


OAKLAND UNIVERSITY
University Committee on Undergraduate Instruction

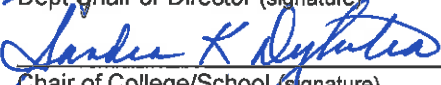
Undergraduate Education

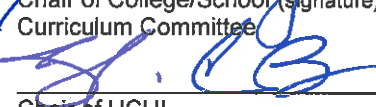
Approved Undergraduate Academic Program

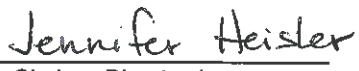
Effective Term/Year	2013-2014
Name of Program	Minor in Broadcasting
Department	Communication and Journalism
College/School	Arts and Sciences

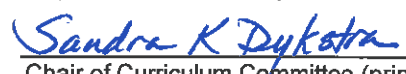
I certify that the proposal has been reviewed and approved by the appropriate Department and College/School committees:


→ Dept Chair or Director (signature) 4-12-13
Date


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


Chair of UCUI 9/11/13
Date


Jennifer Heister
Dept. Chair or Director (print)


Sandra K Dykstra
Chair of Curriculum Committee (print)

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

Requirements for the liberal arts minor in broadcasting

Required courses:

JRN 200 - News Writing (4),
JRN 332 - Radio-Television News (4)

At least 16 credits from:

COM/JRN 280 - Broadcast Announcing (4)
JRN 338 - Digital TV News (4)
COM 374 - Digital Video Editing (4)
COM 375 - Rise of Electronic Media (4)
COM 376 - Introduction to Television Production (4)
COM 377 - Live Video Production (4)
COM 378 - Television News Production (4)
COM 379 - Video Post Production (4)
COM/JRN 381 - Broadcast Operations (4)
COM 382 - Advanced Radio Production (4)
JRN 411 - Convergence Journalism (4)

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

This minor has grown directly from student demand. The department has offered courses in these areas since its inception; each semester we fill multiple sections with students interested in pursuing employment in broadcast and television media. Furthermore, our internship (capstone) director reports a sizeable increase in the number of students seeking placements in these areas. Feedback from our employers indicates that students with official transcript credentials (e.g., graduating with a minor in this area) are more desirable to these employers than students with simply a list of classes. The department has purposely designed this minor as a joint endeavor as to share the responsibilities of staffing and equipment between the Communication and Journalism Programs.

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.

This minor represents a joint effort of two separate and distinct programs: communication and journalism. It is a purposeful step on the part of the department to build bridges between the programs that create new opportunities for student success. Prior to this proposal, these courses were housed in each program separately and were counted as 'electives' toward graduation, but not toward the credits needed for one's major. In spite of this elective status, these courses consistently filled each semester with students passionate about pursuing careers in broadcast and television media. We are excited about providing a solid home for these courses in a manner that benefits our students seeking employment in these areas.