher Callahan

College/School/Division Dean name:



Signature _____ **Date:** 9/25/2012

1. Purpose and Nature of Program

Provide a brief program description. Include the distinctive features of the program that make it unique.

The online Bachelor of Arts in Mass Communication and Media Studies degree gives students a deep and nuanced understanding of the growing importance, power, influence and changing nature of media in the world. The program will explore global mass communication issues from all dimensions: societal, cultural, historical, political, economic, technological and legal. A sophisticated understanding of mass communication is a critical asset for careers in business, government, community and the non-profit sectors. The degree will be built upon courses that are part of the Cronkite School's existing Minor in Media Analysis.

2. Student Learning Outcomes and Assessment Methods

A. Knowledge, competencies, and skills

List the knowledge, competencies, and skills students should have when they graduate from the proposed degree program. (You can find examples of program Learning Outcomes at (<http://www.asu.edu/oue/assessment.html>))

Graduates of the Bachelor of Arts in Mass Communication and Media Studies online degree program will have a sophisticated understanding of how the media function and their impact on society. Graduates will be able to demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communication in a global society; understand concepts and apply theories in the use and presentation of images and information; think critically, creatively and independently about the media; have the written and oral communication skills to be able to analyze and evaluate media products.

B. Assessment

Describe the plan and methods to assess whether students have achieved the knowledge, competencies and skills identified in the Learning Outcomes. (You can find examples of assessment methods at (<http://www.asu.edu/oue/assessment.html>))

The assessment plan determines student achievement of educational objectives and student outcomes and assists the Cronkite School's administration and faculty in continually evolving and improving the bachelor of arts in mass communication and media studies. Research methods are embedded in each course, where students learn to think critically about the messages they receive from the mass media. Assessment is conducted in two ways: through random evaluations of discussion boards and through random evaluations of papers written in 400-level classes. The assessment is then 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 in relation to the completion of 400-level courses. 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 on-going basis.

3. Academic Curriculum and Requirements

A. Major Map.

Attach a copy of the "proposed" major map for this degree program and each concentration(s) to be offered. Instructions on how to create a "proposed major map" in [BAMM](#) can be found in the [Build a Major Map Training Guide](#).

B. Summary of credit hours required for this program

Total credit hours must be 120 and include first year composition, general studies, core/required courses, program specific electives, and any additional requirements (e.g., concentration credits).

Requirements	Credit Hours
First Year Composition	6
ASU 101 (or Equivalent)	1
General Studies	35
Core/required courses	3
Program specific electives	27
Additional requirements	0
Other; please explain Electives	48
Total	120

C. Core/Required Courses.

- i. Total required and/or core course credit hours: 3
- ii. List the name, prefix, and credit hours for each required/core course for this program
MCO 120 Media and Society 3 credit hours

D. Program Specific Electives.

- i. Total required program elective credit hours: 27
- ii. List the name, prefix, and credit hours for any program specific electives for this program:
MCO 240 Media Issues in American Pop Culture 3 credit hours

MCO 302 Media Research Methods 3 credit hours

MCO 418 History of Mass Communication 3 credit hours

MCO 421 Media Problems 3 credit hours

MCO 430 International Mass Communication 3 credit hours

MCO 435 Social Media 3 credit hours

MCO 450 Visual Communication 3 credit hours

MCO 455 War and Mass Media 3 credit hours

MCO 456 Political Communication 3 credit hours

MCO 460 Race, Gender and Media 3 credit hours

MCO 465 Sports and Media 3 credit hours

MCO 473 Sex, Love and Romance in the Mass Media 3 credit hours

MCO 494 Special Topics 3 credit hours

E. Additional Program Requirements (if any):

List and describe any capstone experiences, milestone, and/or additional requirements.

None required All students are required to take MCO 120 Media and Society. Students then select classes from the list provided above. With the exception of MCO 240 Media Issues in American Pop Culture and MCO 302 Media Research Methods, all courses are 400-level.

F. Concentrations

i. Are any concentrations to be established under this degree program? No, concentrations will not be established. If yes, are concentrations required? (Select One)

ii. List courses & additional requirements for the proposed concentration (s):

Concentration Name	Total credit hours	Core/Required Courses for Concentration (Prefix, # & Title)	Total Core credit hours	Program Specific Electives (include course name and prefix)	Total Elective credit hours	Additional Requirements (i.e. milestones, capstones)

4. New Course Development

A. Will a new course prefix (es) be required for this degree program? No

If yes, list prefix name(s) (i.e. ENG- English)

Note: A request for a “[New/Change to Prefix Request Form](http://provost.asu.edu/files/shared/curriculum/Prefix_Request.doc)” must be completed for each new prefix required and submitted with this proposal: http://provost.asu.edu/files/shared/curriculum/Prefix_Request.doc.

B. New Courses Required for Proposed Degree Program.

List all new courses required for this program, including course prefix, number and course description.

None required

Note: New course requests must be submitted electronically via [Curriculum ChangeMaker](#) and undergo all internal university review and approval steps including those at the unit, college, and university levels.

5. Program Need

Explain why the university needs to offer this program (include target audience and market).

Understanding how the media function and impact society is becoming ever more critical as the world becomes more complex and media creation and consumption ubiquitous. At the same time, the demand for degree programs offered online is increasing exponentially. With the Bachelor of Arts in Mass Communication and Media Studies, the Cronkite School and ASU would be the first Accrediting Council on Journalism and Mass Communication (ACEJMC) accredited program to offer an undergraduate mass communication degree fully online. We believe the opportunity for Cronkite and ASU is significant and potentially groundbreaking. An online mass communication and media studies program would help ASU reach its goal of increasing the number of baccalaureate degrees produced annually. The degree also would give ASU the ability to reach out to global audiences

and to returning students who simply cannot earn a degree with traditional geographic and scheduling limitations.

6. Impact on Other Programs

List other academic units that might be impacted by the proposed program and describe the potential impact (e.g., how the implementation of this program might affect student headcount/enrollment, student recruitment, faculty participation, course content, etc. in other programs). Attach letters of collaboration/support from impacted programs.

NA

7. Projected Enrollment

How many new students do you anticipate enrolling in this program each year for the next five 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)	70	105	160	240	300

8. Accreditation or Licensing Requirements

If applicable, provide the names of the external agencies for accreditation, professional licensing, etc. that guide your curriculum for this program, if any. Describe any requirements for accreditation or licensing.

None

9. Faculty & Staff

A. Current faculty

List the name, rank, highest degree, area of specialization/expertise and estimate of the level of involvement of all current faculties who will teach in the program.

Steven Doig, Professor, BA, Media Research; 20 percent time

Mary-Lou Galician, Associate Professor, Ed.D. Media Literacy; 20 percent time

Dan Gillmor, Professor of Practice, BA, Digital Media Literacy; 25 percent time

Dawn Gilpin, Assistant Professor, Ph.D., Social Media and Public Relations; 20 percent time

Susan Green, Professor of Practice, BA, Broadcast Journalism and Race, Gender and Media; 20 percent time

Retha Hill, Professor of Practice, BA, Innovation and Entrepreneurship; 20 percent time

David Natharius, Faculty Associate, Ph.D., Visual Communication; 10 percent time

Richard Ruelas, Faculty Associate, BA, Journalism History and Ethics; 10 percent time

B. William Silcock, Associate Professor, Ph.D.; International Media and Culture; 20 percent time

Jay Thorne, Faculty Associate, BA; Political Communication; 10 percent time

Kenn Tomasch, Faculty Associate, BA; Sports and Media; 10 percent time

B. New Faculty:

Describe the new faculty hiring needed during the next three years to sustain the program. List the anticipated hiring schedule and financial sources for supporting the addition of these faculty members.

The Cronkite School does not anticipate hiring any additional faculty during the next three years to sustain the program.

C. Administration of the program.

Explain how the program will be administered for the purposes of admissions, advising, course offerings, etc. Discuss the available staff support.

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

10. Resources (necessary to launch and sustain the program)

A. Required resources:

Describe any new resources required for this program's success, such as new support staff, new facilities, new library resources, new technology resources, etc.

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.

B. Resource acquisition:

Explain how the resources to support this program will be obtained.

NA

APPENDIX**OPERATIONAL INFORMATION FOR UNDERGRADUATE PROGRAMS**

(This information is used to populate the [Degree Search](#)/catalog website.)

1. Program Name (Major): Bachelor of Arts in Mass Communication and Media Studies**2. Program Description** (150 words maximum)

The online Bachelor of Arts in Mass Communication and Media Studies degree gives students a deep and nuanced understanding of the growing importance, power, influence and changing nature of media in the world. The program will explore global mass communication issues from all dimensions: societal, cultural, historical, political, economic, technological and legal. A sophisticated understanding of mass communication is a critical asset for careers in business, government, community and the non-profit sectors. The degree will be built upon courses that are part of the Cronkite School's existing Minor in Media Analysis.

3. Contact and Support Information

Building Name, code and room number: (Search ASU map)	Cronkite, Cronk 302
Program office telephone number: (<i>i.e.</i> 480/965-2100)	602/496-5555
Program Email Address:	cronkiteinfo@asu.edu
Program Website Address:	http://cronkite.asu.edu

4. Delivery/Campus Information Delivery: ASU Online only

Note: Once students elect a campus or On-line option, students will not be able to move back and forth between the on-campus and the ASU Online options. Approval from the Office of the Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online.

5. Campus/Locations: indicate all locations where this program will be offered.

Downtown Phoenix Polytechnic Tempe West Other: Online only

6. Additional Program Description Information

- A. Additional program fee required for this program? No
- B. Does this program have a second language requirement? No

7. Career Opportunities & Concentrations

Provide a brief description of career opportunities available for this degree program. If program will have concentrations, provide a brief description for each concentration. (150 words maximum)

A sophisticated understanding of mass communication is a critical asset for careers in business, government, community and the non-profit sectors. Graduates of the program will have career opportunities with professional organizations, educational institutions, writing firms, publishing companies, political parties and candidates, government officials and others. Graduates of the Bachelor of Arts in Mass Communication and Media Studies degree program also will be prepared to pursue graduate studies in fields such as law, medicine, the arts, education and journalism.

8. Additional Admission Requirements

If applicable list any admission requirements (freshman and/or transfer) that are higher than and/or in addition to the university minimum undergraduate admission requirements.)

None

9. Keywords

List all keywords used to search for this program. Keywords should be specific to the proposed program.
Mass communication, media studies, media analysis, communication, media, strategic communication, digital media, social media, media literacy, digital media literacy, international media, global media, global communication

10. Advising Committee Code

List the existing advising committee code to be associated with this degree. UGCSDO
Note: If a new advising committee needs to be created, please complete the following form:
[Proposal to create an undergraduate advising committee](#)

11. First Required Math Course

List the first math course required in the major map. MAT 142 OR MA

12. Western Undergraduate Exchange (WUE) Eligible:

Has a request been submitted to the Provost by the Dean to consider this degree program as eligible for [WUE](#)? No
Note: No action will be taken during the implementation process with regards to WUE until approval is received from the Provost.

13. Area(s) of Interest

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

- | | |
|--|---|
| <input type="checkbox"/> <u>Architecture, Construction & Design</u> | <input type="checkbox"/> <u>Engineering & Technology</u> |
| <input type="checkbox"/> <u>Artistic Expression & Performance</u> | <input type="checkbox"/> <u>Environmental Issues & Physical Science</u> |
| <input type="checkbox"/> <u>Biological Sciences, Health & Wellness</u> | <input type="checkbox"/> <u>Interdisciplinary Studies</u> |
| <input type="checkbox"/> <u>Business, Management & Economics</u> | <input type="checkbox"/> <u>Languages & Cultures</u> |
| <input checked="" type="checkbox"/> <u>Communication & Media</u> | <input type="checkbox"/> <u>Law & Justice</u> |
| <input type="checkbox"/> <u>Computing & Mathematics</u> | <input type="checkbox"/> <u>Social Science, Policies & Issues</u> |
| <input type="checkbox"/> <u>Education & Teaching</u> | |

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

- | | |
|--|---|
| <input type="checkbox"/> <u>Architecture, Construction & Design</u> | <input type="checkbox"/> <u>Engineering & Technology</u> |
| <input type="checkbox"/> <u>Artistic Expression & Performance</u> | <input type="checkbox"/> <u>Environmental Issues & Physical Science</u> |
| <input type="checkbox"/> <u>Biological Sciences, Health & Wellness</u> | <input checked="" type="checkbox"/> <u>Interdisciplinary Studies</u> |
| <input type="checkbox"/> <u>Business, Management & Economics</u> | <input type="checkbox"/> <u>Languages & Cultures</u> |
| <input type="checkbox"/> <u>Communication & Media</u> | <input type="checkbox"/> <u>Law & Justice</u> |
| <input type="checkbox"/> <u>Computing & Mathematics</u> | <input type="checkbox"/> <u>Social Science, Policies & Issues</u> |
| <input type="checkbox"/> <u>Education & Teaching</u> | |

The following fields are to be completed by the Office of the Executive Vice President and Provost of the University.

CIP Code: _____

Plan Code:


2013 - 2014 Major Map
Mass Communication and Media Studies, BA (Proposed)

Term 1 - A	1 - 7 Credit Hours	Critical course signified by	Hours	Minimum Grade	Notes
		◆			
		MCO 120: Media and Society (SB)	3	C	
		ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: English for Foreign Students	3	C	
		ASU 101: The ASU Experience	1	C	
		Term hours subtotal:	7		
Term 1 - B	8 - 13 Credit Hours		Hours	Minimum Grade	Notes
		MAT 142: College Mathematics (MA) OR Mathematics (MA)	3		
		Humanities, Fine Arts and Design (HU)	3		
		Term hours subtotal:	6		
Term 2 - A	14 - 20 Credit Hours		Hours	Minimum Grade	Notes
		ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: English for Foreign Students	3	C	
		Natural Science - General (SG) OR Natural Science - Quantitative (SQ)	4		
		Term hours subtotal:	7		
Term 2 - B	21 - 26 Credit Hours		Hours	Minimum Grade	Notes
		Computer/Statistics/Quantitative Applications (CS)	3		
		Social and Behavioral Sciences (SB)	3		
		Term hours subtotal:	6		
Term 3 - A	27 - 32 Credit Hours		Hours	Minimum Grade	Notes
		Lower Division Mass Communication Elective OR Upper Division Mass Communication Elective	3	C	
		Lower Division Literacy and Critical Inquiry (L)	3		
		Term hours subtotal:	6		
Term 3 - B	33 - 39 Credit Hours		Hours	Minimum Grade	Notes
		Natural Science - Quantitative (SQ)	4		
		Lower Division Elective	3		
		Term hours subtotal:	7		
Term 4 - A	40 - 45 Credit Hours		Hours	Minimum Grade	Notes
		Upper Division Mass Communication Elective	3	C	
		Cultural Diversity in the U.S. (C)	3		
		Term hours subtotal:	6		
Term 4 - B	46 - 51 Credit Hours		Hours	Minimum Grade	Notes
		Upper Division Literacy and Critical Inquiry (L)	3		
		Humanities, Fine Arts and Design (HU)	3		
		Term hours subtotal:	6		
Term 5 - A	52 - 57 Credit Hours		Hours	Minimum Grade	Notes
		Upper Division Mass Communication Elective	3	C	
		Lower Division Elective	3		
		Term hours subtotal:	6		

Term 5 - B 58 - 63 Credit Hours	Hours	Minimum Grade	Notes
Upper Division Mass Communication Elective	3	C	
Lower Division Elective	3		
Term hours subtotal:	6		
Term 6 - A 64 - 69 Credit Hours	Hours	Minimum Grade	Notes
Upper Division Mass Communication Elective	3	C	
Social and Behavioral Sciences (SB)	3		
Term hours subtotal:	6		
Term 6 - B 70 - 75 Credit Hours	Hours	Minimum Grade	Notes
Global Awareness (G)	3		
Lower Division Elective	3		
Term hours subtotal:	6		
Term 7 - A 76 - 81 Credit Hours	Hours	Minimum Grade	Notes
Upper Division Mass Communication Elective	3	C	
Upper Division Humanities, Fine Arts and Design (HU) OR Upper Division Social and Behavioral Sciences (SB)	3		
Term hours subtotal:	6		
Term 7 - B 82 - 87 Credit Hours	Hours	Minimum Grade	Notes
Historical Awareness (H)	3		
Lower Division Elective	3		
Term hours subtotal:	6		
Term 8 - A 88 - 93 Credit Hours	Hours	Minimum Grade	Notes
Lower Division Elective	3		
Upper Division Elective	3		
Term hours subtotal:	6		
Term 8 - B 94 - 99 Credit Hours	Hours	Minimum Grade	Notes
Upper Division Mass Communication Elective	3	C	
Lower Division Elective	3		
Term hours subtotal:	6		
Term 9 - A 100 - 105 Credit Hours	Hours	Minimum Grade	Notes
Upper Division Elective	3		
Lower Division Elective	3		
Term hours subtotal:	6		
Term 9 - B 106 - 111 Credit Hours	Hours	Minimum Grade	Notes
Upper Division Mass Communication Elective	3	C	
Upper Division Elective	3		
Term hours subtotal:	6		
Term 10 - A 112 - 117 Credit Hours	Hours	Minimum Grade	Notes
Upper Division Mass Communication Elective	3	C	
Upper Division Elective	3		
Term hours subtotal:	6		
Term 10 - B 118 - 120 Credit Hours	Hours	Minimum Grade	Notes
Upper Division Elective	3		

Term hours subtotal: 3

Mass Communication Elective

MCO 240: Media Issues in American Pop Culture

MCO 302: Media Research Methods

MCO 418: History of Mass Communication (SB & H)

MCO 421: Media Problems

MCO 430: International Mass Communication (G)

MCO 435: Social Media

MCO 450: Visual Communication (HU)

MCO 455: War and Mass Media

MCO 456: Political Communication (SB)

MCO 460: Race, Gender, and Media (C)

MCO 465: Sports and Media

MCO 473: Sex, Love, and Romance in the Mass Media (SB)

MCO 494: Special Topics

Total Hours: 120**Upper Division Hours:** 45 minimum**Major GPA:** 2.00 minimum**Cumulative GPA:** minimum**Total hrs at ASU:** 30 minimum**Hrs Resident Credit for****Academic Recognition:** minimum**Total Community College Hrs:** maximum**General University Requirements Legend**

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Fine Arts and Design (HU)
- Social and Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)
 - Global Awareness (G)
 - Historical Awareness (H)
- First-Year Composition

General Studies designations listed on the major map are current for the 2013 - 2014 academic year.