

New Program Proposal

Date Submitted: 09/20/23 12:45 pm

Viewing: **JSMSUM : Strategic Media Skills**

Undergraduate MicroCertificate

Last edit: 01/23/24 10:49 am

Changes proposed by: bostwick

Submitter: User ID: bostwick Phone:
479-585-8485

Program Status Active

Academic Level Undergraduate

Type of proposal MicroCertificate

Select a reason for Adding New Undergraduate MicroCertificate
this new program

Effective Catalog Year 08152024

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

Department Code
School of Journalism and Strategic Media (SJSM)

Program Code JSMSUM

Degree Undergraduate MicroCertificate

CIP Code

In Workflow

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

Approval Path

1. 09/20/23 12:53 pm
Christopher Liner
(liner): Approved for ARSC Dean Initial
2. 12/14/23 11:39 am
Lisa Kulczak
(lkulcza): Approved for Director of Curriculum Review and Program Assessment
3. 12/18/23 3:42 pm
Gina Daugherty
(gdaugher):

- Approved for Registrar Initial
- 4. 01/03/24 2:50 pm
Doug Miles
(dmiles): Approved for Institutional Research
- 5. 01/03/24 4:26 pm
Dave Bostwick
(bostwick): Approved for SJSM Chair
- 6. 01/30/24 9:41 am
Nik Rowan
(nrgreen): Approved for ARSC Curriculum Committee
- 7. 01/30/24 12:22 pm
Christopher Liner
(liner): Approved for ARSC Dean
- 8. 01/30/24 1:00 pm
Suzanne Kenner
(skenner): Approved for Global Campus
- 9. 01/30/24 3:02 pm
Matthew Ganio
(msganio): Approved for Provost Review
- 10. 02/28/24 1:47 pm
Lisa Kulczak
(lkulcza): Approved for Undergraduate Council

09.0900 - Public Relations, Advertising, and Applied Communication.

Program Title

Strategic Media Skills Undergraduate MicroCertificate

Program Delivery

Method

On Campus
Online/Web-based

Is this program interdisciplinary?

No

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

No

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

On-line/Web-based Information

Reason for offering
Web-based Program

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

Maximum Class Size 19
for Web-based
Courses

Course delivery
mode

Method(s)
Online

Class interaction
mode

Method(s):
Electronic Bulletin Boards

Percent Online
100% with No Required Campus Component

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

Estimate Costs of the 0
Program over the

First 3 Years

List Courses Taught
by Adjunct Faculty

Upload
Memorandum of
Understanding Forms
(if required)

Program Requirements and Description

Requirements

Requirements for an undergraduate MicroCertificate in Strategic Media Skills

Students must take the following 9 hours of coursework within the School of Journalism and Strategic Media to earn the MicroCertificate:

ADPR 35503	Advertising and Public Relations Strategies	3
JOUR 20603	Media Graphics and Technology	3
JOUR 30403	Performer in Mass Media	3
Total Hours		9

8-Semester Plan

N/A

Program Costs

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

Library Resources

Not applicable at this time.

Instructional

Facilities

N/A

Faculty Resources

Not applicable at this time.

List Existing Certificate or Degree Programs that Support the Proposed Program

Program(s)
JOURBA - Journalism, Bachelor of Arts

Are Similar Programs available in the area?

No

Estimated Student Demand for Program N/A

Scheduled Program Review Date N/A

Program Goals and Objectives

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Students will learn to craft strategic communication plans that resonate with target audiences and align with organizational or personal goals.

Learning Outcomes

Learning Outcomes

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

Think critically, creatively and independently in the process of writing text and creating multimedia content for target audiences.

Gain proficiency in digital skills to convey key messages effectively.

Apply current tools and technologies to generate text and visuals for use in journalism, public relations and advertising.

Understand concepts and apply theories in the use and presentation of images and information.

Understand the role of voice and movement for delivering on-camera and/or on-microphone content.

Description and Justification for this request

Description of request	Justification for request
The Strategic Media Skills MicroCertificate would provide 9 hours of content based on best practices in crafting strategic	The School of Journalism and Strategic Media (SJSM) wants to add a microcertificate option for

Description of request	Justification for request
<p>communication plans that resonate with target audiences and align with organizational or personal goals. It is designed to provide undergraduate students with a foundation for strategic media skills in three areas: 1) an applied overview of public relations and advertising practices; 2) hands-on use of digital tools for creating and publishing visual content; and 3) applied practice for on-camera and/or on-microphone performance to deliver media messages. This microcertificate will be open to all undergraduates.</p>	<p>undergraduates who are specifically interested in strategic skills for targeted media content in public relations and journalism. This microcertificate would allow students to improve their skills without necessarily committing to becoming an SJSM major or minor.</p>

Upload attachments

Reviewer Comments

Lisa Kulczak (lkulcza) (12/14/23 11:37 am): Reformatted program requirements to include a course list; updated courses not found due to common course numbering conversion. College is encouraged to review for accuracy.

Doug Miles (dmiles) (01/03/24 2:50 pm): Changed CIP code to "09.0900 - Public Relations, Advertising, and Applied Communication" after consultation with Dave Bostwick and Bret Schulte.

Key: 978