

**Utah System of Higher Education
New Academic Program Proposal
Cover/Signature Page - Abbreviated Template**

Institution Submitting Request: University of Utah
Proposed Program Title: Communication BA/BS -- Journalism Emphasis
Sponsoring School, College, or Division: College of Humanities
Sponsoring Academic Department(s) or Unit(s): Department of Communication
Classification of Instructional Program Code¹ : 09.0100
Min/Max Credit Hours Required of Full Program: 40 / 56
Proposed Beginning Term²: Fall 2019
Institutional Board of Trustees' Approval Date:

Program Type:

<input type="checkbox"/>	Certificate of Proficiency	<input type="checkbox"/>	Entry-level CTE CP	<input type="checkbox"/>	Mid-level CP
<input type="checkbox"/>	Certificate of Completion				
<input type="checkbox"/>	Minor				
<input type="checkbox"/>	Graduate Certificate				
<input type="checkbox"/>	K-12 Endorsement Program				
<input checked="" type="checkbox"/>	NEW Emphasis for Regent-Approved Program <i>Credit Hours for NEW Emphasis Only:</i> 40 / 56 <i>Current Major CIP:</i> 09.0100 <i>Current Program Title:</i> Communication BA/BS <i>Current Program BOR Approval Date:</i>				
<input checked="" type="checkbox"/>	Out of Service Area Delivery Program				

Chief Academic Officer (or Designee) Signature:

I, the Chief Academic Officer or Designee, certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Please type your first and last name _____ Date: _____

☐ I understand that checking this box constitutes my legal signature.

¹ For CIP code classifications, please see <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>.

² "Proposed Beginning Term" refers to first term after Regent approval that students may declare this program.

**Utah System of Higher Education
Program Description - Abbreviated Template**

Section I: The Request

University of Utah requests approval to offer the following Emphasis: Communication BA/BS -- Journalism Emphasis effective Fall 2019. This program was approved by the institutional Board of Trustees on .

Section II: Program Proposal/Needs Assessment

Program Description/Rationale

Present a brief program description. Describe the institutional procedures used to arrive at a decision to offer the program. Briefly indicate why such a program should be initiated. State how the institution and the USHE benefit by offering the proposed program. Provide evidence of student interest and demand that supports potential program enrollment.

The Journalism Sequence ensures a strong foundation to support creativity and career exploration. Students sharpen their skills in reporting, writing, and producing news for evolving audiences; engage with communities by combining innovative storytelling with ethical, historical, and legal principles; and use digital and social media and evolving methods of data and algorithmic journalism to bring their engaging projects to life.

Originally established as a major in the 1940s by faculty with professional and research expertise in these areas, and then moved to one of four major sequences in 2012, the decision to create an emphasis in Journalism codifies this sequence as a major area of study. The Sequence Coordinator and participating faculty who teach courses in the area were first consulted before bringing this proposal to the faculty in an April, 2018, faculty meeting. The formal vote on the move from sequence to emphasis was made at the August, 2018, Department of Communication Faculty Retreat and the information was then shared with the College of Humanities Curriculum Committee, which supported the establishment of an emphasis.

The creation of an emphasis will benefit the department and students in several key ways. It will result in the creation of accurate data regarding which students are enrolled in different emphases within our major. It will assist with scheduling to prevent course conflicts, as well as reveal course demand and the need to better serve student needs by offering particular courses more frequently. It will make students' Degree Audit Reports more legible and easier to process, as well as streamlining any exceptions that need to be made by advisors. Finally, it will assist advisors with the dissemination of key information to particular student groups.

Students enrolled in this proposed emphasis will be well positioned to pursue careers in journalism, media production, public relations and academia. Situated in the largest media market between Denver and the West Coast, the Department of Communication provides students with opportunities for internships and part-time work in professional settings. The department is housed in the Languages and Communication Building (LNCO), which has a telecommunication studio, audio-visual production labs, multimedia design labs, and

technology-enhanced active learning spaces.

The University of Utah and USHE benefit from the creation of this emphasis as Journalism is already a primary area of focus at several other USHE institutions including Weber State University, Utah Valley University, and Salt Lake Community College where many of our transfer students come from. Transfer articulations will not need to be updated since the sequence and coursework have already been established.

Currently, the Department of Communication has 772 declared undergraduate majors, exclusive of students with a double major, which are not counted. Approximately 19 percent of the students identify Journalism as their major sequence. Journalism is one of the original foundations of the Department of Communication and has experienced a surge in enrollment in recent years, educating ethical professionals who are essential to any vibrant democracy. Journalists who enact “that right of freely examining public characters and measures, and of free communication among the people thereon, which has ever been justly deemed, the only effectual guardian of every other right,” as James Madison argued in the Virginia Resolution of 1798.

Journalism Learning Outcomes

- Basic skills to communicate effectively across written, aural, visual, digital, and mobile media.
- Survey knowledge of technological, business, historical, legal, and ethical foundations of mediated communication.
- Understanding of issues of gender, race, ethnicity, nationality, sexuality, ability, and age in mediated communication.
- Upper-division knowledge of concepts and/or skills in media production.
- Upper-division knowledge of concepts and/or skills applicable in journalism, advertising, marketing and public relations.
- Advanced knowledge of mass communication law, media history, issues of diversity in mediated communication, and/or applied ethics in mediated communication.

Journalism Learning Outcomes will be assessed in four ways

- Representative student work will be collected from Tier One courses, and a subcommittee of the faculty will evaluate it in relation to whether students are beginning to develop the learning outcome goals.
- Representative student work will be collected from the capstone course, and again a subcommittee of the faculty will evaluate it in relation to whether students have achieved the learning outcome goals. All departments in the College of Humanities are adopting Capstone Courses that must yield substantive research papers or professional projects. In the case of the emphasis in Journalism, students may take one of two capstone courses: 1) COMM 5665 Social Media Journalism; or 2) COMM 5775 Voices of Utah. Both courses will permit for flexibility in terms of topic and research method. Regardless of topic or methodological approach, students will be required to produce a substantive project that will demonstrate the student's ability

to assimilate past coursework and apply it to real-world issues.

- Exit interviews/surveys will be implemented to query students regarding their own perception of how well they have acquired the learning outcome objectives.
- Alumni employment will be tracked to identify whether the skills and knowledge students acquire are helpful and satisfying to them as they build their careers.

The communication emphases will also be offered at the Utah Asia Campus.

Labor Market Demand

Provide local, state, and/or national labor market data that speak to the need for this program. Occupational demand, wage, and number of annual openings information may be found at sources such as Utah DWS Occupation Information Data Viewer (jobs.utah.gov/jsp/wi/utalmis/gotoOccinfo.do) and the Occupation Outlook Handbook (www.bls.gov/oco).

The proposed curriculum changes will emphasize the importance of experiential education and career development. Specifically changes within the Journalism emphasis will encourage students to secure an internship for course credit. The labor market demand for Communication students is high and our department has developed relationships with hundreds of employers and internship providers.

The department's focus on providing more practical experience and building relationships with employers/alumni will further draw students into the major, thereby supporting the Governor's call for 66% of Utahns to have a post-secondary degree or certificate by 2020.

According to the first destination plan survey administered by the Career and Professional Development Center, the median annual salary students can expect to make in their first job out of graduation is \$39,520. 75% of graduating students secure full time employment and 15% secure part time or unspecified employment. 7% of graduating students continue their education and about 1% join service or military programs. 84% stay in Utah, 15% go out of state, and 1% go international. The most common job titles we see for students after graduation are:

- Marketing Coordinator
- Administrative Assistant
- Consultant
- Social Media Manager
- Account Manager
- Graphic Designer
- Copywriter

An internship is not required for the major and 57% of our students complete at least one internship before graduation. 43% of our students, who did at least one internship, either secured employment for their place of internship or indicated it was a possibility. This is according to our departmental graduation survey, required by students to complete when they are applying for graduation (usually one semester before graduation). More students get paid for their internships than unpaid, which is helping to increase student's interest in internships. Of the students who complete internships, 19% complete two and 9% complete three or more. The average hourly rate for paid interns is \$12.00 an hour. We expect these curriculum changes to increase the number of secured internship and employment as a result.

Consistency with Institutional Mission/Impact on Other USHE Institutions

Explain how the program is consistent with the institution's Regents-approved mission, roles, and goals. Institutional mission and roles may be found at higheredutah.org/policies/policyr312/. Indicate if the program will be delivered outside of designated service area; provide justification. Service areas are defined in higheredutah.org/policies/policyr315/.

Central to the mission of the University of Utah is to provide students of diverse backgrounds with a foundation for future success, including becoming leaders and engaged citizens. The Department of Communication contributes to this mission by providing broad training to students focused on all facets of Communication, which also includes being strong communicators in the area of Journalism. This emphasis will help students in two primary ways. First, it guides students along a cohesive intellectual path toward an in-depth yet broad exposure to communication issues in Journalism. Second, because this emphasis will be featured on students' transcript and diploma, it will help the students to convey the depth of their preparation to other educational institutions and to potential employers.

The proposed emphasis simply codifies an existing undergraduate sequence within the Department of Communication. The proposed emphasis will not alter instructional programs or articulation agreements in the department, college, university, or other USHE institutions. Nor will it place any additional burden on faculty or staff. The program will not be delivered outside of the designated service area.

Finances

What costs or savings are anticipated in implementing the proposed program? If new funds are required, indicate expected sources of funds. Describe any budgetary impact on other programs or units within the institution.

This new emphasis will have no impact on finances of the University of Utah. All courses in the emphasis are already taught. It is anticipated that there may be minimal savings for the department by reducing the amount of time that is currently dedicated to tracking students in the major.

Section III: Curriculum

Program Curriculum

List all courses, including new courses, to be offered in the proposed program by prefix, number, title, and credit hours (or credit equivalences). Indicate new courses with an X in the appropriate columns. The total number of credit hours should reflect the number of credits required to receive the award. **For NEW Emphases, skip to emphases tables below.**

For variable credits, please enter the minimum value in the table below for credit hours. To explain variable credit in detail as well as any additional information, use the narrative box below.

Course Number	NEW Course	Course Title	Credit Hours
General Education Courses (list specific courses if recommended for this program on Degree Map)			
General Education Credit Hour Sub-Total			
Required Courses			
Add Another Required Course			
Required Course Credit Hour Sub-Total			
Elective Courses			
Add Another Elective Course			
Elective Credit Hour Sub-Total			
Core Curriculum Credit Hour Sub-Total			0

Are students required to choose an emphasis for the already-existing degree? Yes or <input checked="" type="checkbox"/> No

Course Number	NEW Course	Course Title	Credit Hours
Name of Emphasis:		Journalism	
		Tier 1: Complete Six Core Courses	20
COMM 1500		Introduction to Media, Business, and Ethics	
COMM 1610		Introduction to News Writing	
COMM 3555		Digital Journalism	
COMM 5300		Mass Communication Law	
COMM 5630		Mass Communication History	
COMM 5660		Media Ethics	
		Tier 2 Exploration: Choose Four Courses (Two from each Sub Group)	12
		Writing/Reporting -- Choose Two Courses	
COMM 3520		Radio Journalism CW	
COMM 3600		Editing Process CW	
COMM 3635		Community Journalism	
COMM 4610		Magazine Writing CW	
COMM 4650		Environmental Reporting CW	
COMM 4670		Specialty Reporting CW	
COMM 5670	×	Data Journalism	
		Visual -- Choose Two Courses	
COMM 1535		Basic Digital Photography	
COMM 2530		Photojournalism	
COMM 3530		Advanced Photography	
COMM 3550		Principles of Visual Communication	
COMM 3560		Video Production I	
COMM 3770		Cross Cultural Documentary IR	
COMM 4570		Visual Editing	
COMM 5550		Digital Imaging	
COMM 5555		Documentary Photography	
		Tier 3 Application: Choose One Course	3
COMM 3610		Internship (1-6 credits)	
COMM 3620		Student Media Practicum (1-6 credits)	
		Tier 4 Capstone: Choose One Course	3
COMM 5665		Social Media Journalism	
COMM 5775		Voices of Utah CW	
COMM 4999		Honors Thesis/Project	
		Tier 5 Electives: Choose Two courses	6
COMM XXXX		*One COMM elective at any-level	
COMM 5XXX		*One COMM elective at a 5000-level	
Add Another Emphasis Course			
Emphasis Credit Hour Sub-Total			44

Course Number	NEW Course	Course Title	Credit Hours
Total Number of Credits to Complete Program			44

Propose a NEW Emphasis to an existing Regent approved program

Program Curriculum Narrative

Describe any variable credits. You may also include additional curriculum information, as needed.

The current Communication Sequence in Journalism requires fourteen COMM courses with twelve required courses and two elective courses. The Journalism emphasis proposal does not change the existing requirements for students who are already pursuing this sequence and thus does not change the number of credit hours required for the major.

The Emphasis curriculum is designed in five tiers.

- Tier 1: Six Foundation courses:
 - 1500 Intro to Media Business and Ethics (3)
 - 1610 Intro to News Writing (4)
 - 3555 Digital Journalism (3)
 - 5300 Mass Communication Law (4)
 - 5630 Mass Communication History (3)
 - 5660 Media Ethics (3)
- Tier 2: Four Exploration courses
- Tier 3: One Application course
- Tier 4: One capstone course
- Tier 5: Two elective courses

Minimum and Maximum number of credit hours a student may complete.

The minimum number of credit hours a student may complete is 40 credits and the maximum number is 56 credits:

- Tier 1: 20 credits (minimum) 20 credits (maximum)
- Tier 2: 12 credits (minimum) 16 credits (maximum)
- Tier 3: 1 credits (minimum) 6 credits (maximum)
- Tier 4: 3 credits (minimum) 4 credits (maximum)
- Tier 5: 4 credits (minimum) 10 credits (maximum)

Variable Credits

- COMM 3610 Internship, 1-6 credits (Tier 3)
- COMM 3620 Student Media, 1-4 credits (Tier 5 Elective)
- COMM 3775 Korean Media and Culture, 1-4 credits (Tier 5 Elective)
- COMM 3910 Independent Study, 1-4 credits (Tier 5 Elective)

4 credit hour courses

- COMM 1610 Introduction to News Writing (Tier 1)
- COMM 3560 Video Production (Tier 2)
- COMM 3640 Writing for New Media (Tier 5 Elective)
- COMM 3710 Intro. to Quantitative Communication Research (Tier 5 Elective)
- COMM 4170 Applied Organizational Communication (Tier 5 Elective)
- COMM 4570 Visual Editing (Tier 2)
- COMM 4650 Environmental Reporting (Tier 2)
- COMM 5300 Mass Communication Law (Tier 1)
- COMM 5775 Voices of Utah (Tier 4)

The following General Education/Bachelor Degree Requirements may be fulfilled by courses that count toward this emphasis:

- QB
- HF
- BF
- QI
- DV
- IR
- CW

Degree Map

Degree maps pertain to undergraduate programs ONLY. Provide a degree map for proposed program. Degree Maps were approved by the State Board of Regents on July 17, 2014 as a degree completion measure. Degree maps or graduation plans are a suggested semester-by-semester class schedule that includes prefix, number, title, and semester hours. For more details see <http://higheredutah.org/pdf/agendas/201407/TAB%20A%202014-7-18.pdf> (Item #3).

Please cut-and-paste the degree map or manually enter the degree map in the table below