

Date Submitted: 08/26/22 3:23 pm

Viewing: JOSM-M ~~JOUR-M~~ : Journalism and Strategic Media Minor

Last approved: 08/18/20 5:46 pm

Last edit: 09/20/22 2:35 pm

Changes proposed by: jwicks

Catalog Pages Using  
this Program

[School of Journalism and Strategic Media \(JOUR\)](#)

Submitter: User ID: [jwicks](#) ~~rcc003~~ Phone:  
[6304](#) ~~3701~~

Program Status Active

Academic Level Undergraduate

Type of proposal Minor

Select a reason for this modification

Changing Title of an Existing Concentration or Minor

Effective Catalog Year Fall 2023

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

Department Code  
School of Journalism and Strategic Media (JOUR)

Program Code JOSM-M ~~JOUR-M~~

Degree Minor

CIP Code

### In Workflow

1. ARSC Dean Initial
2. Director of Curriculum Review and Program Assessment
3. Registrar Initial
4. Institutional Research
5. JOUR 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. 08/27/22 10:44 am  
Jeannie Hulen (jhulen): Approved for ARSC Dean Initial
2. 08/29/22 2:49 pm  
Alice Griffin (agriffin): Approved for Director of Curriculum Review and Program Assessment
3. 08/29/22 3:06 pm  
Gina Daugherty

- (gdaugher):  
Approved for  
Registrar Initial
4. 08/29/22 6:08 pm  
Doug Miles  
(dmiles): Approved  
for Institutional  
Research
5. 08/29/22 6:11 pm  
Jan Wicks (jwicks):  
Approved for JOUR  
Chair
6. 10/27/22 9:48 am  
Ryan Cochran  
(rcc003): Approved  
for ARSC Curriculum  
Committee
7. 10/27/22 10:42 am  
Jeannie Hulen  
(jhulen): Approved  
for ARSC Dean
8. 10/27/22 10:58 am  
Suzanne Kenner  
(skenner): Approved  
for Global Campus
9. 10/31/22 8:37 am  
Jim Gigantino  
(jgiganti): Approved  
for Provost Review
10. 11/21/22 9:04 am  
Alice Griffin  
(agriffin): Approved  
for Undergraduate  
Council

History

1. May 19, 2015 by  
Donna Draper  
(ddraper)

2. Aug 10, 2017 by Lisa Kulczak (lkulcza)
3. May 11, 2020 by Jan Wicks (jwicks)
4. Aug 18, 2020 by Lisa Kulczak (lkulcza)

09.0401 - Journalism.

Program Title

Journalism and Strategic Media Minor

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 18  
hours needed to  
complete the  
program?

## On-line/Web-based Information

Reason for offering

Web-based Program

Working adults need flexibility when completing an undergraduate degree or enhancing their job skills. The JOSM-M minor fits that need, allowing working adults and other students to select courses tailored to their professional interests and skills needed. For example, students interested in learning about the advertising and public relations fields could take ADPR 3553 Advertising and Public Relations Strategies and ADPR 4483 Multiculturalism in Advertising and Public Relations. Students interested in digital production and design who post videos in which they report or present could select JOUR 3043 Performer in Mass Media and JOUR 2063 Media Graphics and Technology. The course, JOUR 2003 Writing for Today's Media, is needed to meet the needs of the students in the journalism minor. The course will serve students in the journalism minor who will be employed in fields where communication with the public is necessary, for students who wish to teach journalism at the high school level, and for those who are interested in writing for social media, for instance, for their own blog.

Maximum Class Size for Web-based Courses 22, unless a skills course, which is required to be a maximum of 20 students by our national accrediting unit, the ACEJMC or Accrediting Council on Education in Journalism and Mass Communications ~~22~~

Course delivery mode

Method(s)
Online

Class interaction mode

Method(s):
Electronic Bulletin Boards

Percent Online  
50-99%

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

Estimate Costs of the Program over the First 3 Years Little to no cost, simply developing one online course: ADPR 3553 Advertising and Public Relations Strategies ~~Submitted last year~~

List Courses Taught by Adjunct Faculty

## Program Requirements and Description

### Requirements

### Requirements for a Minor in Journalism and Strategic Media

All majors and ~~and~~ minors must complete the Grammar, Spelling and ~~and~~ Punctuation (GSP) requirement as a prerequisite or co-requisite to JOUR 1033 Media Writing ~~JOUR 1033 Media Writing~~ by completing one of these two options: 1) Pass JOUR 1003 Journalistic Writing Skills ~~JOUR 1003 Journalistic Writing Skills~~ with a grade of C or better; or 2) Pass JOUR 1100 Grammar Spelling Punctuation Requirement ~~JOUR 1100 Grammar Spelling Punctuation Requirement~~ with a Satisfactory (S) grade by scoring a 75% or better on the GSP test that is administered through the class. Once you officially declare a Journalism major or minor, you will obtain access to the GSP Blackboard course for Option 2. Students who do not complete both the GSP requirement and JOUR 1033 ~~JOUR 1033~~ with a C or better cannot enroll in any courses for which JOUR 1033 ~~JOUR 1033~~ is a prerequisite. The GSP test is only administered a certain number of times each semester. Students must request a GSP test time a minimum of two weeks before they plan to take the test. There is no guarantee that GSP testing slots will be open when desired, so students must schedule well in advance. JOUR 1003 cannot count as a major or minor elective within any ADPR or Journalism major or concentration, or Journalism and Strategic Media minor. ~~advance.~~

~~18 hours to include the following:~~

All students seeking a minor in Journalism and Strategic Media must take the following three courses: 9

<u>JOUR 1023</u>	Media and Society
<u>JOUR 1033</u>	Media Writing
<u>JOUR 2003</u>	Storytelling for Today's Media

Select one of the following courses: 3

<u>JOUR 3633</u>	Media Law
<u>JOUR 4333</u>	Ethics in Journalism

Select two of the following courses with at least one course numbered 3000-level or higher: 6

<u>JOUR 2053</u>	Multimedia Journalism
<u>JOUR 2063</u>	<u>Media Graphics and Technology</u>

JOUR 3043Performer in Mass MediaADPR 3553 ADVERTISING AND PUBLIC RELATIONS STRATEGIESCourse ADPR 3553 ADVERTISING  
AND PUBLIC RELATIONS  
STRATEGIES Not FoundADPR 4483Multiculturalism in Advertising  
and Public Relations

Total Hours

18

To display proficiency in grammar, spelling and punctuation, all students who major or minor in journalism must fulfill the School of Journalism and Strategic Media's GSP requirement. Students can meet the requirement in one of two ways: 1) pass the GSP exam with a score of at least 75%; or 2) complete JOUR 1003 Journalistic Writing Skills with a grade of C or better.

## 8-Semester Plan

Are Similar Programs available in the area?

No

Estimated Student Demand for Program As of August 1, 2022,  
we had 107 total  
students who had  
declared a minor in  
journalism, with 97  
on August 1, 2021. If  
ADPR courses are  
added to the minor,  
we expect  
enrollment to  
increase. See last  
year's proposal

Scheduled Program Review Date NA See last year's  
proposal

Program Goals and  
Objectives

Program Goals and Objectives

### Program Goals and Objectives

We follow the ACEJMC's Values and Competencies, which include applying the laws of freedom of speech and the press, working ethically by understanding and applying professional ethical principles, demonstrating culturally proficient and appropriate communication for diverse audiences, presenting images and information using appropriate technologies, writing correctly and clearly in forms and styles appropriate to the audiences and purposes served by the profession, applying critical thinking skills in conducting research and evaluating information, applying basic numerical and statistical concepts, and applying tools and technologies appropriate for the profession. ~~See last year's proposal that was approved.~~

### Learning Outcomes

#### Learning Outcomes

Each class in the minor requires students to develop projects and written assignments that address one or more of the ACEJMC Values and Competencies. By completion of the minor, students should have basic competency in most, if not all, values and competencies. ~~See last year's proposal that was approved.~~

### Description and justification of the request

Description of specific change	Justification for this change
<p>We are changing from a Journalism minor focusing on news to a Journalism and Strategic Media minor providing training in news, journalism, basic digital audio and video skills, advertising, and public relations. The courses introduce students to designing and posting digital visuals and graphics, recording and posting digital audio and video, performing as talent in video and audio digital content, as well as the basic principles and techniques of strategic planning for developing and executing advertising and public relations campaigns.</p>	<p>The proposed minor is reconfigured to provide skills and knowledge from several areas of the field. For jobs, students need skills and knowledge from several areas of journalism, advertising, public relations and allied fields. Employers seek employees who are media-savvy because of the need to create, write, edit, and disseminate information through a variety of platforms.</p> <p>Beyond newsrooms, professional jobs in advertising, public relations, and other fields also require skills including collecting and verifying information, clearly identifying credible sources of information, analyzing industry research to make recommendations and develop strategic plans, posting multimedia content through digital platforms, and organizing ideas and information or research through succinct writing.</p> <p>The reconfiguration of the minor is also in</p>

Description of specific change	Justification for this change
	<p>response to future employment trends.</p> <p>Relevant jobs in most fields show higher than average growth in the period from 2020-2030. The outlook from the U.S. Bureau of Labor Statistics - Occupational Outlook Handbook predicts growth in jobs using these skills and knowledge. For example:</p> <p>Advertising, Promotions, and Marketing Managers – jobs are expected to grow 10% from 2020-2030</p> <p>Public Relations and Fundraising Managers – jobs are expected to grow 13% from 2020-2030</p> <p>Public Relations Specialists – jobs are expected to grow 11% from 2020-2030</p> <p>Film and Video Editors and Camera Operators – jobs are expected to grow 29% from 2020-2030</p> <p>Broadcast, Sound, and Video Technicians – jobs are expected to grow 21% from 2020-2030</p> <p>Writers and authors – jobs are expected to grow 9% (as fast as average) from 2020-2030</p> <p>News analysts, reporters, and journalists – jobs are expected to grow 6% from 2020-2030</p> <p>Please contact Jan LeBlanc Wicks at <a href="mailto:jwicks@uark.edu">jwicks@uark.edu</a> if you have any questions or need additional information.</p>

Upload attachments

Reviewer Comments

**Alice Griffin (agriffin) (08/29/22 2:32 pm):** Changed language in Scheduled Program Review

Date to NA. Academic minors are not reviewed.



**Alice Griffin (agriffin) (08/29/22 2:37 pm):** Hyperlinked courses in text of program requirements. By adding the course title, it will help reduce the risk of error and provide consistent format across the catalog copy.

**Alice Griffin (agriffin) (08/29/22 2:41 pm):** Course in red: ADPR 3553 Advertising and Public Relations Strategies has been submitted for approval and is currently pending Global Campus. Edited entry to include course title with pending course number.

**Alice Griffin (agriffin) (08/29/22 2:49 pm):** Note, this title change also includes a curriculum change. The curriculum change would qualify for the shortened approval workflow. However, due to the title change, this minor program change will require campus approval.

**Ryan Cochran (rcc003) (09/20/22 2:35 pm):** Added the qualifying statement about how JOUR 1003 cannot count toward any JOUR/ADPR elective.

Key: 559