


OAKLAND UNIVERSITY
University Committee on Undergraduate Instruction

Undergraduate Education


Approved Undergraduate Academic Program

Effective Term/Year	2013-2014
Name of Program	Minor in Multimedia
Department	Communication and Journalism
College/School	Arts and Sciences


I certify that the proposal has been reviewed and approved by the appropriate Department and College/School committees:

→  04-12-13
Dept Chair or Director (signature) Date

Jennifer Heisler
Dept Chair or Director (print)

 4/11/13
Chair of College/School (signature) Date
Curriculum Committee

Sandra K Dykstra
Chair of Curriculum Committee (print)

 9/11/13
Chair of UCU Date

1. Provide a copy of the current program(s).

Requirements for the liberal arts minor in multimedia

Required core courses:

- JRN 200 - News Writing (4 credits)
- JRN 331 - Digital Photojournalism (4)
- JRN 411 - Convergence Journalism (4)

At least 12 credits from:

- JRN 332 - Radio-Television News (4)
- JRN 338 - Digital TV News (4)
- JRN 440 - Media Design (4)
- JRN 441 - Advanced Media Design (4)
- JRN 445 - Visual Journalism (4)

2. Describe the reason(s) for the program.

The minor reflects the evolution of communication in our world. Today's employers expect our students to demonstrate an ability to communicate clearly, across a wide variety of channels, with creativity and professionalism. Students entering this minor desire multimedia skills and the ability to translate stories from one medium to another, in order to reach a variety of audiences. This minor offers rounded preparation for our graduates to produce written, audio, video, and web stories for the non-media employer.

The courses included in this minor are already offered within the department, although not currently assigned to either the Journalism or Communication major requirements. The minor builds upon faculty strengths in multimedia storytelling, such as Media Design and Digital Photojournalism. We anticipate no difficulty in sustaining these offerings on a consistent basis.

3. Provide a list of all new courses and deleted courses.

No new courses were created for this minor

4. If any resources needed (personnel, FTE academic, facilities or equipment) please provide budget. If no resources required, please state that in the proposal.

No additional budget needed.

5. Provide any other information that you believe would be useful to the committee.

The department is has added an additional minor in broadcasting. While the broadcast minor will prepare students for careers in traditional television, newspaper, or radio broadcast arenas, this multimedia minor readies students for a more global communication environment. We anticipate students with this minor to pursue employment with community agencies, in public relations, or corporate media departments.