(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 Policies and Procedures website. Please go to http://graduate.asu.edu/faculty_staff/policies to access Graduate Policies and Procedures.

Check Box Directions – To place an "X" in the check box, place the cursor on the left-side of the box, right click to open the drop down menu, select *Properties*, under *Default value*, select *Check**ed*** and then select *Ok*.

ARIZONA STATE UNIVERSITY
PROPOSAL TO ESTABLISH A NEW GRADUATE DEGREE

This template is to be used only by programs that have received specific written approval from the University Provost's Office to proceed with internal proposal development and review. A separate proposal must be submitted for each individual new degree program.

DEGREE PROGRAM

College/School(s) offering this degree: Walter Cronkite School of Journalism and Mass Communication

Unit(s) within college/school responsible for program: Dean's Office, Walter Cronkite School of Journalism and Mass Communication

If this is for an official joint degree program, list all units and colleges/schools that will be involved in offering the degree program and providing the necessary resources: N/A

Proposed Degree Name: Master of Science (MS) in Business Journalism

> *Note*: The degree will be added to the 2017-18 academic plan request for the Walter Cronkite School of Journalism and Mass Communication. The academic unit has made a special request for the proposal to proceed concurrently through governance reviews and academic plan review.

Master's Degree Type: Master of Science

Proposed title of major: Business Journalism

Is a program fee required? Yes ☒   **No** ☐

Is the unit willing and able to implement the program if the fee is denied? Yes ☒   **No** ☐

Requested effective term: Fall **and year:** 2017
(The first semester and year for which students may begin applying to the program)

PROPOSAL CONTACT INFORMATION
(Person to contact regarding this proposal)

Name: Marianne Barrett   **Title:** Senior Associate Dean

Phone: 602.496.5555   **email:** marianne@asu.edu

DEAN APPROVAL

This proposal has been approved by all necessary unit and College/School levels of review, and the College/School(s) has the resources to offer this degree program. I recommend implementation of the proposed degree program. (*Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.*)

College Dean name:

College Dean Signature _____**See attached**_____ **Date:** _____

ARIZONA STATE UNIVERSITY
PROPOSAL TO ESTABLISH A NEW GRADUATE DEGREE

This proposal template should be completed in full and submitted to the University Provost's Office [mail to: 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.

DEGREE PROGRAM INFORMATION

Master's Type: MS
(E.g. MS, MA, MAS, PSM, or other)

Proposed title of major: Business Journalism

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1. **PURPOSE AND NATURE OF PROGRAM:**
   A. **Brief program description -**

   The proposed Master of Science in Business Journalism is a 30-credit online degree program that combines courses in the Walter Cronkite School of Journalism and Mass Communication and the W. P. Carey School of Business. The combined degree program offers students the unique opportunity to take courses in two schools that are considered national leaders in their fields. The program begins with a Cronkite course covering business and the economy. Students then move on to courses that are part of the Carey School's Master of Science in Management program that teach the basics of financial accounting, statistics, economics and organization theory and behavior. Those courses are interspersed with journalism courses on reporting on business and the economy, media law, data in business journalism and media entrepreneurship. The program is capped with an applied project that demonstrates proficiency in the concepts and tools taught and that reflects the student's particular area of interest. Students will work with a Cronkite faculty member to develop proposals and complete the applied project, which may take the form of a business plan for a media-related enterprise or start-up, a creative project such as a digital presentation or portfolio of applied work, or a research project that advances knowledge in business journalism.

   Each school will assign individual faculty to develop and/or teach the courses for which it is responsible. All courses already exist or have previously been taught and are requesting permanent numbers or reactivated, although several courses will be converted from on-the-ground classes to online offerings. Of the six Cronkite School courses, three already are taught as online courses.

   The program will appeal to a wide range of constituencies: aspiring business journalists in the U.S. and abroad; journalists who already cover business and the economy but want to improve their understanding and expertise; other journalists who seek to improve their coverage of the business and economic aspects of topics ranging from sports to sustainability; and communications specialists or those who seek to be communications professionals in corporate communications, public relations, education or other public or private environments in which an understanding of business and economics and an understanding of how to effectively communicate with audiences on those topics is essential. The program would be heavily marketed through the Cronkite School's Donald W. Reynolds National Center for Business Journalism, which has extensive connections to business journalists around the globe, and through the Carey School, which has broad reach in the business community.

   We believe the addition of this degree program would build on the demonstrated expertise of both the Walter Cronkite School of Journalism and Mass Communication and the W. P. Carey School of Business and extend their reputation and reach nationally and internationally.

   B. **Will concentrations be established under this degree program?** ☐ Yes   ☒ No
      (**Please provide additional concentration information in the operational appendix – number 5A**.)

2. **PROGRAM NEED -** Explain why the university should offer this program (include data and discussion of the target audience and market).

The proposed degree builds on the established expertise of both the Cronkite School and the W.P. Carey School of Business and meets a growing demand for journalists and communications professionals who understand the nuances of business, economics and financial reporting.

The Cronkite School has built an international reputation in business journalism with a long-established focus in business journalism. Students at both the bachelor's and master's levels can specialize in the study of business journalism. The school has an endowed chair (the Reynolds Endowed Chair in Business Journalism) with responsibility for teaching classes within the specialized focus area of business journalism, overseeing a national business journalism placement program, and providing service within the profession.

The W.P. Carey School of Business is widely recognized as one of the best business schools in the country. Specific to this proposal, U.S. News & World Report ranks the Carey School as No. 3 for online graduate business programs.

Both the Cronkite and Carey schools have track records of successfully developing and offering online education with the support of ASU Online.

Today only 24 of the 505 U.S. journalism programs offer face-to-face courses in business journalism, and even fewer offer online courses in this area. No other university offers an online business journalism master's degree program.

At the same time, there is a growing need for business journalists. Markets are interlinked, economies behave in seemingly erratic ways, and the world of finance is increasingly complex and fragmented. Journalists need sophisticated training in order to understand and translate these forces to the public and hold the powerful accountable. In addition, demand for this kind of journalistic expertise is growing among consumers of news around the world, especially in countries where economies are modernizing and the middle class is growing. Media outlets are responding to these changes by hiring journalists who are capable of nuanced coverage of business and finance. Major news organizations, including Bloomberg, Dow Jones, Reuters, The Wall Street Journal and others compete for graduates with this kind of expertise. Finally, there is a growing demand in the public and private sectors for communications professionals who understand business and economics and can communicate on those topics to internal and external constituencies.

3. **IMPACT ON OTHER PROGRAMS -** Attach any letters of collaboration/support from impacted programs. (see Checklist coversheet)
Attached is a letter of support from the W.P. Carey School of Business. Although the proposed degree is not a joint one between the two schools, the Carey School has approved the inclusion of four of its courses.

The Cronkite School had received approval to offer an online certificate program in Business Journalism. Cronkite School courses that were included in that proposal have been folded into the proposed master's degree program. Once the master's degree in Business Journalism has been approved, the Cronkite School will submit a proposal to disestablish the Business Journalism certificate.

4. **PROJECTED ENROLLMENT -** How many new students do you anticipate enrolling in this program each year for the next five years? Please note, The Arizona Board of Regents (ABOR) requires nine masters and six doctoral degrees be awarded every three years. Thus, the projected enrollment numbers must account for this ABOR requirement.

5-YEAR PROJECTED ANNUAL ENROLLMENT					
Please utilize the following tabular format.	**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)	15	45	45	45	45

5. **STUDENT LEARNING OUTCOMES AND ASSESMENT:**
    A. **List the knowledge, competencies, and skills** students should have attained by graduation from the proposed degree program. (You can find examples of program Learning Outcomes at (http://www.asu.edu/oue/assessment.html).

    1. Graduates of the program will be able to report and edit stories about complex business, economic and financial issues.
    2. Graduates of the program will be comfortable with the language, structure and processes of business and capable of explaining and translating business, financial and economic news to lay audiences.
    3. Graduates of the program will be able to obtain and interpret company statements, analyze government-generated data, construct and test hypotheses, identify credible sources, utilize public documents to develop business journalism stories.
    4. Graduates of the program will be able to evaluate opportunity and market conditions and assess stakeholders' tolerance for risk in the current business environment.
    5. Graduates of the program will have an in-depth understanding of the American legal system and the legal definition of freedom of expression. They will be able to express a complex understanding of how the area of media law affects free expression, especially as it pertains to modern media.

    B. **Describe the plans 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).

    Assessment will be conducted through instructor evaluations of assignments to include online presentations using PowerPoint or similar software, discussion board posts, quizzes, tests and papers. Additional assessment information will be derived from student course assessments for each class, graduating student surveys, and student performance in the final capstone course, which will require students to utilize knowledge learned in prior coursework and apply it to an applied project. Assessments will measure individual and collective student outcomes and will be used by faculty and administration on an ongoing basis to determine appropriate programmatic, instructional and/or curricular changes.

    Outcome 1: Graduates of the program will be able to report and edit stories about complex business, economic and financial issues.
    Measurement: Students will write four proposals for business journalism stories that will be evaluated by professional journalists.
    Performance criteria: At least 85 percent of the students will earn at least an 80 percent on their proposals.

    Outcome 2: Graduates of the program will be able to use the language, structure and processes of business to explain and translate business, financial and economic news to lay audiences.
    Measurement: Students in MCO 550 Issues in Coverage of Business and the Economy will be regularly quizzed on business journalism vocabulary.

Performance criteria: At least 80 percent of the students in the course will earn at least an 80 percent on their quizzes.

Outcome 3: Graduates of the program will be able to obtain and interpret company financial statements, including those that detail a company's assets and liabilities, revenue and expenses, profits and losses, analyze government-generated data, construct and test hypotheses, identify credible sources and utilize public documents to develop business journalism stories.
Measurement: Students will be required to obtain company financial statements, such as annual reports and filings, from publicly available databases or the company and analyze them to develop business journalism stories.
Performance criteria: One hundred percent of the students will submit a two-page report through Blackboard detailing the process used to acquire the company statements and an outline of how the information can be used to tell a business journalism story. These reports will be assessed by the course instructor.

Outcome 4: Graduates of the program will be able to evaluate opportunity and market conditions and assess their tolerance for risk in the current business environment.
Measurement: Each student in MCO 556 Media Entrepreneurship will be required to submit a three-page mockup using tools learned in the course to prototype his/her digital business.
Performance criteria: At least 80 percent of the students in the course will earn at least an 80 percent on their digital media business prototypes.

Outcome 5: Graduates of the program will be able to express a complex understanding of how the area of media law affects free expression, especially as it pertains to modern media.
Measurement: Students in MCO 503 Media Law will be regularly quizzed on reading assignments and will submit three case briefs and an essay.
Performance criteria: At least 80 percent of the students in the course will earn at least an 80 percent on the quizzes. At least 75 percent of the students in the course will earn at least an 80 percent on the case briefs and final essay.

6. **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.

The Accrediting Council on Education in Journalism and Mass Communications is the accrediting body for schools of journalism and mass communication. Currently, the Council accredits 118 programs in journalism and mass communications at colleges and universities in the United States, Puerto Rico and outside the country. The Council is dedicated to excellence and high standards in professional education in journalism and mass communications. The Council endorses professional education that recognizes and incorporates technological advances, changing professional and economic practice and public interest and demands.

To serve this mission, the Council has established educational requirements and standards and provides a process of voluntary program review by professionals and educators, awarding accredited status to programs that meet its standards. Through this process, the Council assures students, parents, journalism and mass communications professionals and the public that accredited programs meet rigorous standards for professional education.

The Council re-evaluates accredited programs every six years using nine standards: Mission and Governance, Curriculum and Instruction, Diversity and Inclusiveness, Full-time and Part-time Faculty, Scholarship: Research, Creative and Professional Activity, Student Services, Resources, Facilities and Equipment, Professional and Public Service and Assessment of Learning Outcomes.

7. **FACULTY, STAFF, AND RESOURCE REQUIREMENTS:**
   A. Faculty
      i. **Current Faculty -** List the name, rank, highest degree, area of specialization/expertise and estimate of the level of involvement of all current faculty members who will teach in the program.

   Andrew Leckey, Reynolds Endowed Chair in Business Journalism, Cronkite School; M.A.; Business Journalism; 40 percent involvement

   Stephen Doig, Knight Chair in Journalism, Cronkite School; B.A.; Data Journalism; 20 percent involvement

   Joseph Russomanno, Associate Professor, Cronkite School; Ph.D.; Mass Communication Law; 20 percent involvement

   Retha Hill, Direction of the New Media Innovation Lab, Professor of Practice, Cronkite School; M.A.; Innovation and Entrepreneurship; 20 percent involvement

   Amanda Friedenberg, Associate Professor, W. P. Carey School; Ph.D.; Economics; 20 percent involvement

   Adriana Dornelles, Clinical Assistant Professor, Sc.D., W. P. Carey School; Statistics; 20 percent involvement

   John Dallmus, Lecturer Sr., Carey School; MBA; Accounting; 20 percent involvement

   Marcie Lepine, Ph.D., Associate Professor, W. P. Carey School; Organizational Theory; 20 percent involvement

   ii. **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.

   A business journalist with extensive professional experience may be required as an adjunct instructor to teach a course in the second year of the program. The Cronkite School would provide the financial resources to support the hire.

   iii. **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 advise students and administer curriculum development and course scheduling, while ASU Online will oversee admissions and assist instructors with the development of courses for the online environment.

   B. Resource requirements needed to launch and sustain the program: Describe any new resources required for this program's success such as new staff, new facilities, new library resources, new technology resources, etc
      NA

8. **COURSES:**
   A. Course Prefix(es): Provide the following information for the proposed graduate program.
      i. Will a new course prefix(es) be required for this degree program?
                   Yes ☐ No ☒

B. New Courses Required for Proposed Degree Program: Provide course prefix, number, title, and credit hours and description for any new courses required for this degree program.

MCO 556 Media Entrepreneurship (3 credit hours)
The overall goal of this online course is to familiarize students with media entrepreneurship. Specifically, we will study why entrepreneurship is needed and can be successful in the current business environment, how to assess risk and opportunity and how to assess sustainability. The class will serve as a foundation for additional entrepreneurship courses that can help students who may be interested in launching their own businesses.

ACC 501 Basics of Financial Performance Reporting & Analysis (1.5 credit hours)
This course will cover contemporary financial accounting and reporting systems; emphasizes the interpretation and evaluation of a company's external financial reports. This course is designed for students with limited business experience and without an undergraduate business degree.

ACC 504 Basics of Internal Measures of Success: Managerial Accounting (1.5 credit hours)
This course will cover managerial accounting concepts and procedures for internal reporting applied to the decision making activities of the professional managers. This course is designed for students with limited business experience and without an undergraduate business degree.

WPC 504 Basics of Understanding Facts: Statistics for Managers (3)
This course will provide conceptual introduction to the field of statistics and its many applications. This course is designed for students with limited business experience and without an undergraduate business degree.

ECN 504 Basics of Decisions, Market Structure and Games: Managerial Economics (3)
Applies microeconomic analysis to managerial decision making in areas of demand, production, cost, and pricing. Evaluates competitive strategies. This course is designed for students with limited business experience and without a business degree.

MGT 501 Basics of Leading People, Teams and Organizations: Organization Theory (3)
This course allows students to understand the human side of organizations through management theories and applications. Develops knowledge and skills for successful management of self and others. This course is designed for students with limited business experience and without an undergraduate business degree.

APPENDIX I
OPERATIONAL INFORMATION FOR GRADUATE PROGRAMS
(This information is used to populate the Graduate Programs Search/catalog website.)

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

   The master's degree in business journalism includes journalism and business coursework offered by the Walter Cronkite School of Journalism and Mass Communication and the W. P. Carey School of Business. The program is designed to give journalists and communications professionals around the world a competitive edge in the globally expanding job market in business journalism and related fields. The program may be completed in as little as one year.

   Curricular Structure Breakdown for the Academic Catalog:

   30 credit hours including the required applied project course (MCO 593)

   Required Core (27 credit hours)
   ACC 501 Basics of Financial Performance Reporting & Analysis (1.5)
   ACC 504 Basics of Internal Measures of Success: Managerial Accounting (1.5)
   ECN 504 Basics of Decisions, Market Structure and Games: Managerial Economics (3)
   MCO 503 Media Law (3)
   MCO 550 Issues in Coverage of Business and the Economy (3)
   MCO 552 Data in Business Journalism (3)
   MCO 553 Reporting on Business and the Economy (3)
   MCO 556 Media Entrepreneurship (3)
   MGT 501 Basics of Leading People, Teams and Organizations: Organization Theory (3)
   WPC 504 Basics of Understanding Facts: Statistics for Managers (3)

   Culminating Experience (3 credit hours)
   MCO 593 Applied Project (3)

2. **Campus(es) where program will be offered:**
   (Please note that Office of the Provost approval is needed for ASU Online campus options.)

   ☒ **ASU Online only (all courses online)**

   All other campus options (please select all that apply):

   ☐ Downtown ☐ Polytechnic
   ☐ Tempe ☐ West

   ☐ **Both** on-campus **and** ☐ ASU Online **(*) -** (Check applicable campus from options listed.)

   (*) Please note: Once students elect a campus option, students will not be able to move back and forth between the on-campus (in-person) or hybrid options and the ASU Online campus option.

3. **Admission Requirements:**

   Degree: Minimum of a bachelor's or master's degree in journalism, mass communication, public relations, business or a closely related field from a regionally accredited college or university. International applicants must meet the admissions criteria of Graduate Education.

   GPA: Minimum of a 3.00 cumulative GPA (scale is 4.00=A) in the last 60 hours of a student's first bachelor's degree program. Minimum of 3.00 cumulative GPA (scale is 4.00=A) in an applicable master's degree.

English Proficiency Requirement for International Applicants: The English proficiency requirements are the same as the Graduate Education requirement. (see Graduate Education requirement http://graduate.asu.edu/admissions/international/english_proficiency): ☐ **Yes** ☒ **No**

If applicable, list any English proficiency requirements that are supplementary to the Graduate Education requirement.

International applicants 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.

Foreign Language Exam:
Foreign Language Examination(s) required? ☐Yes ☒No

Required Admission Examinations: ☐GRE ☐GMAT ☐Millers Analogies ☒ **None required**
(Select all that apply.)

Letters of Recommendation: ☐Yes ☒No

4. **Application Review Terms (if applicable Session):** Indicate all terms for which applications for Admissions are accepted:

   Admissions will be on a rolling basis.

   ☒ Fall (regular)   year: 2017
   ☒ Session B   year: 2017

   ☒ Spring (regular)   year: 2018
   ☒ Session B   year: 2018

   ☒ Summer I   year: 2018

   ☒ Summer II   year: 2018

   *Applications will continue to roll each term after this.

5. **Curricular Requirements:**
   (Please expand tables as needed. Right click in white space of last cell. Select "Insert Rows Below")

   5A. Will concentrations be established under this degree program? ☐ Yes ☒ No

5B.   Curricular Structure:

Required Core Courses for the Degree			Credit Hours
(Prefix & Number)	(Course Title)	(New Course?) Yes or No?	(Insert Section Sub-total) 27
MCO 550	Issues in Coverage of Business and the Economy	No	**3**
MCO 553	Reporting on Business and the Economy	No	**3**
MCO 503	Media Law	No	**3**
MCO 552	Data in Business Journalism	No	**3**
MCO 556	Media Entrepreneurship	Yes	**3**
ACC 501	Basics of Financial Performance Reporting & Analysis	Yes	**1.5**
ACC 504	Basics of Internal Measures of Success: Managerial Accounting	Yes	**1.5**
WPC 504	Basics Understanding Facts: Statistics for Managers	Yes	**3**
ECN 504	Basics of Decisions, Market Structure and Games: Managerial Economics	Yes	**3**
MGT 501	Basics of Leading People, Teams and Organizations: Organization Theory	Yes	**3**
Required Concentration Courses (if applicable)			**Credit Hours**
(Prefix & Number)	(Course Title)	(New Course?) Yes or No?	(Insert Section Sub-total)
NA	NA	NA	NA
Elective or Research Courses *(as deemed necessary by supervisory committee)*			**Credit Hours**
(Prefix & Number)	(Course Title)	(New Course?) Yes or No?	(Insert Section Sub-total)
NA	NA	NA	NA
Culminating Experience *E.g. - Capstone course, applied project, **thesis** (**masters only** – 6 credit hours) or **dissertation** (**doctoral only** – 12 credit hours) as applicable*			**Credit Hours** (Insert Section Sub-total)
MCO 593 Applied Project			3
Total required credit hours			**30**

- List all required core courses and total credit hours for the core (required courses other than internships, thesis, dissertation, capstone course, etc.)**.**
- Omnibus numbered courses cannot be used as core courses.
- Permanent numbers must be requested by submitting a course proposal to Curriculum ChangeMaker for approval. Courses that are new, but do not yet have a new number can be designated with the prefix, level of the course and X's (e.g. ENG 5XX or ENG 6XX).

6. **Comprehensive Exams:**

    Master's Comprehensive Exam (when applicable), please select the appropriate box.

    ☐   Oral comprehensive exam is required – in addition to written exam

    ☒   No written or oral comprehensive exam is required

7. **Allow 400-level courses:** ☐ **Yes**   ☒ **No** (No more that 6-credit hours of 400-level coursework can be included on a graduate student plan of study.)

8. **Committee:** Required Number of Thesis or Dissertation Committee Members (must be at least 3 including chair or co-chairs):   3

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

    Business journalism, business reporting, financial journalism, business communications, global communications, Cronkite School, W. P. Carey School

10. **Area(s) of Interest**

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

☐	**Architecture & Construction**	☐	**Interdisciplinary Studies**
☐	**Arts**	☐	**Law & Justice**
☒	**Business**	☐	**Mathematics**
☐	**Communication & Media**	☐	**Psychology**
☐	**Education & Teaching**	☐	**STEM**
☐	**Engineering & Technology**	☐	**Science**
	Entrepreneurship	☐	**Social and Behavioral Sciences**
☐	**Health & Wellness**	☐	**Sustainability**
☐	**Humanities**		

     B. Select **one (1)** secondary area of interest from the list below that applies to this program.

☐	**Architecture & Construction**	☐	**Interdisciplinary Studies**
☐	**Arts**	☐	**Law & Justice**
☐	**Business**	☐	**Mathematics**
☒	**Communications & Media**	☐	**Psychology**
☐	**Education & Teaching**	☐	**STEM**
☐	**Engineering & Technology**	☐	**Science**
☐	**Entrepreneurship**	☐	**Social and Behavioral Sciences**
☐	**Health & Wellness**	☐	**Sustainability**
☐	**Humanities**		

11. **Contact and Support Information:**

Office Location (Building & Room):	Cronkite 302
Campus Telephone Number:	602.496.5555
Program email address:	cronkitegrad@asu.edu
Program website address:	Cronkite.asu.edu
Program Director (Name):	Marianne Barrett
Program Director (ASU ID):	marianne
Program Support Staff (Name):	Alexis Weiler

Program Support Staff (ASU ID):	asweile
Admissions Contact (Name):	Alexis Weiler
Admissions Contact (ASU ID):	asweile

12. **Application and iPOS Recommendations:** List the Faculty and Staff who will input admission/POS recommendations to Gportal **and** indicate their approval for Admissions and/or POS:

Name	ADMSN	POS
Alexis Weiler	X	X

APPENDIX II

Support Statements

Walter Cronkite School of Journalism – Official Submission and Support

From: Marianne Barrett
Sent: Tuesday, September 06, 2016 4:22 PM
To: Curriculumplanning@asu.edu
Cc: Katie Jensen (Provost Office) <Katherine.Jensen@asu.edu>; Emily Knoblock <emily.knoblock@asu.edu>; Kay Faris <KAY.FARIS@asu.edu>; Kristin Gilger <Kristin.Gilger@asu.edu>; Amanda Morales-Calderon <AMANDA.MORALES-CALDERON@asu.edu>
Subject: Cronkite School proposed online master's degree in business journalism

Hello,
Attached is the Cronkite School's proposed online master's degree in business journalism. Included in the proposal are revisions made in response to questions from Graduate Education and an impact statement from the W.P. Carey School of Business. Let me know if you would prefer a copy without the response comments. We have reached out to ASU Online and have requested an impact statement from them as well. This degree will be on the Cronkite School's 2017-18 Academic Plan that we will be submitting by this month's deadline. Because we would like to launch this degree in fall 2017 we wanted to submit it today so that all the parties that will need to approve it have the time to review it.
Thank you.
Marianne

Marianne Barrett, Ph.D.
Senior Associate Dean and
Louise Solheim Professor
Walter Cronkite School of Journalism
and Mass Communication
Arizona State University

From: Amy Hillman
Sent: Thursday, June 23, 2016 1:53 PM
To: Marianne Barrett <marianne@asu.edu>
Cc: Kay Faris <KAY.FARIS@asu.edu>; Joan Brett <Joan.Brett@asu.edu>
Subject: Business Journalism Degree letter of support

Dear Marianne,

This letters conveys W.P. Carey's support of the Walter Cronkite School of Journalism and Mass Communication's proposed Master's degree in Business Journalism.

This degree does not impact our offerings as the target graduate students are professional journalists. We agree to offer four courses in an online format to provide a business perspective for your students.

Best wishes on the success of this exciting new master's degree.

Amy Hillman

Amy Hillman, PhD

Dean | Rusty Lyon Chair of Strategy

Arizona State University | **W. P. Carey School of Business**

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ASU EdPlus

ARIZONA STATE UNIVERSITY

MEMORANDUM

To: Marianne Barrett
From: Casey Evans
Date: September 20, 2016
Subject: Master of Science in Business Journalism

Dear Marianne,

Congratulations!

The Master of Science in Business Journalism program has received support from Dean Philip Regier to be offered through ASU Online. This program must complete university governance reviews for formal approval. Please include this support memo along with your proposal submission when it is submitted formally to the university (to curriculumplanning@asu.edu) by your dean or their designee.

Please note that in order to proceed with implementation you must receive final approval to launch an online program from the University Provost.

Once again, congratulations! We are excited to work with you on your new program.

Thank you!

Casey Evans

Associate Director, Program and Project Management
EdPlus at ASU
Arizona State University
Phone: (480) 884-1631
Casey.l.evans@asu.edu

CC: Kim Naig