REAL Curriculum Program Alignment Proposal

Department or School:		Enter dept/school name: School of Communication	Date:	9/23/2020
Degree type:	□BS 区	BBA □BBA □BSN □BM □BFA □BSW □Mino	⁻ □Certifi	cate
Program:	Commi	unication major, Public Relations Concentratio	n	
REAL Area Prog	gram De	esignation Sought (check all that apply):	\square R \square	IE □A ⊠L
Dept/School Co	ntact: :	Sandy French, sfrench5@radford.edu		
BS/BA Requirements:		Completion of a minimum of two semesters of o anguage program. Students will be placed in the chosen language depending on their previous for on the placement examination results as determated department.	e appropri oreign lang	ate level of their guage experience and

- Any degree program that fulfills a REAL area must include at least 9 unique credit hours for each area covered. At least 3 of these 9 credit hours must be at the 300 level or above
- A single major degree program may fulfill no more than three REAL areas for any one student, unless all four REAL areas are fulfilled by accreditation or licensure requirements.
- A single minor or certificate degree program may fulfill no more than two REAL areas.
- Degree program may cover up to two REAL areas using a single prefix.
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 required to be taught by the department/school. However, departments/schools are expected to
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 degree program plans of study. Indicate this through signature of chair or director of the
 partnering department or school in the areas below.
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- If departments or schools want to use a menu of courses to fulfill a particular area, please duplicate the sections below for each REAL area and include information for each course included in the menu of options.
- Please save this file for submission as PROGRAM NAME_ProgramType.docx (Example: Criminal Justice BS.docx)

By signing, the department/school acknowledges the above conditions and considerations:

Dept/School Signature	Date:

Official Program Description:

***Please note that COMS 411 has been replaced with COMS 483 and this is reflected in the new 2020-2021 catalog.

Please paste the entire official program description from the Radford University catalog in the space within this box. Find those here: https://catalog.radford.edu/

The Communication Major is designed to prepare undergraduate students for the future in two ways. First, students are prepared to become professional communicators. The professional communicator role involves, but is not limited to, public relations, training, investor relations, human resources, community relations, crisis management, and governmental or legislative relations. Second, students are prepared to make contributions to a variety of organizations from a communication perspective. Students have the opportunity to develop special knowledge and skill with regard to conflict, groups, leadership, relationships, public relations, political campaigns, organizations, etc. Whichever path students choose, they can be assured that communication knowledge and skills are highly valued.

Communication majors choose one of two concentrations leading to the Bachelor of Arts or the Bachelor of Science degree. The concentrations are Public Relations and Communication Studies.

All majors in Communication must complete: 1) 43-45 hours of Core Curriculum requirements; 2) the 6 to 8-hour B.S. requirement or the 6 to 8-hour B.A. requirement; 3) 6 hours of the School of Communication Core Requirements and 36 hours of a concentration in Public Relations or Communication Studies for a total of 42 hours in the School of Communication; and 4) elective courses for a total of 120 hours. A minor or a 15-hour concentration of conceptually related courses is strongly recommended.

Core Curriculum Requirements (43-45 credits)

In College Core B, all majors in programs in the College of Humanities and Behavioral Sciences are required to pass a second course in Social and Behavioral Sciences; i.e., CHBS majors cannot fulfill College Core B requirements with a Health and Wellness course.

B.S. Requirements (6-8 credits)

The Bachelor of Science degree requires six semester hours, in addition to Core Curriculum requirements, selected from any of the following areas: Math, statistics, computer science, or natural science (including GEOS 130, GEOS 336, GEOS 335 and GEOS 350). In addition, the following courses may be used to meet the B.S. requirement:

PHIL 112 - Introduction: Ethics and Society

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COMS 400 - Communication Law and Ethics *

PSYC 301 - Analysis of Psychological Data *

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ARTS 261 - Photography I

ARTG 280 - Introduction to Graphic Design

BLAW 203 - Legal Environment of Business

ITEC 110 - Principles of Information Technology

Note(s):

*denotes prerequisites exist for these courses

School of Communication Core (6 credits)

Students in the School of Communication must complete these two courses with a grade of "C" or higher.

COMS 130 - Introduction to Communication

COMS 330 - Communication Theory

Concentrations

Communication Studies

The concentration in Communication Studies prepares students for positions in both the private and public sectors as well as providing a solid foundation in the Communication discipline for those desiring to continue their education in graduate school. Courses in communication studies

combine material from the humanities, fine arts, and social sciences in order to explain how and why people interact in the ways they do. Students in the Communication Studies concentration will study the ways that people use communication in public life, politics, and social movements. Students will learn how to analyze and evaluate communication practices in a wide variety of settings and be able to apply practical, oral, written and visual communication skills and knowledge necessary for success in the 21st century marketplace.

Total required hours for the concentration: (36 credits)

Required Courses: (24 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 114 - Public Speaking

COMS 231 - Research Methods in Communication

COMS 240 - Teamwork and Communication

COMS 250 - Interpersonal Communication

COMS 332 - Argumentation and Advocacy

COMS 333 - Persuasion

COMS 440 - Listening and Nonverbal Communication

COMS 451 - Intercultural and International Communication

Choose three of the following: (9 credits)

COMS 314 - Organizational Communication

COMS 413 - Political Communication

COMS 414 - Critical Analysis of Public Discourse

COMS 415 - Communication Training and Development

COMS 416 - Business and Professional Communication

COMS 433 - Communication and Social Change

COMS 439 - Communication and Leadership

COMS 457 - Diversity in Communication

COMS 459 - Communication in Conflict Management

COMS 465 - Communication and Health Care

Electives in COMS (3 credits)

Public Relations

The concentration in Public Relations prepares students for positions as professional communicators by providing a combination of technical communication skills and theoretic knowledge necessary to make them competitive for entry-level public relations positions.

Total required hours for the major 36

Required Courses (27 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 225 - Introduction to Public Relations

COMS 231 - Research Methods in Communication

COMS 235 - Writing for Public Relations *

COMS 240 - Teamwork and Communication

COMS 314 - Organizational Communication

COMS 408 - Public Relations Management

COMS 411 - Public Relations Media and Campaigns ***(Replaced in 2020-2021 catalog with COMS 483)

COMS 416 - Business and Professional Communication

COMS 499 - Communication Internship **

Note(s):

*Students must earn a "C" or better in COMS 235.

**Students wishing to complete an internship must have a 2.0 GPA in the major and must apply and interview for the privilege of participating in an internship experience.

Electives (9 credits)

Choose 9 credit hours of elective credits from School of Communication courses. Six (6) credit hours must be at the 300 or 400 level. No more than 6 hours of internship credit (including the 3 required hours) may be used to meet requirements for the major.

Suggested electives include:

COMS 333 - Persuasion

COMS 173 - Introduction to Advertising and IMC

COMS 273 - Advertising Account Planning

COMS 226 - Digital Imaging

COMS 430 - Crisis Management and Communication

Internships

Internships are available at approved agencies for qualified students. Students work under departmental supervision in private corporations, public organizations, advertising and public relations agencies, lobbying groups, and other organizations that will provide a suitable environment for learning. To qualify for an internship, a student must be a major in Communication and must be in good academic standing with 75 hours of credit completed. Communication majors have interned at Burson-Marsteller Public Relations, Frankfurt, Germany; Edelman Public Relations, Washington, D.C.; Gray and Rice Public Relations, Boston, Massachusetts; Stanton Communications, Washington, D.C.; United Way, Roanoke, Virginia; Pulaski Rangers Minor League Baseball, Pulaski, Virginia; Police Department, Roanoke, Virginia; Virginia Department of Motor Vehicles; Virginia Tourism; Spartanburg Regional Healthcare System, Spartanburg, South Carolina; Blue Ridge Hospice, Winchester, Virginia; The Children's Museum, Washington, D. C.; Carilion Health Care System; Crawford Long Medical Center; United Network for Organ Sharing, Richmond, Virginia; and the International Association of Travel Agencies.

Graduation Requirements

To graduate with a major in Communication, a student must have a grade point average of 2.25 or higher for all courses taken with a COMS prefix.

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SCIENTIFIC AND QUANTITATIVE REASONING

SCIENTIFICATION QUALITY						
R Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective					
Course Prefix:	ourse offered within your dept/school? 🗆 Yes 🕒 No					
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title:						
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)					
New course: ☐ Yes ☐ No						
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year					
	☐ At least once every three years ☐ Other					
Projected student enrollment						
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if					
	not offered in dept/school:					
R Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective					
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No					
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title:						
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)					
New course: ☐ Yes ☐ No						
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year					
Nevised course. El res El re	☐ At least once every three years ☐ Other					
Projected student enrollment						
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,	not offered in dept/school:					
R Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective					
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No					
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title:						
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)					
New course: ☐ Yes ☐ No	· · · · · · · · · · · · · · · · · · ·					
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year					
Nevised course. El res El No	☐ At least once every three years ☐ Other					
Projected student enrollment						
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if					
	not offered in dept/school:					
R Designated Course Red	quired within the Program of Study Approved for Inclusion in the General					
•	please list at least one, can also be listed above but does not need to be)					
Ladeation coarsework.	please list at least one, can also be listed above but does not need to be,					
R Area:						
Learning Goal: To apply:	scientific and quantitative reasoning to questions about the natural world,					
mathematics, or related	areas					
'						
_	Description of learning outcome assessment plan:					
scientific and quantitative						
information to test problems and						
draw conclusions.						
Learning Outcome 2:	Description of learning outcome assessment plan:					
Students evaluate the quality						
data, methods, or inferences						
to generate scientific and						
quantitative knowledge.						
Additional information for RE	AL Council consideration:					
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01/14/2020

		01/14/2020				
E Area:	Is this course	required or an elective for your degree program? ☐ Required ☐ Elective				
Course Prefix:	Is this course	offered within your dept/school? ☐ Yes ☐ No				
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title:						
Credit Hours:	Course Rotati	on: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
New course: ☐ Yes ☐ No						
Revised course: ☐ Yes ☐ No	Intended Fred	quency: □ Every academic year □ Every semester □ Every other year □ At least once every three years □ Other				
Projected student enrollment						
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:					
E Area:	Is this course	required or an elective for your degree program? ☐ Required ☐ Elective				
Course Prefix:	Is this course	offered within your dept/school? ☐ Yes ☐ No				
Course Number:	If no, collaborat	ing dept/school must also complete the remaining elements, and must sign below.				
Course Title:						
Credit Hours:	Course Rotati	on: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
New course: ☐ Yes ☐ No						
Revised course: ☐ Yes ☐ No	Intended Fred	uency: □ Every academic year □ Every semester □ Every other year □ At least once every three years □ Other				
Projected student enrollment						
per academic year: Signature of collaborating chair/director indicating acknowledgement for inclusion and designation not offered in dept/school:						
E Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective					
Course Prefix:		offered within your dept/school?				
Course Number:		ring dept/school must also complete the remaining elements, and must sign below.				
Course Title:						
Credit Hours:	Course Rotati	on: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
New course: ☐ Yes ☐ No						
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year					
	☐ At least once every three years ☐ Other					
Projected student enrollment	·					
		ollaborating chair/director indicating acknowledgement for inclusion and designation if				
	not offered in	dept/school:				
E Designated Course Rec	quired withi	n the Program of Study Approved for Inclusion in the General				
	•	at least one, can also be listed above but does not need to be)				
Eddeation Coursework.	picase list e	it least one, can also be listed above but does not need to be				
E Area:						
Learning Goal: To explore humanistic or artistic expression through inquiry or creativity.						
_		Description of learning outcome assessment plan:				
Students demonstrate unders	_					
of diverse ideas, languages, p						
or processes of humanistic in	quiry or					
artistic expression.						
Learning Outcome 2: Student	s critically	Description of learning outcome assessment plan:				
evaluate, synthesize, or creat	,	rescription of learning outcome assessment plan.				
human expression or inquiry.						
Additional information for REAL Council consideration:						

CULTURAL OR BEHAVIORAL ANALYSIS

A Area:	this course requi	red or an elective for your degree program? □ Required □ Elective				
Course Prefix:	this course offer	ourse offered within your dept/school? ☐ Yes ☐ No				
Course Number:	no, collaborating de	pt/school must also complete the remaining elements, and must sign below.				
Course Title:						
Credit Hours:	ourse Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
New course: ☐ Yes ☐ No						
Revised course: ☐ Yes ☐ No	ntended Frequenc	y: \square Every academic year \square Every semester \square Every other year				
		\square At least once every three years \square Other				
Projected student enrollment						
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if					
	ot offered in dept	/school:				
A Area:	s this course requi	red or an elective for your degree program? □ Required □ Elective				
Course Prefix:		ed within your dept/school? ☐ Yes ☐ No				
Course Number:	no, collaborating de	pt/school must also complete the remaining elements, and must sign below.				
Course Title:						
Credit Hours:	ourse Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
New course: ☐ Yes ☐ No						
Revised course: ☐ Yes ☐ No	ntended Frequenc	y: □ Every academic year □ Every semester □ Every other year				
		\square At least once every three years \square Other				
Projected student enrollment						
per academic year:		prating chair/director indicating acknowledgement for inclusion and designation if				
	ot offered in dept					
A Area:	s this course requi	red or an elective for your degree program? ☐ Required ☐ Elective				
Course Prefix:		ed within your dept/school? ☐ Yes ☐ No				
Course Number:	no, collaborating de	pt/school must also complete the remaining elements, and must sign below.				
Course Title:						
Credit Hours:	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
New course: ☐ Yes ☐ No						
Revised course: ☐ Yes ☐ No	ntended Frequenc	y: □ Every academic year □ Every semester □ Every other year				
	☐ At least once every three years ☐ Other					
Projected student enrollment						
per academic year:		prating chair/director indicating acknowledgement for inclusion and designation if				
	ot offered in dept					
		e Program of Study Approved for Inclusion in the General				
Education Coursework: (ease list at le	ast one, can also be listed above but does not need to be)				
A Area:						
Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s).						
Learning Outcome 1: Student	Descrip [*]	tion of learning outcome assessment plan:				
describe behaviors, beliefs, cu	ures,	·				
social institutions, and/or						
environments.						
Learning Outcome 2: Student	Doccrin	ion of learning outcome assessment plan:				
analyze the interactions of	Describ	tion of learning outcome assessment plan:				
	ial					
behaviors, beliefs, cultures, so						
institutions, and/or environm						
I Additional information for RF	dditional information for REAL Council consideration:					

APPLIED LEARNING

	-					
L Area:	Is this course required or an elective for your degree program? $oximes$ Required $oxdot$ Elective					
Course Prefix: COMS	Is this course offered within your dept/school? ⊠ Yes □ No					
Course Number: 225	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title: Introduction to						
Public Relations	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)					
Credit Hours: 3						
New course: ☐ Yes No	Intended Frequency: ⊠ Every academic year □ Every semester □ Every other year					
Revised course: ☐ Yes No	☐ At least once every three years ☐ Other					
Projected student enrollment	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if					
per academic year: 50	not offered in dept/school:					
L Area:	Is this course required or an elective for your degree program? ⊠ Required ☐ Elective					
Course Prefix: COMS	Is this course offered within your dept/school? ☑ Yes ☐ No					
Course Number: 408	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title: Public Relations						
Management	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)					
Credit Hours: 3						
New course: ☐ Yes 🗵 No	Intended Frequency: ⊠ Every academic year □ Every semester □ Every other year					
Revised course: ☐ Yes 🗵 No	☐ At least once every three years ☐ Other					
Projected student enrollment	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if					
per academic year: 40	not offered in dept/school:					
L Area:	Is this course required or an elective for your degree program? ⊠ Required ☐ Elective					
Course Prefix: COMS	Is this course offered within your dept/school? ⊠ Yes □ No					
Course Number: 483	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title: Applied Strategic						
Communication Campaigns	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)					
Credit Hours: 3						
New course: ☐ Yes	Intended Frequency: ⊠ Every academic year □ Every semester □ Every other year					
Revised course: ☐ Yes ☒ No	☐ At least once every three years ☐ Other					
	, ,					
Projected student enrollment	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if					
per academic year: 50						
L Designated Course Rec	uired within the Program of Study Approved for Inclusion in the General					
=	Education Coursework: (please list at least one, can also be listed above but does not need to be)					
COMS 225, Introduction to Public Relations						
COMS 225, Introduction to Fubilic relations						

L Area: Learning Goal: To explore professional practice through the application of knowledge, skills, and critical reflection. Learning Outcome 1: Students apply The School of Communication will explore the use of the university-wide acquired knowledge and skills to REAL assessment program to assess learning outcomes for the Bachelor of develop professional identity or Arts in Communication, Public Relations concentration. professional practice. Learning Outcome 2: Students The School of Communication will explore the use of the university-wide critically reflect on their learning, REAL assessment program to assess learning outcomes for the Bachelor of abilities, experiences, or role within Arts in Communication, Public Relations concentration. professional contexts. Additional information for REAL Council consideration:

Are existing material resources adequate to support this program alignment proposal? ☐ Yes ☐ No If not, what additional material resources would be needed?					
• ,	equate to support this program alignment ponal space resources would be needed?	roposal?			
-	dequate to support this program alignment ponal human resources would be needed?	oroposal?			
Department Curriculum Committee Recommendation:	Signature:	Date:			
Chair/Dean on Behalf of Dept/School:	Signature:	Date:			
College Curriculum Committee Approval:	Signature:	Date:			
Dean/AVP Approval:	Signature:	Date:			
REAL Council Recommendation:	Signature:	Date:			
Faculty Senate Curriculum Committee Recommendation:	Signature:	Date:			
Faculty Senate Approval:	Signature:	Date:			
Provost Approval:	Signature:	Date:			

REAL Curriculum Program Alignment Proposal

Degree type: □ BS □ BA □ BBA □ BSN □ BM □ BFA □ BSW □ Minor □ Certificate Program: Communication major, Public Relations Concentration REAL Area Program Designation Sought (check all that apply): □ R □ E □ A □ L Dept/School Contact: Sandy French, sfrench5@radford.edu B.S. Requirements include 6-8 hours chosen from the following: PHIL 112, PHIL 310, PHIL 390, COMS 400*, PSYC 301, PSYC 302, PSYC 445, SOCY 380,	Department or School:	Enter dept/school name: School of Communication	Date: 9/23/2020		
REAL Area Program Designation Sought (check all that apply): R Dept/School Contact: Sandy French, sfrench5@radford.edu B.S. Requirements include 6-8 hours chosen from the following: PHIL 112,	Degree type: ☐BS ☐	ßA □BBA □BSN □BM □BFA □BSW □Minor □	Certificate		
Dept/School Contact: Sandy French, sfrench5@radford.edu B.S. Requirements include 6-8 hours chosen from the following: PHIL 112,	Program: Comm	unication major, Public Relations Concentration			
B.S. Requirements include 6-8 hours chosen from the following: PHIL 112,	REAL Area Program Designation Sought (check all that apply):				
,	Dept/School Contact:	Sandy French, sfrench5@radford.edu			
PHIL 310, PHIL 390, COMS 400*, PSYC 301, PSYC 302, PSYC 445, SOCY 380,		B.S. Requirements include 6-8 hours chosen from	n the following: PHIL 112,		
	PHIL 310, PHIL 390, COMS 400*, PSYC 301, PSYC 302, PSYC 445, SOCY 38				
BS/BA Requirements: SOCY 480, ARTS 261, ARTG 280, BLAW 203, ITEC 110.	BS/BA Requirements:	SOCY 480, ARTS 261, ARTG 280, BLAW 203, ITEC	110.		
*COMS 400 needs to be removed per new Bachelor of Science requirements.					

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R	v signing	the de	nartment	/schoo	Lacknowled	lges the	ahove	conditions an	d considerat
D.	v signing.	. ine de	partment.	/SCHOO	racknowiec	iges the	above	conditions an	a considerat

Dept/School Signature	Date:

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Communication Studies

The concentration in Communication Studies prepares students for positions in both the private and public sectors as well as providing a solid foundation in the Communication discipline for those desiring to continue their education in graduate school. Courses in communication studies combine material from the humanities, fine arts, and social sciences in order to explain how and why people interact in the ways they do. Students in the Communication Studies concentration

will study the ways that people use communication in public life, politics, and social movements. Students will learn how to analyze and evaluate communication practices in a wide variety of settings and be able to apply practical, oral, written and visual communication skills and knowledge necessary for success in the 21st century marketplace.

Total required hours for the concentration: (36 credits)

Required Courses: (24 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 114 - Public Speaking

COMS 231 - Research Methods in Communication

COMS 240 - Teamwork and Communication

COMS 250 - Interpersonal Communication

COMS 332 - Argumentation and Advocacy

COMS 333 - Persuasion

COMS 440 - Listening and Nonverbal Communication

COMS 451 - Intercultural and International Communication

Choose three of the following: (9 credits)

COMS 314 - Organizational Communication

COMS 413 - Political Communication

COMS 414 - Critical Analysis of Public Discourse

COMS 415 - Communication Training and Development

COMS 416 - Business and Professional Communication

COMS 433 - Communication and Social Change

COMS 439 - Communication and Leadership

COMS 457 - Diversity in Communication

COMS 459 - Communication in Conflict Management

COMS 465 - Communication and Health Care

Electives in COMS (3 credits)

Public Relations

The concentration in Public Relations prepares students for positions as professional communicators by providing a combination of technical communication skills and theoretic knowledge necessary to make them competitive for entry-level public relations positions.

Total required hours for the major 36

Required Courses (27 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 225 - Introduction to Public Relations

COMS 231 - Research Methods in Communication

COMS 235 - Writing for Public Relations *

COMS 240 - Teamwork and Communication

COMS 314 - Organizational Communication

COMS 408 - Public Relations Management

COMS 411 - Public Relations Media and Campaigns ***(Replaced in 2020-2021 catalog with COMS 483)

COMS 416 - Business and Professional Communication

COMS 499 - Communication Internship **

Note(s):

*Students must earn a "C" or better in COMS 235.

**Students wishing to complete an internship must have a 2.0 GPA in the major and must apply and interview for the privilege of participating in an internship experience.

Electives (9 credits)

Choose 9 credit hours of elective credits from School of Communication courses. Six (6) credit hours must be at the 300 or 400 level. No more than 6 hours of internship credit (including the 3 required hours) may be used to meet requirements for the major.

Suggested electives include:

COMS 333 - Persuasion

COMS 173 - Introduction to Advertising and IMC

COMS 273 - Advertising Account Planning

COMS 226 - Digital Imaging

COMS 430 - Crisis Management and Communication

Internships

Internships are available at approved agencies for qualified students. Students work under departmental supervision in private corporations, public organizations, advertising and public relations agencies, lobbying groups, and other organizations that will provide a suitable environment for learning. To qualify for an internship, a student must be a major in Communication and must be in good academic standing with 75 hours of credit completed. Communication majors have interned at Burson-Marsteller Public Relations, Frankfurt, Germany; Edelman Public Relations, Washington, D.C.; Gray and Rice Public Relations, Boston, Massachusetts; Stanton Communications, Washington, D.C.; United Way, Roanoke, Virginia; Pulaski Rangers Minor League Baseball, Pulaski, Virginia; Police Department, Roanoke, Virginia; Virginia Department of Motor Vehicles; Virginia Tourism; Spartanburg Regional Healthcare System, Spartanburg, South Carolina; Blue Ridge Hospice, Winchester, Virginia; The Children's Museum, Washington, D. C.; Carilion Health Care System; Crawford Long Medical Center; United Network for Organ Sharing, Richmond, Virginia; and the International Association of Travel Agencies.

Graduation Requirements

To graduate with a major in Communication, a student must have a grade point average of 2.25 or higher for all courses taken with a COMS prefix.

01/14/2020

SCIENTIFIC AND QUANTITATIVE REASONING

R Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective				
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No				
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.				
Course Title:					
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
New course: ☐ Yes ☐ No					
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year				
	☐ At least once every three years ☐ Other				
Projected student enrollment					
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if				
	not offered in dept/school:				
R Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective				
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No				
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.				
Course Title:	Common Debation				
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
New course: ☐ Yes ☐ No					
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year				
	☐ At least once every three years ☐ Other				
Projected student enrollment					
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if				
	not offered in dept/school:				
R Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective				
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No				
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.				
Course Title:	Course Potations				
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
New course: ☐ Yes ☐ No	Intended Fraguency. Fraguency				
Revised course: ☐ Yes ☐ No	Intended Frequency: Every academic year Every semester Every other year				
	☐ At least once every three years ☐ Other				
Projected student enrollment	 Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if				
per academic year:	not offered in dept/school:				
P. Dosignatod Course Por	quired within the Program of Study Approved for Inclusion in the General				
<u> </u>					
Education Coursework: (please list at least one, can also be listed above but does not need to be)				
R Area:					
Learning Goal: To apply	scientific and quantitative reasoning to questions about the natural world,				
	,				
mathematics, or related					
Learning Outcome 1: Student	s apply Description of learning outcome assessment plan:				
scientific and quantitative					
information to test problems	and and				
draw conclusions.					
Learning Outcome 2:	Description of learning outcome assessment plan:				
Students evaluate the quality					
data, methods, or inferences					
to generate scientific and	useu				
quantitative knowledge.					
Additional information for RE	AL Council consideration:				
•					

01/14/2020

	01/14/2020					
E Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective					
Course Prefix:	Is this course offered within your dept/school? Yes No					
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title:						
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)					
New course: ☐ Yes ☐ No						
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year					
	☐ At least once every three years ☐ Other					
Projected student enrollment						
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if					
	not offered in dept/school:					
E Area:	Is this course required or an elective for your degree program? \square Required \square Elective					
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No					
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title:						
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)					
New course: ☐ Yes ☐ No						
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year					
	☐ At least once every three years ☐ Other					
Projected student enrollment						
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if					
	not offered in dept/school:					
E Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective					
Course Prefix:	Is this course offered within your dept/school? Yes No					
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title:						
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)					
New course: ☐ Yes ☐ No						
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year					
	☐ At least once every three years ☐ Other					
Projected student enrollment						
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if					
	not offered in dept/school:					
E Designated Course Rec	uired within the Program of Study Approved for Inclusion in the General					
	olease list at least one, can also be listed above but does not need to be)					
Education Coursework.	Jease list at least one, can also be listed above but does not need to be					
E Area:						
 Learning Goal: To explor	e humanistic or artistic expression through inquiry or creativity.					
Learning Outcome 1:						
<u> </u>	Description of learning outcome assessment plan:					
Students demonstrate unders						
of diverse ideas, languages, p						
or processes of humanistic inquiry or						
artistic expression.						
Learning Outcome 2: Student	Description of learning outcome assessment plan:					
evaluate, synthesize, or creat	, 12 ccc. parent of real miles accepting accepting plant					
human expression or inquiry.	. Ionno or					
Additional information for RE	AL Council consideration:					

CULTURAL OR BEHAVIORAL ANALYSIS

A Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective						
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No						
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.						
Course Title:							
Credit Hours:	Course R	otation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
New course: ☐ Yes ☐ No							
Revised course: ☐ Yes ☐ No	Intended	frequency:	\square Every academic year \square Every semester \square Every other year				
			☐ At least once every three years ☐ Other				
Projected student enrollment							
per academic year:			ting chair/director indicating acknowledgement for inclusion and designation if				
	not offer	red in dept/sc	hool:				
A Area:	Is this co	urse required	d or an elective for your degree program? ☐ Required ☐ Elective				
Course Prefix:			within your dept/school? ☐ Yes ☐ No				
Course Number:	If no, colla	aborating dept/	school must also complete the remaining elements, and must sign below.				
Course Title:							
Credit Hours:	Course R	otation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
New course: ☐ Yes ☐ No							
Revised course: ☐ Yes ☐ No	Intended	frequency:	☐ Every academic year ☐ Every semester ☐ Every other year				
			☐ At least once every three years ☐ Other				
Projected student enrollment							
per academic year:			iting chair/director indicating acknowledgement for inclusion and designation if				
		red in dept/sc					
A Area:		Is this course required or an elective for your degree program? ☐ Required ☐ Elective					
Course Prefix:			within your dept/school? ☐ Yes ☐ No				
Course Number:	If no, colla	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title:	Course Datation - Deall Death District College (5-1-1-1-1-1)						
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)						
New course: ☐ Yes ☐ No							
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year						
		☐ At least once every three years ☐ Other					
Projected student enrollment	C: t						
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:						
4.5 : 1.10 . 5							
~	•		Program of Study Approved for Inclusion in the General				
Education Coursework: (please I	list at least	t one, can also be listed above but does not need to be)				
A Area:							
	. 1						
			d interactions of culture(s) and/or behavior(s).				
Learning Outcome 1: Students		Descriptio	on of learning outcome assessment plan:				
describe behaviors, beliefs, cu	ultures,		,				
social institutions, and/or	tions, and/or						
environments.							
Learning Outcome 2: Student	Description of learning outcome assessment plans						
analyze the interactions of	nts Description of learning outcome assessment plan:						
behaviors, beliefs, cultures, so	ocial						
institutions, and/or environm		ما مسمداد	At a m.				
Additional information for RE.	AL COUNC	ai considera	uon:				

APPLIED LEARNING

L Area:

7 (1 1 EIED EE/ ((((()))					
L Area:	Is this course required	or an elective for your degree program? $oxtimes$ Required $oxtimes$ Elective			
Course Prefix: COMS	Is this course offered within your dept/school? ☑ Yes ☐ No				
Course Number: 225	If no, collaborating dept/s	school must also complete the remaining elements, and must sign below.			
Course Title: Introduction to					
Public Relations	Course Rotation:	☑ Fall ☑ Spring ☑ Intersession ☐ Other (Explain below)			
Credit Hours: 3					
New course: ☐ Yes No	Intended Frequency:	oxtimes Every academic year $oxtimes$ Every semester $oxtimes$ Every other year			
Revised course: ☐ Yes No		☐ At least once every three years ☐ Other			
Projected student enrollment	_	ting chair/director indicating acknowledgement for inclusion and designation if			
per academic year: 50	not offered in dept/sch	hool:			
L Area:	Is this course required	or an elective for your degree program? $oximes$ Required $oximes$ Elective			
Course Prefix: COMS	Is this course offered v	within your dept/school? ⊠ Yes □ No			
Course Number: 408	If no, collaborating dept/s	school must also complete the remaining elements, and must sign below.			
Course Title: Public Relations					
Management	Course Rotation:	☑ Fall ☑ Spring ☐ Intersession ☐ Other (Explain below)			
Credit Hours: 3					
New course: ☐ Yes No	Intended Frequency:	☑ Every academic year ☐ Every semester ☐ Every other year			
Revised course: ☐ Yes No		☐ At least once every three years ☐ Other			
Projected student enrollment		ting chair/director indicating acknowledgement for inclusion and designation if			
per academic year: 40	not offered in dept/sch	hool:			
L Area:	Is this course required	or an elective for your degree program? $oximes$ Required $oximes$ Elective			
Course Prefix: COMS	Is this course offered v	within your dept/school? ⊠ Yes □ No			
Course Number: 483	If no, collaborating dept/s	school must also complete the remaining elements, and must sign below.			
Course Title: Applied Strategic					
Communication Campaigns	Course Rotation:	□ Fall □ Spring □ Intersession □ Other (Explain below)			
Credit Hours: 3					
New course: \square Yes \boxtimes No	Intended Frequency:	oxtimes Every academic year $oxtimes$ Every semester $oxtimes$ Every other year			
Revised course: \square Yes \boxtimes No		\square At least once every three years \square Other			
Projected student enrollment		ting chair/director indicating acknowledgement for inclusion and designation if			
per academic year: 50	not offered in dept/sch				
L Designated Course Req	_l uired within the F	Program of Study Approved for Inclusion in the General			
Education Coursework: (please list at least one, can also be listed above but does not need to be)					
COMS 225, Introduction to Public Relations					
Comb 220) introduction to Fabric Netations					

Learning Goal: To explore profe	essional practice through the application of knowledge, skills, and
critical reflection.	
Learning Outcome 1: Students apply acquired knowledge and skills to develop professional identity or professional practice.	The School of Communication will explore the use of the university-wide REAL assessment program to assess learning outcomes for the Bachelor of Science in Communication, Public Relations concentration.
Learning Outcome 2: Students critically reflect on their learning,	The School of Communication will explore the use of the university-wide REAL assessment program to assess learning outcomes for the Bachelor of

Science in Communication, Public Relations concentration.

Additional information for REAL Council consideration:

abilities, experiences, or role within

professional contexts.

Are existing material resources adequate to support this program alignment proposal? \square Yes \square No If not, what additional material resources would be needed?						
Are existing space resources adequate to support this program alignment proposal? ☐ Yes ☐ No If not, what additional space resources would be needed?						
-	dequate to support this program alignment ponal human resources would be needed?	oroposal?				
Department Curriculum Committee Recommendation:	Signature:	Date:				
Chair/Dean on Behalf of Dept/School:	Signature:	Date:				
College Curriculum Committee Approval:	Signature:	Date:				
Dean/AVP Approval:	Signature:	Date:				
REAL Council Recommendation:	Signature:	Date:				
Faculty Senate Curriculum Committee Recommendation:	Signature:	Date:				
Faculty Senate Approval:	Signature:	Date:				
Provost Approval:	Signature:	Date:				

REAL Curriculum Program Alignment Proposal

Department or So	chool:	Enter dept/school name: School of Communication	Date:	9/22/20			
Degree type:	□BS 🗵	⊠BA □BBA □BSN □BM □BFA □BSW □Minor □Certificate					
Program:	Media Studies Major, Journalism Concentration						
REAL Area Prog	ram De	esignation Sought (check all that apply):	\square R \square	E □A ⊠L			
Dept/School Con	tact:	Twange Kasoma (tkasoma@radford.edu)					
		B.A. Requirements include 6-12 hours of credi ARAB 100, 200 or 300; CHNS 101, 102, 201 or		O			
		109/209/309/409, 200 or 210; FREN 100, 200 _.					
		300; LATN 101, 102 or 350; RUSS 100, 200, 21	0 or 300; S	SPAN 101, 102, 201			
BS/BA Requireme	ents: <u> </u>	or 202					
* Courses have J	prereq	uisites					

- Any degree program that fulfills a REAL area must include at least 9 unique credit hours for each area covered. At least 3 of these 9 credit hours must be at the 300 level or above
- A single major degree program may fulfill no more than three REAL areas for any one student, unless all four REAL areas are fulfilled by accreditation or licensure requirements.
- A single minor or certificate degree program may fulfill no more than two REAL areas.
- Degree program may cover up to two REAL areas using a single prefix.
- All courses documenting the coverage of a REAL area must fulfill all learning outcomes and be designated in that area.
- All courses that document fulfillment of a REAL area within a degree program of study are NOT
 required to be taught by the department/school. However, departments/schools are expected to
 formally communicate with other departments about reliance on and inclusion of courses in their
 degree program plans of study. Indicate this through signature of chair or director of the
 partnering department or school in the areas below.
- Departments or schools that seek to fulfill REAL areas must acknowledge assessment requirements for those areas. Assessment of degree seeking students is required to be conducted yearly by the department or school offering the degree program.
- If departments or schools want to use a menu of courses to fulfill a particular area, please duplicate the sections below for each REAL area and include information for each course included in the menu of options.
- Please save this file for submission as PROGRAM NAME_ProgramType.docx (Example: Criminal Justice_BS.docx)

By signing, the department/school acknowledges the above conditions and considerations:

Dept/School Signature	Date:

Official Program Description:

Please paste the entire official program description from the Radford University catalog in the space within this box. Find those here: https://catalog.radford.edu/

Please note that every department/school will have to submit a catalog change proposal for program that asks the Registrar's Office to insert language about the program coverage of the REAL areas into the official Radford University catalog upon approval.

The Media Studies Major is designed for students with an interest in media or other related communication fields. Majors may earn either a Bachelor of Arts or a Bachelor of Science degree and, in addition to core courses, must select one of three concentrations: Advertising, Journalism, or Production Technology.

Students are encouraged to select one of the concentrations no later than the second semester of their sophomore year.

All majors in Media Studies must complete: 1) 43-45 hours of Core Curriculum requirements; 2) the 6 to 8-hour B.S. requirement or the 6 to 12-hour B.A. requirement; 3) 6 hours of the School of Communication Core Requirements and 36 hours of a concentration in Advertising, Journalism, or Production Technology; and 4) elective courses for a total of 120 hours. Students are encouraged to take 300-level and above courses for their electives. A minor is strongly recommended.

Core Curriculum Requirements (43-45 credits)

In College Core B, all majors in programs in the College of Humanities and Behavioral Sciences are required to pass a second course in Social and Behavioral Sciences; i.e., CHBS majors cannot fulfill College Core B requirements with a Health and Wellness course.

B.A. Requirements (6-12 credits)

The Bachelor of Arts degree requires six semester hours, in addition to Core Curriculum requirements, selected from any of the following areas: Mathematical science, statistics, computer science, or natural and physical sciences (including GEOS 130, 335, 336, 350). In addition, the following courses may be used to meet the B.A. requirement:

ARAB 100. Elementary Arabic

ARAB 200. Intermediate Arabic I

ARAB 210. Intermediate Arabic II

ARAB 300. Arabic Readings and Culture

CHNS 101. Elementary Chinese I

CHNS 102. Elementary Chinese II

CHNS 201. Intermediate Chinese I

CHNS 202. Intermediate Chinese II

FORL 100. Elementary Conversation in Critical Languages

FORL 109/209/309/409. Study Abroad Practicum

FORL 200. Intermediate Conversation I in Critical Languages

FORL 210. Intermediate Conversation II in Critical Languages

FREN 100. Elementary French

FREN 200. Intermediate French

FREN 210. Intermediate French

FREN 300. Readings in French

FREN 320. Topics in French Cinema

GRMN 100. Elementary German

GRMN 200. Intermediate German

GRMN 210. Intermediate German

GRMN 300. Readings in German

LATN 101. Elementary Latin

LATN 102. Elementary Latin

LATN 201. Intermediate Latin

LATN 350. Latin Literature

RUSS 100. Elementary Russian

RUSS 200. Intermediate Russian I

RUSS 210. Intermediate Russian II

RUSS 300. Readings in Russian

SPAN 101. Beginning Spanish

SPAN 102. Beginning Spanish

SPAN 201. Intermediate Spanish

SPAN 202. Intermediate Spanish

School of Communication Core (6 credits)

Students in the School of Communication must complete these two courses with a grade of "C" or higher.

COMS 130 - Introduction to Communication

COMS 330 - Communication Theory

Concentrations

Journalism Concentration

The Journalism Concentration prepares students for careers in researching, writing, preparing and disseminating public information though conventional and digitally-transmitted media, including newspapers, magazines, the Internet, radio, television, and cable.

Total required hours for the concentration (36 credits)

Required Courses (30 credits)

- COMS 104 Basic News Writing
- COMS 204 News Reporting
- COMS 226 Digital Imaging
- COMS 146 Media Performance or
- COMS 236 Print Production
- COMS 304 Electronic News Gathering
- COMS 326 Web Production
- COMS 400 Media Law and Ethics
- COMS 404 Specialized Journalism
- COMS 481 Journalism Portfolio
- COMS Elective

Choose two of the following (6 credits)

- COMS 300 Media History
- COMS 335 Media and Society
- COMS 407 Science and Environmental Writing
- COMS 434 Media Literacy
- COMS 444 Media Management
- COMS 451 Intercultural and International Communication
- COMS 460 Special Topics

Recommended Courses Outside Major

Some of which may satisfy Core Curriculum requirements:

- CRJU 100 Introduction to Criminal Justice
- CRJU 233 Courts and the Criminal Process
- CRJU 235 Police and Society
- CRJU 241
- CRJU 315 Constitutional Rights and the Criminally Accused
- CRJU 320 Criminal Investigative Theory
- CRJU 360 Criminal Law and Evidence
- ECON 101 Survey of Economics
- ECON 105 Principles of Macroeconomics
- ECON 106 Principles of Microeconomics
- ENGL 306 Professional Writing
- ENGL 307 Business Writing
- ENGL 406 Advanced Technical Writing
- ENGL 407 Technical Editing
- GEOG 100
- GEOG 103 Introduction to Human Geography (SS)

- GEOG 241
- HIST 316 Colonial Latin America (C)
- HIST 355 American Social History (A)
- HIST 364 American Slavery (A)

Production Technology Concentration

The Production Technology Concentration prepares students for positions in creative production in corporate, industrial and professional environments, utilizing the Web, multimedia, radio, television, and field production.

Total required hours for the concentration (36 credits)

Required Courses (30 credits)

- COMS 146 Media Performance
- COMS 226 Digital Imaging
- COMS 246 Basic Audio Production
- COMS 247 Script Writing
- COMS 346 Electronic Field Production
- COMS 347 Video Editing and Effects
- COMS 400 Media Law and Ethics
- COMS 446 TV Studio Production
- COMS 482 Production Technology Portfolio
- COMS Elective

Choose two of the following (6 credits)

- COMS 300 Media History
- COMS 335 Media and Society
- COMS 407 Science and Environmental Writing
- COMS 434 Media Literacy
- COMS 444 Media Management
- COMS 451 Intercultural and International Communication
- COMS 460 Special Topics

Recommended Courses Outside Major

Some of which may satisfy Core Curriculum requirements:

- ARTS 261 Photography I (2-D)
- ARTG 280 Introduction to Graphic Design
- ARTG 281 Graphic Design Production Techniques

- ARTS 360 Video Art
- ARTS 361 Stop Motion Animation
- ARTG 382 Branding Design
- ARTG 480 Publication Design
- ARTG 485 Portfolio Preparation and Studio Management for Graphic Designers
- ENGL 306 Professional Writing
- ENGL 307 Business Writing
- ENGL 407 Technical Editing
- MUSC 104 The Arts, Entertainment, and the Marketplace
- MUSC 127 Introduction to Computer Music
- MUSC 227 Computer Music Applications
- MUSC 308 Marketing the Arts
- MUSC 373 Computer Music Composition
- THEA 101
- THEA 102
- THEA 103
- THEA 180 Introduction to World Cinema
- THEA 236 Makeup I
- THEA 350 Directing I
- THEA 480 Film Theory and Criticism
- THEA 482 Documentary/Nonfiction Film

Advertising Concentration

The Advertising Concentration prepares students for positions in advertising by providing both theoretical and aesthetic elements as well as skills in the production of advertisements in a variety of media.

Total required hours for the concentration (36 credits)

Required Courses (30 credits)

- COMS 173 Introduction to Advertising and IMC
- COMS 223 Advertising Copywriting
- COMS 226 Digital Imaging
- COMS 231 Research Methods in Communication
- COMS 273 Advertising Account Planning
- COMS 373 Advertising Media Planning
- COMS 400 Media Law and Ethics
- COMS 473 Advertising Production
- COMS 483 Advertising Campaigns *
- COMS 499 Communication Internship *

Note(s):

*All Advertising students must earn at least three hours of COMS 483 - Advertising Campaigns. In addition, they must earn another three hours in an internship and/or a second Advertising Campaigns course.

Choose two of the following (6 credits)

- COMS 300 Media History
- COMS 335 Media and Society
- COMS 407 Science and Environmental Writing
- COMS 434 Media Literacy
- COMS 444 Media Management
- COMS 451 Intercultural and International Communication
- COMS 460 Special Topics

Recommended Courses Outside Major:

- ARTS 261 Photography I (2-D)
- ARTG 280 Introduction to Graphic Design
- ARTG 281 Graphic Design Production Techniques
- ARTS 361 Stop Motion Animation
- ARTG 480 Publication Design
- ARTG 485 Portfolio Preparation and Studio Management for Graphic Designers
- COMS 225 Introduction to Public Relations
- COMS 333 Persuasion
- COMS 408 Public Relations Management
- COMS 411 Public Relations Media and Campaigns
- COMS 433 Communication and Social Change
- ENGL 306 Professional Writing
- ENGL 307 Business Writing
- ENGL 309 Fiction Writing
- ENGL 406 Advanced Technical Writing
- ENGL 407 Technical Editing
- ENGL 409 Advanced Fiction Writing
- MKTG 340 Principles of Marketing
- MKTG 341 Advertising Strategy
- MKTG 343 Retailing
- MKTG 442 International Business
- MKTG 452 International Marketing
- PSYC 282 Consumer Psychology
- PSYC 343 Social Psychology (SS Core)
- PSYC 361 Psychology of Personality (SS Core)
- PSYC 377 Introduction to Sensation and Perception (NS Core)

Graduation Requirements

To graduate with a major in Media Studies, a student must have a grade point average of 2.25 or higher for all courses taken with a COMS prefix.

SCIENTIFIC AND QUANTITATIVE REASONING

R Area:	Is this co	ourse required	l or an electi	ve for y	our degree pr	rogram? 🗆 Required	d □ Elective
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No						
Course Number:	If no, coll	f no, collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title:					_		
Credit Hours:	Course F	Rotation:	□ Fall □ S	Spring	☐ Intersessio	n 🗆 Other (Explain	below)
New course: ☐ Yes ☐ No							
Revised course: ☐ Yes ☐ No	Intende	d Frequency:				semester 🗆 Every	other year
			☐ At least of	once ev	ery three yea	rs ∐ Other	
Projected student enrollment per academic year:				rector i	ndicating ackı	nowledgement for i	nclusion and designation if
		red in dept/so					
R Area:		•		-		rogram? 🗆 Required	d ∐ Elective
Course Prefix:		ourse offered					
Course Number:	If no, coll	aborating dept/	school must a	ilso com	plete the remai	ining elements, and mu	ust sign below.
Course Title:	Course	Datation.		`nring		n Other (Evalein	halaw
Credit Hours:	Course	Rotation:		phing	□ intersessio	on □ Other (Explain	below)
New course: ☐ Yes ☐ No	Intondo	d Fraguanav	□ Eveny ac	adamia	voor 🗆 Evon	, competer □ Even	othoryoor
Revised course: ☐ Yes ☐ No	Intende	u Frequency.			ery three yea	semester ☐ Every (otrier year
Due in the district out on the suit			□ At least (once ev	ery three yea	is 🗆 Other	
Projected student enrollment	Signatur	e of collabora	ting chair/di	rector i	ndicating ackr	nowledgement for i	nclusion and designation if
per academic year:		red in dept/so		rector ii	ilulcatilig acki	lowledgement for it	nciusion and designation ii
R Area:				ve for v	our degree nr	rogram? Required	d ∏ Flective
Course Prefix:		ourse offered					a Elective
Course Number:			-	-		ining elements, and mu	ust sign helow
Course Number:	11 110, 0011	aborating acpty	seriooi mast a	1150 00111	prete the remai	mile ciements, and me	ast sign below.
Credit Hours:	Course F	Rotation:	□ Fall □ S	Spring	□ Intersessio	on □ Other (Explain	below)
New course: Yes No				, p 6		<u> </u>	20.01.7
Revised course: \square Yes \square No	Intende	d Frequency:	☐ Every ac	ademic	year □ Every	semester □ Every	other year
Nevised Course. 🗆 Tes 🗀 No		, ,			ery three yea		,
Projected student enrollment					, ,		
per academic year:	Signatur	e of collabora	ting chair/di	rector i	ndicating ackr	nowledgement for i	nclusion and designation if
	not offe	red in dept/so	hool:				
R Designated Course Rec	quired v	within the	Program (of Stu	dy Approv	ed for Inclusio	n in the General
Education Coursework: (•		_				
Laddation Coursework.	picase i	ist at icast v	one, can a	130 00	iisted abov	e but does not n	icca to be;
D 4							
R Area:							
Learning Goal: To apply s	scientif	ic and qua	ntitative r	reasor	ning to que	estions about t	he natural world,
mathematics, or related	areas.						
Learning Outcome 1: Student	s apply	Description	n of learr	ning ດ	utcome as	sessment plan	:
scientific and quantitative	117	Description	ii oi icaii	6 0	accorne ac	ocoonient plan	•
information to test problems	and						
draw conclusions.							
		D ' ''	C I				
Learning Outcome 2:	c	Description	n of learr	ning o	utcome as	ssessment plan	:
Students evaluate the quality of							
data, methods, or inferences used							
to generate scientific and							
quantitative knowledge.							
Additional information for RE	Al Coun	cil considera	tion:				
- Additional information for KE	AL COUNT	cii considera	cioii.				

HUMANISTIC OR ARTISTIC EXPRESSION

HOMANISTIC ON ANTISTIC	2 EVI IVE221011						
E Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective						
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No						
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.						
Course Title:							
Credit Hours:	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)					
New course: ☐ Yes ☐ No							
Revised course: ☐ Yes ☐ No	Intended Frequen	cy: □ Every academic year □ Every semester □ Every other year □ At least once every three years □ Other					
Projected student enrollment							
per academic year:	Signature of collab not offered in dep	porating chair/director indicating acknowledgement for inclusion and designation if t/school:					
E Area:	Is this course requ	ired or an elective for your degree program? ☐ Required ☐ Elective					
Course Prefix:	Is this course offer	red within your dept/school? 🗆 Yes 🗀 No					
Course Number:	If no, collaborating d	ept/school must also complete the remaining elements, and must sign below.					
Course Title:							
Credit Hours:	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)					
New course: ☐ Yes ☐ No							
Revised course: ☐ Yes ☐ No	Intended Frequen	cy: ☐ Every academic year ☐ Every semester ☐ Every other year ☐ At least once every three years ☐ Other					
Projected student enrollment							
per academic year:	Signature of collab not offered in dep	porating chair/director indicating acknowledgement for inclusion and designation if t/school:					
E Area:	Is this course requ	ired or an elective for your degree program? ☐ Required ☐ Elective					
Course Prefix:	Is this course offer	red within your dept/school? ☐ Yes ☐ No					
Course Number:	If no, collaborating d	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title:	- -						
Credit Hours:	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)					
New course: ☐ Yes ☐ No							
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year						
	☐ At least once every three years ☐ Other						
Projected student enrollment							
per academic year:		porating chair/director indicating acknowledgement for inclusion and designation if					
	not offered in dep	t/school:					
E Designated Course Rec	uired within th	ne Program of Study Approved for Inclusion in the General					
		east one, can also be listed above but does not need to be)					
Eddedion codisework.	predoc not de re	ast one, can also be listed above but does not need to be					
E Area:							
Learning Goal: To explor	e humanistic o	r artistic expression through inquiry or creativity.					
Learning Outcome 1:		cription of learning outcome assessment plan:					
Students demonstrate unders		inplicit of learning outcome assessment plan.					
of diverse ideas, languages, p	_						
or processes of humanistic inquiry or artistic expression.							
artistic expression.							
Learning Outcome 2: Student	s critically Desc	cription of learning outcome assessment plan:					
evaluate, synthesize, or creat							
human expression or inquiry.							
Additional information for RE	AL Council consid	eration:					
l							

CULTURAL OR BEHAVIORAL ANALYSIS

COLIONAL ON BEIN WICH	127117121313					
A Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective					
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No					
Credit Hours:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
New course: ☐ Yes ☐ No						
Revised course: ☐ Yes ☐ No	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)					
Projected student enrollment	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year					
per academic year:	☐ At least once every three years ☐ Other					
	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:					
A Area:	Is this course required or an elective for your degree program? \square Required \square Elective					
Course Prefix:	Is this course offered within your dept/school? \square Yes \square No					
Course Number: Credit Hours: 3	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
New course: ☐ Yes ☐ No	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)					
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year					
Projected student enrollment	☐ At least once every three years ☐ Other					
per academic year:						
	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:					
A Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective					
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No					
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title:						
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)					
New course: ☐ Yes ☐ No						
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year ☐ At least once every three years ☐ Other					
Projected student enrollment	Li Acticast office every tiffee years Li Othici					
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if					
per academic year.	not offered in dept/school:					
A Designated Course Red	uired within the Program of Study Approved for Inclusion in the General					
Education Coursework: (please list at least one, can also be listed above but does not need to be):					
A Area:						
Learning Goal: To examin	ne the context and interactions of culture(s) and/or behavior(s).					
Learning Outcome 1: Student	Description of learning outcome assessment plan:					
describe behaviors, beliefs, cu						
social institutions, and/or						
environments.						
Learning Outcome 2: Student	Description of learning outcome assessment plan:					
analyze the interactions of	,					
behaviors, beliefs, cultures, so	cial					
institutions, and/or environm						
Additional information for RE						
Additional information for NEAL Council consideration.						

APPLIED LEARNING

7 (1 1 E1ED EE/ ((((11)						
L Area:	Is this cou	rse required	d or an elective for your degree program? ☐ Required ☐ Elective			
Course Prefix: COMS	Is this course offered within your dept/school? Yes No					
Course Number: 204	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title: News Reporting						
Credit Hours: 3	Course Ro	tation:	□ Fall □ Spring □ Intersession □ Other (Explain below)			
New course: ☐ Yes ☒ No						
Revised course: ☐ Yes ☒ No	Intended I	requency:	☐ Every academic year ☒ Every semester ☐ Every other year			
Nevised course. In res 24 No			☐ At least once every three years ☐ Other			
Projected student enrollment			, ,			
per academic year: 20	Signature	of collabora	ating chair/director indicating acknowledgement for inclusion and designation if			
		d in dept/so				
L Area:	Is this cou	rse required	d or an elective for your degree program? ☐ Required ☐ Elective			
Course Prefix: COMS			within your dept/school? ☐ Yes ☐ No			
Course Number: 304			/school must also complete the remaining elements, and must sign below.			
Course Title: Electronic News						
Gathering	Course Ro	tation:	☑ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)			
Credit Hours:						
New course: ☐ Yes ☒ No	Intended I	requency:	☑ Every academic year ☐ Every semester ☐ Every other year			
Revised course: ⊠ Yes □ No			☐ At least once every three years ☐ Other			
Nevised course. 🖾 res 🗀 No			The reast office every effect years in other			
Projected student enrollment	Signature	of collabora	ating chair/director indicating acknowledgement for inclusion and designation if			
per academic year: 15	_	d in dept/so				
			d or an elective for your degree program? ☐ Required ☐ Elective			
L Area:			within your dept/school? ☐ Yes ☐ No			
Course Prefix: COMS						
Course Number: 481	ii iio, collab	If no, collaborating dept/school must also complete the remaining elements, and must sign below.				
Course Title: Journalism Portfolio	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)					
Credit Hours: 3	Course No	tation.	E run E spring E intersession E other (Explain below)			
New course: ☐ Yes ☒ No	 Intended Frequency:					
	intended	requericy.				
Revised course: ☐ Yes ☒ No	☐ At least once every three years ☐ Other					
Drainated student enrollment	Signature	of collabora	ating chair/director indicating acknowledgement for inclusion and designation if			
Projected student enrollment		d in dept/so				
per academic year: 15		•				
_			Program of Study Approved for Inclusion in the General			
Education Coursework: ((please lis	st at leas	t one, can also be listed above but does not need to be):			
COMS 104 (Basic Newsw	riting)					
	- 07					
L Area:						
Learning Goal: To explor	Learning Goal: To explore professional practice through the application of knowledge, skills, and					
critical reflection.						
	ts apply 5					
Learning Outcome 1: Students apply Description of learning outcome assessment plan:			on of learning outcome assessment plan:			
acquired knowledge and skills						
develop professional identity	or					
professional practice.						
Learning Outcome 2: Student	ents Description of learning outcome assessment plan:					
critically reflect on their learn		. 1 -	0			
abilities, experiences, or role	-					
professional contexts.						
Additional information for RF	Δl Council	considera	ation:			

Date:

Date:

-	adequate to support this program alignment onal material resources would be needed?	t proposal?
- ,	equate to support this program alignment ponal space resources would be needed?	roposal?
-	dequate to support this program alignment onal human resources would be needed?	proposal?
Department Curriculum Committee Recommendation:	Signature:	Date:
Chair/Dean on Behalf of Dept/School:	Signature:	Date:
College Curriculum Committee Approval:	Signature:	Date:
Dean/AVP Approval:	Signature:	Date:
REAL Council Recommendation:	Signature:	Date:
Faculty Senate Curriculum Committee Recommendation:	Signature:	Date:

Signature:

Signature:

Faculty Senate Approval:

Provost Approval:

REAL Curriculum Program Alignment Proposal

Department or S	School:	Enter dept/school name: School of Communication	Date:	9/22/20			
Degree type:	⊠BS □	□BA □BBA □BSN □BM □BFA □BSW □Minor □Certificate					
Program:	Program: Media Studies Major, Journalism Concentration						
REAL Area Program Designation Sought (check all that apply):							
Dept/School Contact: Twange Kasoma (tkasoma@radford.edu)							
	B.S. Requirements include 6-8 hours chosen from the following: PHIL 112,						
	PHIL 113, PHIL 310*, PHIL 390*, PSYC 301, PSYC 302*, PSYC 445*, SOCY						
BS/BA Requirements: 380*, SOCY 480*, SOCY 485*, ART 261, ART 280, BLAW 203, ITEC 110.			203, ITEC 110.				
* Courses have prerequisites							

- Any degree program that fulfills a REAL area must include at least 9 unique credit hours for each area covered. At least 3 of these 9 credit hours must be at the 300 level or above
- A single major degree program may fulfill no more than three REAL areas for any one student, unless all four REAL areas are fulfilled by accreditation or licensure requirements.
- A single minor or certificate degree program may fulfill no more than two REAL areas.
- Degree program may cover up to two REAL areas using a single prefix.
- All courses documenting the coverage of a REAL area must fulfill all learning outcomes and be designated in that area.
- All courses that document fulfillment of a REAL area within a degree program of study are NOT required to be taught by the department/school. However, departments/schools are expected to formally communicate with other departments about reliance on and inclusion of courses in their degree program plans of study. Indicate this through signature of chair or director of the partnering department or school in the areas below.
- Departments or schools that seek to fulfill REAL areas must acknowledge assessment requirements for those areas. Assessment of degree seeking students is required to be conducted yearly by the department or school offering the degree program.
- If departments or schools want to use a menu of courses to fulfill a particular area, please duplicate the sections below for each REAL area and include information for each course included in the menu of options.
- Please save this file for submission as PROGRAM NAME_ProgramType.docx (Example: Criminal Justice_BS.docx)

Dept/School Signature	Date:

Official Program Description:

Please paste the entire official program description from the Radford University catalog in the space within this box. Find those here: https://catalog.radford.edu/

Please note that every department/school will have to submit a catalog change proposal for program that asks the Registrar's Office to insert language about the program coverage of the REAL areas into the official Radford University catalog upon approval.

The Media Studies Major is designed for students with an interest in media or other related communication fields. Majors may earn either a Bachelor of Arts or a Bachelor of Science degree and, in addition to core courses, must select one of three concentrations: Advertising, Journalism, or Production Technology.

Students are encouraged to select one of the concentrations no later than the second semester of their sophomore year.

All majors in Media Studies must complete: 1) 43-45 hours of Core Curriculum requirements; 2) the 6 to 8-hour B.S. requirement or the 6 to 12-hour B.A. requirement; 3) 6 hours of the School of Communication Core Requirements and 36 hours of a concentration in Advertising, Journalism, or Production Technology; and 4) elective courses for a total of 120 hours. Students are encouraged to take 300-level and above courses for their electives. A minor is strongly recommended.

Core Curriculum Requirements (43-45 credits)

In College Core B, all majors in programs in the College of Humanities and Behavioral Sciences are required to pass a second course in Social and Behavioral Sciences; i.e., CHBS majors cannot fulfill College Core B requirements with a Health and Wellness course.

B.S. Requirements (6-8 credits)

The Bachelor of Science degree requires six semester hours, in addition to Core Curriculum requirements, selected from any of the following areas: Mathematical science, statistics, computer science, or natural and physical sciences (including GEOS 130, 335, 336, 350). In addition, the following courses may be used to meet the B.S. requirement:

PHIL 112 - Introduction: Ethics and Society

PHIL 310 - Professional Ethics *

PHIL 390 - Ethical Theory *

PSYC 301 - Analysis of Psychological Data *

PSYC 302 - Research Methods in Psychology *

PSYC 445 - Psychological Tests and Measurements *

SOCY 380 - Introduction to Social Research Methods *

SOCY 480 - Survey Research Methods *

SOCY 482 - Qualitative Research Methods *

SOCY 485 - Organizational Research *

ARTS 261 - Photography I

ARTG 280 - Introduction to Graphic Design

BLAW 203 - Legal Environment of Business

ITEC 110 - Principles of Information Technology

Note(s):

*denotes prerequisites exist for these courses

School of Communication Core (6 credits)

Students in the School of Communication must complete these two courses with a grade of "C" or higher.

COMS 130 - Introduction to Communication

COMS 330 - Communication Theory

Concentrations

Journalism Concentration

The Journalism Concentration prepares students for careers in researching, writing, preparing and disseminating public information though conventional and digitally-transmitted media, including newspapers, magazines, the Internet, radio, television, and cable.

Total required hours for the concentration (36 credits)

Required Courses (30 credits)

- COMS 104 Basic News Writing
- COMS 204 News Reporting
- COMS 226 Digital Imaging
- COMS 146 Media Performance or
- COMS 236 Print Production
- COMS 304 Electronic News Gathering
- COMS 326 Web Production
- COMS 400 Media Law and Ethics
- COMS 404 Specialized Journalism
- COMS 481 Journalism Portfolio

• COMS Elective

Choose two of the following (6 credits)

- COMS 300 Media History
- COMS 335 Media and Society
- COMS 407 Science and Environmental Writing
- COMS 434 Media Literacy
- COMS 444 Media Management
- COMS 451 Intercultural and International Communication
- COMS 460 Special Topics

Recommended Courses Outside Major

Some of which may satisfy Core Curriculum requirements:

- CRJU 100 Introduction to Criminal Justice
- CRJU 233 Courts and the Criminal Process
- CRJU 235 Police and Society
- CRJU 241
- CRJU 315 Constitutional Rights and the Criminally Accused
- CRJU 320 Criminal Investigative Theory
- CRJU 360 Criminal Law and Evidence
- ECON 101 Survey of Economics
- ECON 105 Principles of Macroeconomics
- ECON 106 Principles of Microeconomics
- ENGL 306 Professional Writing
- ENGL 307 Business Writing
- ENGL 406 Advanced Technical Writing
- ENGL 407 Technical Editing
- GEOG 100
- GEOG 103 Introduction to Human Geography (SS)
- GEOG 241
- HIST 316 Colonial Latin America (C)
- HIST 355 American Social History (A)
- HIST 364 American Slavery (A)

Production Technology Concentration

The Production Technology Concentration prepares students for positions in creative production in corporate, industrial and professional environments, utilizing the Web, multimedia, radio, television, and field production.

Total required hours for the concentration (36 credits)

Required Courses (30 credits)

- COMS 146 Media Performance
- COMS 226 Digital Imaging
- COMS 246 Basic Audio Production
- COMS 247 Script Writing
- COMS 346 Electronic Field Production
- COMS 347 Video Editing and Effects
- COMS 400 Media Law and Ethics
- COMS 446 TV Studio Production
- COMS 482 Production Technology Portfolio
- COMS Elective

Choose two of the following (6 credits)

- COMS 300 Media History
- COMS 335 Media and Society
- COMS 407 Science and Environmental Writing
- COMS 434 Media Literacy
- COMS 444 Media Management
- COMS 451 Intercultural and International Communication
- COMS 460 Special Topics

Recommended Courses Outside Major

Some of which may satisfy Core Curriculum requirements:

- ARTS 261 Photography I (2-D)
- ARTG 280 Introduction to Graphic Design
- ARTG 281 Graphic Design Production Techniques
- ARTS 360 Video Art
- ARTS 361 Stop Motion Animation
- ARTG 382 Branding Design
- ARTG 480 Publication Design
- ARTG 485 Portfolio Preparation and Studio Management for Graphic Designers
- ENGL 306 Professional Writing
- ENGL 307 Business Writing
- ENGL 407 Technical Editing
- MUSC 104 The Arts, Entertainment, and the Marketplace
- MUSC 127 Introduction to Computer Music
- MUSC 227 Computer Music Applications
- MUSC 308 Marketing the Arts

- MUSC 373 Computer Music Composition
- THEA 101
- THEA 102
- THEA 103
- THEA 180 Introduction to World Cinema
- THEA 236 Makeup I
- THEA 350 Directing I
- THEA 480 Film Theory and Criticism
- THEA 482 Documentary/Nonfiction Film

Advertising Concentration

The Advertising Concentration prepares students for positions in advertising by providing both theoretical and aesthetic elements as well as skills in the production of advertisements in a variety of media.

Total required hours for the concentration (36 credits)

Required Courses (30 credits)

- COMS 173 Introduction to Advertising and IMC
- COMS 223 Advertising Copywriting
- COMS 226 Digital Imaging
- COMS 231 Research Methods in Communication
- COMS 273 Advertising Account Planning
- COMS 373 Advertising Media Planning
- COMS 400 Media Law and Ethics
- COMS 473 Advertising Production
- COMS 483 Advertising Campaigns *
- COMS 499 Communication Internship *

Note(s):

*All Advertising students must earn at least three hours of COMS 483 - Advertising Campaigns. In addition, they must earn another three hours in an internship and/or a second Advertising Campaigns course.

Choose two of the following (6 credits)

- COMS 300 Media History
- COMS 335 Media and Society
- COMS 407 Science and Environmental Writing
- COMS 434 Media Literacy

- COMS 444 Media Management
- COMS 451 Intercultural and International Communication
- COMS 460 Special Topics

Recommended Courses Outside Major:

- ARTS 261 Photography I (2-D)
- ARTG 280 Introduction to Graphic Design
- ARTG 281 Graphic Design Production Techniques
- ARTS 361 Stop Motion Animation
- ARTG 480 Publication Design
- ARTG 485 Portfolio Preparation and Studio Management for Graphic Designers
- COMS 225 Introduction to Public Relations
- COMS 333 Persuasion
- COMS 408 Public Relations Management
- COMS 411 Public Relations Media and Campaigns
- COMS 433 Communication and Social Change
- ENGL 306 Professional Writing
- ENGL 307 Business Writing
- ENGL 309 Fiction Writing
- ENGL 406 Advanced Technical Writing
- ENGL 407 Technical Editing
- ENGL 409 Advanced Fiction Writing
- MKTG 340 Principles of Marketing
- MKTG 341 Advertising Strategy
- MKTG 343 Retailing
- MKTG 442 International Business
- MKTG 452 International Marketing
- PSYC 282 Consumer Psychology
- PSYC 343 Social Psychology (SS Core)
- PSYC 361 Psychology of Personality (SS Core)
- PSYC 377 Introduction to Sensation and Perception (NS Core)

Graduation Requirements

To graduate with a major in Media Studies, a student must have a grade point average of 2.25 or higher for all courses taken with a COMS prefix.

SCIENTIFIC AND QUANTITATIVE REASONING

R Area:	Is this co	ourse required	l or an electi	ve for y	our degree pr	rogram? 🗆 Required	d □ Elective
Course Prefix:	Is this co	course offered within your dept/school? Yes No					
Course Number:	If no, coll	collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title:					_		
Credit Hours:	Course F	Rotation:	□ Fall □ S	Spring	☐ Intersessio	n 🗆 Other (Explain	below)
New course: ☐ Yes ☐ No							
Revised course: ☐ Yes ☐ No	Intende	d Frequency:				semester 🗆 Every	other year
			☐ At least of	once ev	ery three yea	rs ∐ Other	
Projected student enrollment per academic year:		e of collaborating chair/director indicating acknowledgement for inclusion and designation if					
		red in dept/so					
R Area:		•		-		rogram? 🗆 Required	d ∐ Elective
Course Prefix:		ourse offered					
Course Number:	If no, coll	aborating dept/	school must a	ilso com	plete the remai	ining elements, and mu	ust sign below.
Course Title:	Course	Datation.		`nring		n Other (Evalein	halaw
Credit Hours:	Course	Rotation:		phing	□ intersessio	on □ Other (Explain	below)
New course: ☐ Yes ☐ No	Intondo	d Fraguanav	□ Eveny ac	adamia	voor 🗆 Evon	, competer □ Even	othoryoor
Revised course: ☐ Yes ☐ No	Intende	u Frequency.			ery three yea	semester ☐ Every (otrier year
Due in the district out on the suit			□ At least (once ev	ery three yea	is 🗆 Other	
Projected student enrollment	Signatur	e of collabora	ting chair/di	rector i	ndicating ackr	nowledgement for i	nclusion and designation if
per academic year:		red in dept/so		rector ii	ilulcatilig acki	lowledgement for it	nciusion and designation ii
R Area:				ve for v	our degree nr	rogram? Required	d ∏ Flective
Course Prefix:		ourse offered					a Elective
Course Number:			-	-		ining elements, and mu	ust sign helow
Course Title:	11 110, 0011	aborating acpty	seriooi mast a	1150 00111	prete the remai	mile ciements, and me	ast sign below.
Credit Hours:	Course F	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)					
New course: Yes No				, p 6		<u> </u>	20.01.7
Revised course: \square Yes \square No	Intende	d Frequency:	☐ Every ac	ademic	year □ Every	semester □ Every	other year
Nevised Course. 🗆 Tes 🗀 No		, ,			ery three yea		,
Projected student enrollment					, ,		
per academic year:	Signatur	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if					
	not offe	red in dept/so	hool:				
R Designated Course Rec	quired v	within the	Program (of Stu	dy Approv	ed for Inclusio	n in the General
Education Coursework: (•		_				
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R Area:							
Learning Goal: To apply s	scientif	ic and qua	ntitative r	reasor	ning to que	estions about t	he natural world,
mathematics, or related	areas.						
Learning Outcome 1: Student	Descriptio	n of learr	ning ດ	utcome as	sessment plan	:	
scientific and quantitative	117	Description	ii oi icaii	6 0	accorne ac	ocoonient plan	•
information to test problems and							
draw conclusions.							
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Learning Outcome 2:	c	Description	n of learr	ning o	utcome as	ssessment plan	:
Students evaluate the quality of							
data, methods, or inferences	used						
to generate scientific and							
quantitative knowledge.							
Additional information for RE	Al Coun	cil considera	tion:				
- Additional information for KE	AL COUNT	cii considera	cioii.				

HUMANISTIC OR ARTISTIC EXPRESSION

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E Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective					
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No					
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title:						
Credit Hours:	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
New course: ☐ Yes ☐ No						
Revised course: ☐ Yes ☐ No	Intended Frequen	cy: □ Every academic year □ Every semester □ Every other year □ At least once every three years □ Other				
Projected student enrollment						
per academic year:	Signature of collab not offered in dep	porating chair/director indicating acknowledgement for inclusion and designation if t/school:				
E Area:	Is this course requ	ired or an elective for your degree program? ☐ Required ☐ Elective				
Course Prefix:	Is this course offer	red within your dept/school? 🗆 Yes 🗀 No				
Course Number:	If no, collaborating d	ept/school must also complete the remaining elements, and must sign below.				
Course Title:						
Credit Hours:	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
New course: ☐ Yes ☐ No						
Revised course: ☐ Yes ☐ No	Intended Frequen	cy: ☐ Every academic year ☐ Every semester ☐ Every other year ☐ At least once every three years ☐ Other				
Projected student enrollment						
per academic year:		Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:				
E Area:	Is this course requ	Is this course required or an elective for your degree program? ☐ Required ☐ Elective				
Course Prefix:	Is this course offered within your dept/school? No					
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.					
Course Title:						
Credit Hours:	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
New course: ☐ Yes ☐ No						
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year					
	☐ At least once every three years ☐ Other					
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not offered in dept/school:						
E Designated Course Rec	uired within th	ne Program of Study Approved for Inclusion in the General				
Education Coursework: (please list at least one, can also be listed above but does not need to be)						
Eddedion Codisework.	predoc not de re	ast one, can also be listed above but does not need to be				
E Area:						
Learning Goal: To explor	e humanistic o	r artistic expression through inquiry or creativity.				
Learning Outcome 1:		cription of learning outcome assessment plan:				
Students demonstrate unders		inplicit of learning outcome assessment plan.				
	_					
of diverse ideas, languages, products,						
or processes of humanistic inquiry or						
artistic expression.						
Learning Outcome 2: Student	s critically Desc	cription of learning outcome assessment plan:				
evaluate, synthesize, or creat						
human expression or inquiry.	human expression or inquiry.					
Additional information for RE	AL Council consid	eration:				
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CULTURAL OR BEHAVIORAL ANALYSIS

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A Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective				
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No				
Credit Hours:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.				
New course: ☐ Yes ☐ No					
Revised course: ☐ Yes ☐ No	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
Projected student enrollment	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year				
per academic year:	☐ At least once every three years ☐ Other				
	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:				
A Area:	Is this course required or an elective for your degree program? \square Required \square Elective				
Course Prefix:	Is this course offered within your dept/school? \square Yes \square No				
Course Number: Credit Hours: 3	If no, collaborating dept/school must also complete the remaining elements, and must sign below.				
New course: ☐ Yes ☐ No	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
Revised course: Yes No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year				
Projected student enrollment	☐ At least once every three years ☐ Other				
per academic year:					
	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:				
A Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective				
Course Prefix:	Is this course offered within your dept/school?				
Course Number:	f no, collaborating dept/school must also complete the remaining elements, and must sign below.				
Course Title:					
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
New course: ☐ Yes ☐ No					
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year ☐ At least once every three years ☐ Other				
Projected student enrollment	Actions office every times years a other				
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if				
per academic year.	not offered in dept/school:				
A Designated Course Red	uired within the Program of Study Approved for Inclusion in the General				
Education Coursework: (please list at least one, can also be listed above but does not need to be):				
A Area:					
Learning Goal: To examin	ne the context and interactions of culture(s) and/or behavior(s).				
Learning Outcome 1: Student	Description of learning outcome assessment plan:				
describe behaviors, beliefs, cu					
social institutions, and/or					
environments.					
Learning Outcome 2: Student	Description of learning outcome assessment plan:				
analyze the interactions of	,				
behaviors, beliefs, cultures, so	cial				
institutions, and/or environm					
Additional information for RE					

APPLIED LEARNING

7 (1 1 E1ED EE/ ((((11)							
L Area:	Is this cou	rse required	d or an elective for your degree program? ☐ Required ☐ Elective				
Course Prefix: COMS	Is this course offered within your dept/school? ☐ Yes ☐ No						
Course Number: 204	If no, collaborating dept/school must also complete the remaining elements, and must sign below.						
Course Title: News Reporting							
Credit Hours: 3	Course Ro	tation:	□ Fall □ Spring □ Intersession □ Other (Explain below)				
New course: ☐ Yes ☒ No							
Revised course: ☐ Yes ☒ No	Intended I	requency:	☐ Every academic year ☒ Every semester ☐ Every other year				
Nevised course. El res 24 No			☐ At least once every three years ☐ Other				
Projected student enrollment			, ,				
per academic year: 20	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if						
		not offered in dept/school:					
L Area:	Is this cou	rse required	d or an elective for your degree program? ☐ Required ☐ Elective				
Course Prefix: COMS			within your dept/school? ☐ Yes ☐ No				
Course Number: 304			/school must also complete the remaining elements, and must sign below.				
Course Title: Electronic News							
Gathering	Course Ro	tation:	☑ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)				
Credit Hours:							
New course: ☐ Yes ☒ No	Intended I	requency:	☑ Every academic year ☐ Every semester ☐ Every other year				
Revised course: ⊠ Yes □ No			☐ At least once every three years ☐ Other				
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Projected student enrollment	Signature	of collabora	ating chair/director indicating acknowledgement for inclusion and designation if				
per academic year: 15	not offered in dept/school:						
		Is this course required or an elective for your degree program? ☐ Required ☐ Elective					
L Area:							
Course Prefix: COMS	Is this course offered within your dept/school? ☐ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below.						
Course Number: 481	in the, contaborating depty school must also complete the remaining elements, and must sign below.						
Course Title: Journalism Portfolio	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)						
Credit Hours: 3	Course notation. — I ruin was spring in intersession in outlet (Explain below)						
New course: ☐ Yes ☒ No	Intended Frequency: ⊠ Every academic year □ Every semester □ Every other year						
Revised course: ☐ Yes ☒ No	☐ At least once every three years ☐ Other						
Drainated student enrollment	Signature	Cignature of collaborating chair/director indicating a sure and described in the described in the control of th					
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_			Program of Study Approved for Inclusion in the General				
Education Coursework: (please list at least one, can also be listed above but does not need to be):							
COMS 104 (Basic Newswriting)							
	- 07						
L Area:							
Learning Goal: To explore professional practice through the application of knowledge, skills, and							
critical reflection.							
	ts apply 5						
Learning Outcome 1: Student		escriptio	on of learning outcome assessment plan:				
acquired knowledge and skills							
develop professional identity	or						
professional practice.							
Learning Outcome 2: Student	ts D	escription	on of learning outcome assessment plan:				
critically reflect on their learn		. 1 -	0				
abilities, experiences, or role within							
professional contexts.							
Additional information for RF	Δl Council	considera	ation:				

Date:

Date:

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Signature:	Date:
	Signature: Signature: Signature:

Signature:

Signature:

Faculty Senate Approval:

Provost Approval:

REAL Curriculum Program Alignment Proposal

Department or S	School	Date:	09/22/20)20				
Degree type:	□BS∣	☑BA □BBA □BSN □BM □BFA □BSW □Minor □Certificate						
Program:	Media	a Studies, Media Production concentration						
REAL Area Program Designation Sought (check all that apply):								
Dept/School Cor	ntact:	West Bowers, kbowers2@radford.edu						
BS/BA Requirem	nents:	Completion of a minimum of two semesters of language program. Students will be placed in the chosen language depending on their previous and on the placement examination results as a Language department.	the approp foreign la	oriate level nguage ex	l of their perience			

- Any degree program that fulfills a REAL area must include at least 9 unique credit hours for each area covered. At least 3 of these 9 credit hours must be at the 300 level or above
- A single major degree program may fulfill no more than three REAL areas for any one student, unless all four REAL areas are fulfilled by accreditation or licensure requirements.
- A single minor or certificate degree program may fulfill no more than two REAL areas.
- Degree program may cover up to two REAL areas using a single prefix.
- All courses documenting the coverage of a REAL area must fulfill all learning outcomes and be designated in that area.
- All courses that document fulfillment of a REAL area within a degree program of study are NOT required to be taught by the department/school. However, departments/schools are expected to formally communicate with other departments about reliance on and inclusion of courses in their degree program plans of study. Indicate this through signature of chair or director of the partnering department or school in the areas below.
- Departments or schools that seek to fulfill REAL areas must acknowledge assessment requirements for those areas. Assessment of degree seeking students is required to be conducted yearly by the department or school offering the degree program.
- If departments or schools want to use a menu of courses to fulfill a particular area, please duplicate the sections below for each REAL area and include information for each course included in the menu of options.
- Please save this file for submission as PROGRAM NAME_ProgramType.docx (Example: Criminal Justice_BS.docx)

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Dept/School Signature Da	ate:
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Official Program Description: *IN APRIL 2020, A CURRICULUM CHANGE WAS PASSED TO CHANGE THE TITLE OF THE PRODUCTION TECHNOLOGY CONCENTRATION TO MEDIA PRODUCTION. WE ARE STILL WAITING FOR THIS CHANGE TO BE PROCESSED AT THE REGISTRAR'S OFFICE. WE ANTICIPATE THE PROPER LANGUAGE WILL BE REFLECTED IN THE 2020-2021 CATALOG.

Media Studies, B.A.

Advertising Concentration

Journalism Concentration

<u>Production Technology Concentration</u>

Media Studies Major

The Media Studies Major is designed for students with an interest in media or other related communication fields. Majors may earn either a Bachelor of Arts or a Bachelor of Science degree and, in addition to core courses, must select one of three concentrations: Advertising, Journalism, or Production Technology.

Students are encouraged to select one of the concentrations no later than the second semester of their sophomore year.

All majors in Media Studies must complete: 1) 43-45 hours of University Core Curriculum requirements; 2) the 6 to 8-hour B.S. requirement or the 6 to 8-hour B.A. requirement; 3) 6 hours of the School of Communication Core Requirements and 36 hours of a concentration in Advertising, Journalism, or Production Technology; and 4) elective courses for a total of 120 hours. Students must take 300-level and above courses for at least 6-credits of their media studies electives. A minor is strongly recommended.

Core Curriculum Requirements (43-45 credits)

In <u>College Core B</u>, all majors in programs in the College of Humanities and Behavioral Sciences are required to pass a second course in Social and Behavioral Sciences; i.e., CHBS majors cannot fulfill College Core B requirements with a Health and Wellness course.

B.A. Requirements (6-8 credits)

The Bachelor of Arts degree requires completion of the B.A. language requirements described here.

School of Communication Core (6 credits)

Students in the School of Communication must complete these two courses with a grade of "C" or higher.

COMS 130 - Introduction to Communication

COMS 330 - Communication Theory

Concentrations

Advertising Concentration

The Advertising Concentration prepares students for positions in advertising by providing both theoretical and aesthetic elements as well as skills in the production of advertisements in a variety of media.

Total required hours for the concentration (36 credits)

Required Courses (27 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 173 - Introduction to Advertising and IMC

COMS 223 - Advertising Copywriting *

COMS 226 - Digital Imaging

COMS 231 - Research Methods in Communication

COMS 373 - Advertising Media Planning

COMS 400 - Communication Law and Ethics

COMS 473 - Advertising Production

COMS 483 - Advertising Campaigns

COMS 499 - Communication Internship **

Note:

Electives (9 credits)

^{*}Advertising concentration students must complete <a>COMS 223 with a grade of "C" or higher.

^{**}Students wishing to complete an internship must have a 2.0 GPA in the major and must apply and interview for the privilege of participating in an internship experience.

Choose nine credit hours of elective credits from School of Communication courses. Six of those hours must be at the 300 or 400 level.

Recommended Courses Outside Major:

ARTS 261 - Photography I

ARTG 280 - Introduction to Graphic Design

ARTG 281 - Graphic Design Production Techniques

ARTS 361 - Stop Motion Animation

ARTG 480 - Publication Design

ARTG 485 - Portfolio Preparation and Studio Management for Graphic Designers

COMS 225 - Introduction to Public Relations

COMS 333 - Persuasion

COMS 408 - Public Relations Management

COMS 411 - Public Relations Media and Campaigns

COMS 433 - Communication and Social Change

ENGL 306 - Professional Writing

ENGL 307 - Business Writing

ENGL 309 - Fiction Writing

ENGL 406 - Advanced Technical Writing

ENGL 407 - Technical Editing

ENGL 409 - Advanced Fiction Writing

MKTG 340 - Principles of Marketing

MKTG 341 - Advertising Strategy

MKTG 343 - Retailing

MKTG 442 - International Business

MKTG 452 - International Marketing

PSYC 282 - Consumer Psychology

PSYC 343 - Social Psychology

PSYC 361 - Psychology of Personality

PSYC 377 - Introduction to Sensation and Perception

Journalism Concentration

The Journalism Concentration prepares students for careers in researching, writing, preparing and disseminating public information though conventional and digitally-transmitted media, including newspapers, magazines, the Internet, radio, television, and cable.

Total required hours for the concentration (36 credits)

Required Courses (27 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 104 - Basic News Writing *

COMS 204 - News Reporting *

COMS 226 - Digital Imaging

COMS 146 - Introduction to Media Production or

COMS 236 - Publication Planning and Design

COMS 304 - Electronic News Gathering

COMS 326 - Web Production

COMS 400 - Communication Law and Ethics

COMS 404 - Specialized Journalism

COMS 481 - Journalism Portfolio

Note:

*Journalism concentration students must complete <u>COMS 104</u> and <u>COMS 204</u> with a grade of "C" or higher.

Electives (9 credits)

Choose 9 credit hours of elective credits from School of Communication courses. Six (6) of these credit hours must be at the 300 or 400 level.

Recommended Courses Outside Major

Some of which may satisfy Core Curriculum requirements:

CRJU 100 - Introduction to Criminal Justice

CRJU 233 - Courts and the Criminal Process

CRJU 235 - Police and Society

CRJU 315 - Constitutional Rights and the Criminally Accused

CRJU 320 - Criminal Investigative Theory

CRJU 360 - Criminal Law and Evidence

ECON 101 - Survey of Economics

ECON 205 - Principles of Macroeconomics

ECON 206 - Principles of Microeconomics

ENGL 306 - Professional Writing

ENGL 307 - Business Writing

ENGL 406 - Advanced Technical Writing

ENGL 407 - Technical Editing

GEOG 103 - Introduction to Human Geography

HIST 316 - Colonial Latin America (C)

HIST 355 - American Social History (A)

HIST 364 - American Slavery (A)

GEOS 241 - Environmental Regulation

Production Technology Concentration

The Production Technology Concentration prepares students for positions in creative production in corporate, industrial and professional environments, utilizing the Web, multimedia, radio, television, and field production.

Total required hours for the concentration (36 credits)

Required Courses (27 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 146 - Introduction to Media Production

COMS 226 - Digital Imaging

COMS 246 - Basic Audio Production *

COMS 247 - Digital Media Writing *

COMS 346 - Electronic Field Production

COMS 347 - Video Editing and Effects

COMS 400 - Communication Law and Ethics

COMS 446 - TV Studio Production

COMS 482 - Production Technology Portfolio

Note:

*Production Technology concentration students must complete <u>COMS 246</u> and <u>COMS 247</u> with a grade of "C" or higher.

Electives (9 credits)

Choose 9 credit hours of elective credits from School of Communication courses. Six (6) of these credit hours must be at the 300 or 400 level.

Recommended Courses Outside Major

Some of which may satisfy Core Curriculum requirements:

ARTS 261 - Photography I

ARTG 280 - Introduction to Graphic Design

ARTG 281 - Graphic Design Production Techniques

ARTS 360 - Video Art

ARTS 361 - Stop Motion Animation

ARTG 382 - Branding Design

ARTG 480 - Publication Design

ARTG 485 - Portfolio Preparation and Studio Management for Graphic Designers

ENGL 306 - Professional Writing

ENGL 307 - Business Writing

ENGL 407 - Technical Editing

MUSC 104 - The Arts, Entertainment, and the Marketplace

MUSC 127 - Introduction to Computer Music

MUSC 227 - Computer Music Applications

MUSC 308 - Marketing the Arts

MUSC 373 - Computer Music Composition

THEA 180 - Introduction to World Cinema

THEA 236 - Makeup I

THEA 350 - Directing I

THEA 480 - Film Theory and Criticism

THEA 482 - Documentary/Nonfiction Film

Graduation Requirements

To graduate with a major in Media Studies, a student must have a grade point average of 2.25 or higher for all courses taken with a COMS prefix.

01/14/2020

SCIENTIFIC AND QUANTITATIVE REASONING

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R Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective		
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No		
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title:			
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
New course: ☐ Yes ☐ No			
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year		
	☐ At least once every three years ☐ Other		
Projected student enrollment			
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if		
	not offered in dept/school:		
R Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective		
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No		
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title:	Course Detection		
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
New course: ☐ Yes ☐ No			
Revised course: ☐ Yes ☐ No	Intended Frequency:		
	☐ At least once every three years ☐ Other		
Projected student enrollment			
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if		
5.	not offered in dept/school:		
R Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective		
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No		
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
New course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year		
Revised course: ☐ Yes ☐ No	☐ At least once every three years ☐ Other		
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Projected student enrollment	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if		
per academic year:	not offered in dept/school:		
R Designated Course Red	quired within the Program of Study Approved for Inclusion in the General		
<u> </u>			
Education Coursework: (please list at least one, can also be listed above but does not need to be)		
R Area:			
Learning Goal: To apply	scientific and quantitative reasoning to questions about the natural world,		
,	,		
mathematics, or related			
Learning Outcome 1: Student	S apply Description of learning outcome assessment plan:		
scientific and quantitative			
information to test problems	and		
draw conclusions.			
Learning Outcome 2: Description of learning outcome assessment plan:			
Students evaluate the quality	of		
data, methods, or inferences			
to generate scientific and			
quantitative knowledge.			
Additional information for RE	AL Council consideration:		
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01/14/2020

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E Area:	Is this course	required or an elective for your degree program? ☐ Required ☐ Elective	
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No		
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title:			
Credit Hours:	Course Rotati	on: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)	
New course: ☐ Yes ☐ No			
Revised course: ☐ Yes ☐ No	Intended Fred	quency: □ Every academic year □ Every semester □ Every other year □ At least once every three years □ Other	
Projected student enrollment			
per academic year:	Signature of c not offered in	ollaborating chair/director indicating acknowledgement for inclusion and designation if dept/school:	
E Area:	Is this course	required or an elective for your degree program? ☐ Required ☐ Elective	
Course Prefix:	Is this course	offered within your dept/school? ☐ Yes ☐ No	
Course Number:	If no, collaborat	ing dept/school must also complete the remaining elements, and must sign below.	
Course Title:			
Credit Hours:	Course Rotati	on: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)	
New course: ☐ Yes ☐ No			
Revised course: ☐ Yes ☐ No	Intended Fred	uency: □ Every academic year □ Every semester □ Every other year □ At least once every three years □ Other	
Projected student enrollment			
per academic year:	Signature of c not offered in	ollaborating chair/director indicating acknowledgement for inclusion and designation if dept/school:	
E Area:	Is this course	required or an elective for your degree program? ☐ Required ☐ Elective	
Course Prefix:		offered within your dept/school?	
Course Number:		ring dept/school must also complete the remaining elements, and must sign below.	
Course Title:			
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
New course: ☐ Yes ☐ No			
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year		
	☐ At least once every three years ☐ Other		
Projected student enrollment			
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if		
	not offered in dept/school:		
E Designated Course Rec	quired withi	n the Program of Study Approved for Inclusion in the General	
	•	at least one, can also be listed above but does not need to be)	
Eddeation Coursework.	picase list e	it least one, can also be listed above but does not need to be	
E Area:			
Learning Goal: To explore humanistic or artistic expression through inquiry or creativity.			
Learning Outcome 1:	1		
_		Description of learning outcome assessment plan:	
Students demonstrate unders	_		
of diverse ideas, languages, products,			
or processes of humanistic inquiry or			
artistic expression.			
Learning Outcome 2: Student	earning Outcome 2: Students critically Description of learning outcome assessment plan:		
evaluate, synthesize, or creat		rescription of learning outcome assessment plan.	
human expression or inquiry.			
Additional information for RE	AL Council co	nsideration:	

CULTURAL OR BEHAVIORAL ANALYSIS

A Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective		
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No		
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title:			
Credit Hours:	ourse Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)	
New course: ☐ Yes ☐ No			
Revised course: ☐ Yes ☐ No	ntended Frequenc	y: \square Every academic year \square Every semester \square Every other year	
		\square At least once every three years \square Other	
Projected student enrollment			
per academic year:		orating chair/director indicating acknowledgement for inclusion and designation if	
	ot offered in dept	/school:	
A Area:	s this course requi	red or an elective for your degree program? □ Required □ Elective	
Course Prefix:		ed within your dept/school? ☐ Yes ☐ No	
Course Number:	no, collaborating de	pt/school must also complete the remaining elements, and must sign below.	
Course Title:			
Credit Hours:	ourse Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)	
New course: ☐ Yes ☐ No			
Revised course: ☐ Yes ☐ No	ntended Frequenc	y: □ Every academic year □ Every semester □ Every other year	
		\square At least once every three years \square Other	
Projected student enrollment			
per academic year:		prating chair/director indicating acknowledgement for inclusion and designation if	
	ot offered in dept		
A Area:	s this course requi	red or an elective for your degree program? ☐ Required ☐ Elective	
Course Prefix:		ed within your dept/school? ☐ Yes ☐ No	
Course Number:	no, collaborating de	pt/school must also complete the remaining elements, and must sign below.	
Course Title:			
Credit Hours:	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)	
New course: ☐ Yes ☐ No			
Revised course: ☐ Yes ☐ No	ntended Frequenc	y: □ Every academic year □ Every semester □ Every other year	
		☐ At least once every three years ☐ Other	
Projected student enrollment			
per academic year:		prating chair/director indicating acknowledgement for inclusion and designation if	
	ot offered in dept		
		e Program of Study Approved for Inclusion in the General	
Education Coursework: (ease list at le	ast one, can also be listed above but does not need to be)	
Λ Λ πο σ .			
A Area:			
Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s).			
Learning Outcome 1: Student	Descrip [*]	tion of learning outcome assessment plan:	
describe behaviors, beliefs, cu	ures,	·	
social institutions, and/or	social institutions, and/or		
environments.			
Learning Outcome 2: Student	Doccrin	ion of learning outcome assessment plan:	
analyze the interactions of	Describ	tion of learning outcome assessment plan:	
	ial		
behaviors, beliefs, cultures, so			
institutions, and/or environm			
Additional information for REAL Council consideration:			

APPLIED LEARNING

L Area:	Is this course required or an elective for your degree program? ⊠ Required ☐ Elective		
Course Prefix: COMS	Is this course offered within your dept/school? ☑ Yes ☐ No		
Course Number: 146	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title: Media Production			
1: Foundations	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
Credit Hours:3			
New course: ☐ Yes No	Intended Frequency: □ Every academic year ⊠ Every semester □ Every other year		
Revised course: ☐ Yes No	☐ At least once every three years ☐ Other		
Projected student enrollment	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if		
per academic year: 90	not offered in dept/school:		
L Area:	Is this course required or an elective for your degree program? ⊠ Required ☐ Elective		
Course Prefix:COMS	Is this course offered within your dept/school? ⊠ Yes □ No		
Course Number:347	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title:Media Production			
3B: Editing	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
Credit Hours:3			
New course: ☐ Yes No	Intended Frequency: ☐ Every academic year ☒ Every semester ☐ Every other year		
Revised course: ☐ Yes No	☐ At least once every three years ☐ Other		
Projected student enrollment	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if		
per academic year:50	not offered in dept/school:		
L Area:	Is this course required or an elective for your degree program? ⊠ Required ☐ Elective		
Course Prefix:COMS	Is this course offered within your dept/school? ⊠ Yes □ No		
Course Number:482	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title:Media Production			
Portfolio	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
Credit Hours:3			
New course: ☐ Yes ☐ No	Intended Frequency: \square Every academic year \boxtimes Every semester \square Every other year		
Revised course: ☐ Yes No	☐ At least once every three years ☐ Other		
Projected student enrollment	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if		
per academic year:50	not offered in dept/school:		
L Designated Course Rec	quired within the Program of Study Approved for Inclusion in the General		
Education Coursework: COMS 146 or Approved Bachelor of Arts L and GE			
	• •		

L Area: Learning Goal: To explore professional practice through the application of knowledge, skills, and critical reflection. Learning Outcome 1: Students apply Description of learning outcome assessment plan: acquired knowledge and skills to The School of Communication will explore the use of the university-wide develop professional identity or REAL assessment program to assess learning outcomes for the BA in Media professional practice. Studies. Learning Outcome 2: Students Description of learning outcome assessment plan: critically reflect on their learning, The School of Communication will explore the use of the university-wide abilities, experiences, or role within REAL assessment program to assess learning outcomes for the BA in Media professional contexts. Studies. Additional information for REAL Council consideration:

Date:

Date:

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, , , , ,	• , ,
Signature:	Date:
	Signature: Signature: Signature:

Signature:

Signature:

Faculty Senate Approval:

Provost Approval:

REAL Curriculum Program Alignment Proposal

Department or School: School of Communication Date: 09/22/2020				
Degree type: ⊠BS	gree type: BS □BA □BBA □BSN □BM □BFA □BSW □Minor □Certificate			
Program: Media	Program: Media Studies, Media Production concentration			
REAL Area Program Designation Sought (check all that apply):				L
Dept/School Contact: West Bowers, kbowers2@radford.edu				
BS/BA Requirements:	Working closely with their advisors, students of Science degree requires six to eight semester Curriculum requirements) selected from any of science, natural and physical sciences, social accombination.	hours (in a	addition to the owing: mathem	Core latical

- Any degree program that fulfills a REAL area must include at least 9 unique credit hours for each area covered. At least 3 of these 9 credit hours must be at the 300 level or above
- A single major degree program may fulfill no more than three REAL areas for any one student, unless all four REAL areas are fulfilled by accreditation or licensure requirements.
- A single minor or certificate degree program may fulfill no more than two REAL areas.
- Degree program may cover up to two REAL areas using a single prefix.
- All courses documenting the coverage of a REAL area must fulfill all learning outcomes and be designated in that area.
- All courses that document fulfillment of a REAL area within a degree program of study are NOT required to be taught by the department/school. However, departments/schools are expected to formally communicate with other departments about reliance on and inclusion of courses in their degree program plans of study. Indicate this through signature of chair or director of the partnering department or school in the areas below.
- Departments or schools that seek to fulfill REAL areas must acknowledge assessment requirements for those areas. Assessment of degree seeking students is required to be conducted yearly by the department or school offering the degree program.
- If departments or schools want to use a menu of courses to fulfill a particular area, please duplicate the sections below for each REAL area and include information for each course included in the menu of options.
- Please save this file for submission as PROGRAM NAME_ProgramType.docx (Example: Criminal Justice_BS.docx)

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Dept/School Signature Da	ate:
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Official Program Description: *IN APRIL 2020, A CURRICULUM CHANGE WAS PASSED TO CHANGE THE TITLE OF THE PRODUCTION TECHNOLOGY CONCENTRATION TO MEDIA PRODUCTION. WE ARE STILL WAITING FOR THIS CHANGE TO BE PROCESSED AT THE REGISTRAR'S OFFICE. WE ANTICIPATE THE PROPER LANGUAGE WILL BE REFLECTED IN THE 2020-2021 CATALOG.

Media Studies, B.S.

Advertising Concentration

Journalism Concentration

<u>Production Technology Concentration</u>

Media Studies Major

The Media Studies Major is designed for students with an interest in media or other related communication fields. Majors may earn either a Bachelor of Arts or a Bachelor of Science degree and, in addition to core courses, must select one of three concentrations: Advertising, Journalism, or Production Technology.

Students are encouraged to select one of the concentrations no later than the second semester of their sophomore year.

All majors in Media Studies must complete: 1) 43-45 hours of University Core Curriculum requirements; 2) the 6 to 8-hour B.S. requirement or the 6 to 8-hour B.A. requirement; 3) 6 hours of the School of Communication Core Requirements and 36 hours of a concentration in Advertising, Journalism, or Production Technology; and 4) elective courses for a total of 120 hours. Students must take 300-level and above courses for at least 6-credits of their media studies electives. A minor is strongly recommended.

Core Curriculum Requirements (43-45 credits)

In <u>College Core B</u>, all majors in programs in the College of Humanities and Behavioral Sciences are required to pass a second course in Social and Behavioral Sciences; i.e., CHBS majors cannot fulfill College Core B requirements with a Health and Wellness course.

B.S. Requirements (6-8 credits)

Working closely with their advisors, students will understand the Bachelor of Science degree requires six to eight semester hours (in addition to the Core Curriculum requirements) selected from any of the following: mathematical science, natural and physical sciences, social and behavioral sciences, in any combination.

School of Communication Core (6 credits)

Students in the School of Communication must complete these two courses with a grade of "C" or higher.

COMS 130 - Introduction to Communication

COMS 330 - Communication Theory

Concentrations

Advertising Concentration

The Advertising Concentration prepares students for positions in advertising by providing both theoretical and aesthetic elements as well as skills in the production of advertisements in a variety of media.

Total required hours for the concentration (36 credits)

Required Courses (27 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 173 - Introduction to Advertising and IMC

COMS 223 - Advertising Copywriting *

COMS 226 - Digital Imaging

COMS 231 - Research Methods in Communication

COMS 373 - Advertising Media Planning

COMS 400 - Communication Law and Ethics

COMS 473 - Advertising Production

COMS 483 - Advertising Campaigns

COMS 499 - Communication Internship **

Note:

Electives (9 credits)

^{*}Advertising concentration students must complete <a>COMS 223 with a grade of "C" or higher.

^{**}Students wishing to complete an internship must have a 2.0 GPA in the major and must apply and interview for the privilege of participating in an internship experience.

Choose nine credit hours of elective credits from School of Communication courses. Six of those hours must be at the 300 or 400 level.

Recommended Courses Outside Major:

ARTS 261 - Photography I

ARTG 280 - Introduction to Graphic Design

ARTG 281 - Graphic Design Production Techniques

ARTS 361 - Stop Motion Animation

ARTG 480 - Publication Design

ARTG 485 - Portfolio Preparation and Studio Management for Graphic Designers

COMS 225 - Introduction to Public Relations

COMS 333 - Persuasion

COMS 408 - Public Relations Management

COMS 411 - Public Relations Media and Campaigns

COMS 433 - Communication and Social Change

ENGL 306 - Professional Writing

ENGL 307 - Business Writing

ENGL 309 - Fiction Writing

ENGL 406 - Advanced Technical Writing

ENGL 407 - Technical Editing

ENGL 409 - Advanced Fiction Writing

MKTG 340 - Principles of Marketing

MKTG 341 - Advertising Strategy

MKTG 343 - Retailing

MKTG 442 - International Business

MKTG 452 - International Marketing

PSYC 282 - Consumer Psychology

PSYC 343 - Social Psychology

PSYC 361 - Psychology of Personality

PSYC 377 - Introduction to Sensation and Perception

Journalism Concentration

The Journalism Concentration prepares students for careers in researching, writing, preparing and disseminating public information though conventional and digitally-transmitted media, including newspapers, magazines, the Internet, radio, television, and cable.

Total required hours for the concentration (36 credits)

Required Courses (27 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 104 - Basic News Writing *

COMS 204 - News Reporting *

COMS 226 - Digital Imaging

COMS 146 - Introduction to Media Production or

COMS 236 - Publication Planning and Design

COMS 304 - Electronic News Gathering

COMS 326 - Web Production

COMS 400 - Communication Law and Ethics

COMS 404 - Specialized Journalism

COMS 481 - Journalism Portfolio

Note:

*Journalism concentration students must complete <u>COMS 104</u> and <u>COMS 204</u> with a grade of "C" or higher.

Electives (9 credits)

Choose 9 credit hours of elective credits from School of Communication courses. Six (6) of these credit hours must be at the 300 or 400 level.

Recommended Courses Outside Major

Some of which may satisfy Core Curriculum requirements:

CRJU 100 - Introduction to Criminal Justice

CRJU 233 - Courts and the Criminal Process

CRJU 235 - Police and Society

CRJU 315 - Constitutional Rights and the Criminally Accused

CRJU 320 - Criminal Investigative Theory

CRJU 360 - Criminal Law and Evidence

ECON 101 - Survey of Economics

ECON 205 - Principles of Macroeconomics

ECON 206 - Principles of Microeconomics

ENGL 306 - Professional Writing

ENGL 307 - Business Writing

ENGL 406 - Advanced Technical Writing

ENGL 407 - Technical Editing

GEOG 103 - Introduction to Human Geography

HIST 316 - Colonial Latin America (C)

HIST 355 - American Social History (A)

HIST 364 - American Slavery (A)

GEOS 241 - Environmental Regulation

Production Technology Concentration

The Production Technology Concentration prepares students for positions in creative production in corporate, industrial and professional environments, utilizing the Web, multimedia, radio, television, and field production.

Total required hours for the concentration (36 credits)

Required Courses (27 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 146 - Introduction to Media Production

COMS 226 - Digital Imaging

COMS 246 - Basic Audio Production *

COMS 247 - Digital Media Writing *

COMS 346 - Electronic Field Production

COMS 347 - Video Editing and Effects

COMS 400 - Communication Law and Ethics

COMS 446 - TV Studio Production

COMS 482 - Production Technology Portfolio

Note:

*Production Technology concentration students must complete <u>COMS 246</u> and <u>COMS 247</u> with a grade of "C" or higher.

Electives (9 credits)

Choose 9 credit hours of elective credits from School of Communication courses. Six (6) of these credit hours must be at the 300 or 400 level.

Recommended Courses Outside Major

Some of which may satisfy Core Curriculum requirements:

ARTS 261 - Photography I

ARTG 280 - Introduction to Graphic Design

ARTG 281 - Graphic Design Production Techniques

ARTS 360 - Video Art

ARTS 361 - Stop Motion Animation

ARTG 382 - Branding Design

ARTG 480 - Publication Design

ARTG 485 - Portfolio Preparation and Studio Management for Graphic Designers

ENGL 306 - Professional Writing

ENGL 307 - Business Writing

ENGL 407 - Technical Editing

MUSC 104 - The Arts, Entertainment, and the Marketplace

MUSC 127 - Introduction to Computer Music

MUSC 227 - Computer Music Applications

MUSC 308 - Marketing the Arts

MUSC 373 - Computer Music Composition

THEA 180 - Introduction to World Cinema

THEA 236 - Makeup I

THEA 350 - Directing I

THEA 480 - Film Theory and Criticism

THEA 482 - Documentary/Nonfiction Film

Graduation Requirements

To graduate with a major in Media Studies, a student must have a grade point average of 2.25 or higher for all courses taken with a COMS prefix.

01/14/2020

SCIENTIFIC AND QUANTITATIVE REASONING

,	T		
R Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective		
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No		
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title:			
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
New course: ☐ Yes ☐ No			
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year		
	☐ At least once every three years ☐ Other		
Projected student enrollment			
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if		
	not offered in dept/school:		
R Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective		
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No		
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title:	Course Detection		
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
New course: ☐ Yes ☐ No			
Revised course: ☐ Yes ☐ No	Intended Frequency:		
	☐ At least once every three years ☐ Other		
Projected student enrollment			
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if		
5.	not offered in dept/school:		
R Area:	Is this course required or an elective for your degree program? ☐ Required ☐ Elective		
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No		
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
New course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year		
Revised course: ☐ Yes ☐ No	☐ At least once every three years ☐ Other		
Book of the district of the control	At least office every tiffee years in other		
Projected student enrollment	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if		
per academic year:	not offered in dept/school:		
R Designated Course Red	quired within the Program of Study Approved for Inclusion in the General		
<u> </u>			
Education Coursework: (please list at least one, can also be listed above but does not need to be)		
R Area:			
Learning Goal: To apply	scientific and quantitative reasoning to questions about the natural world,		
,	,		
mathematics, or related			
Learning Outcome 1: Student	S apply Description of learning outcome assessment plan:		
scientific and quantitative			
information to test problems	and		
draw conclusions.			
Learning Outcome 2: Description of learning outcome assessment plan:			
Students evaluate the quality	of		
data, methods, or inferences			
to generate scientific and			
quantitative knowledge.			
Additional information for RE	AL Council consideration:		
1			

01/14/2020

		01/14/2020	
E Area:	Is this course	required or an elective for your degree program? ☐ Required ☐ Elective	
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No		
Course Number:	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title:			
Credit Hours:	Course Rotati	on: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)	
New course: ☐ Yes ☐ No			
Revised course: ☐ Yes ☐ No	Intended Fred	quency: □ Every academic year □ Every semester □ Every other year □ At least once every three years □ Other	
Projected student enrollment			
per academic year:	Signature of c not offered in	ollaborating chair/director indicating acknowledgement for inclusion and designation if dept/school:	
E Area:	Is this course	required or an elective for your degree program? ☐ Required ☐ Elective	
Course Prefix:	Is this course	offered within your dept/school? ☐ Yes ☐ No	
Course Number:	If no, collaborat	ing dept/school must also complete the remaining elements, and must sign below.	
Course Title:			
Credit Hours:	Course Rotati	on: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)	
New course: ☐ Yes ☐ No			
Revised course: ☐ Yes ☐ No	Intended Fred	uency: □ Every academic year □ Every semester □ Every other year □ At least once every three years □ Other	
Projected student enrollment			
per academic year:	Signature of c not offered in	ollaborating chair/director indicating acknowledgement for inclusion and designation if dept/school:	
E Area:	Is this course	required or an elective for your degree program? ☐ Required ☐ Elective	
Course Prefix:		offered within your dept/school?	
Course Number:		ring dept/school must also complete the remaining elements, and must sign below.	
Course Title:			
Credit Hours:	Course Rotation: ☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
New course: ☐ Yes ☐ No			
Revised course: ☐ Yes ☐ No	Intended Frequency: ☐ Every academic year ☐ Every semester ☐ Every other year		
	☐ At least once every three years ☐ Other		
Projected student enrollment			
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if		
	not offered in dept/school:		
E Designated Course Rec	quired withi	n the Program of Study Approved for Inclusion in the General	
	•	at least one, can also be listed above but does not need to be)	
Eddeation Coursework.	picase list e	it least one, can also be listed above but does not need to be	
E Area:			
Learning Goal: To explore humanistic or artistic expression through inquiry or creativity.			
Learning Outcome 1:	1		
_		Description of learning outcome assessment plan:	
Students demonstrate unders	_		
of diverse ideas, languages, products,			
or processes of humanistic inquiry or			
artistic expression.			
Learning Outcome 2: Student	earning Outcome 2: Students critically Description of learning outcome assessment plan:		
evaluate, synthesize, or creat		rescription of learning outcome assessment plan.	
human expression or inquiry.			
Additional information for RE	AL Council co	nsideration:	

CULTURAL OR BEHAVIORAL ANALYSIS

A Area:	this course requi	red or an elective for your degree program? ☐ Required ☐ Elective		
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No			
Course Number:	no, collaborating d	ept/school must also complete the remaining elements, and must sign below.		
Course Title:				
Credit Hours:	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
New course: ☐ Yes ☐ No				
Revised course: ☐ Yes ☐ No	ntended Frequenc	y: □ Every academic year □ Every semester □ Every other year		
		\square At least once every three years \square Other		
Projected student enrollment				
per academic year:	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if			
	ot offered in dept	/school:		
A Area:	s this course requi	red or an elective for your degree program? ☐ Required ☐ Elective		
Course Prefix:	Is this course offered within your dept/school? ☐ Yes ☐ No			
Course Number:	no, collaborating d	ept/school must also complete the remaining elements, and must sign below.		
Course Title:				
Credit Hours:	ourse Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
New course: ☐ Yes ☐ No				
Revised course: ☐ Yes ☐ No	ntended Frequenc	y: ☐ Every academic year ☐ Every semester ☐ Every other year		
		\square At least once every three years \square Other		
Projected student enrollment				
per academic year:		orating chair/director indicating acknowledgement for inclusion and designation if		
	ot offered in dept			
A Area:	s this course requi	red or an elective for your degree program? ☐ Required ☐ Elective		
Course Prefix:		ed within your dept/school? ☐ Yes ☐ No		
Course Number:	no, collaborating d	ept/school must also complete the remaining elements, and must sign below.		
Course Title:				
Credit Hours:	Course Rotation:	☐ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)		
New course: ☐ Yes ☐ No				
Revised course: ☐ Yes ☐ No	ntended Frequenc	y: □ Every academic year □ Every semester □ Every other year		
		☐ At least once every three years ☐ Other		
Projected student enrollment				
per academic year:		orating chair/director indicating acknowledgement for inclusion and designation if		
	ot offered in dept			
A Designated Course Required within the Program of Study Approved for Inclusion in the General				
Education Coursework: (please list at least one, can also be listed above but does not need to be)				
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A Area:				
	the context	and interactions of culture(s) and/or behavior(s).		
Learning Outcome 1: Student	Descrip	tion of learning outcome assessment plan:		
describe behaviors, beliefs, cu	ures,			
social institutions, and/or				
environments.				
Learning Outcome 2: Student	Doccrin	tion of learning outcome assessment plan:		
analyze the interactions of	Descrip	tion of learning outcome assessment plan:		
	ial			
behaviors, beliefs, cultures, so				
institutions, and/or environments. Additional information for REAL Council consideration:				
I Additional information for RF	LOUNCIL CONSIDE	eration:		

APPLIED LEARNING

L Area:	Is this course required or an elective for your degree program? ⊠ Required ☐ Elective		
Course Prefix: COMS	Is this course offered within your dept/school? ☑ Yes ☐ No		
Course Number: 146	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title: Media Production			
1: Foundations	Course Rotation:	☑ Fall ☑ Spring ☐ Intersession ☐ Other (Explain below)	
Credit Hours:3			
New course: \square Yes \boxtimes No	Intended Frequency:	\square Every academic year \boxtimes Every semester \square Every other year	
Revised course: ☐ Yes No		☐ At least once every three years ☐ Other	
Projected student enrollment	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if		
per academic year: 90	not offered in dept/sch	nool:	
L Area:	Is this course required	or an elective for your degree program? ⊠ Required ☐ Elective	
Course Prefix:COMS	Is this course offered within your dept/school? ☑ Yes ☐ No		
Course Number:347	If no, collaborating dept/school must also complete the remaining elements, and must sign below.		
Course Title:Media Production			
3B: Editing	Course Rotation:	☑ Fall ☑ Spring ☐ Intersession ☐ Other (Explain below)	
Credit Hours:3			
New course: \square Yes \boxtimes No	Intended Frequency:	\square Every academic year \boxtimes Every semester \square Every other year	
Revised course: \square Yes \boxtimes No		☐ At least once every three years ☐ Other	
Projected student enrollment	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if		
per academic year:50	not offered in dept/sch	100l:	
L Area:	Is this course required	or an elective for your degree program? ⊠ Required ☐ Elective	
Course Prefix:COMS	Is this course offered within your dept/school? ☑ Yes ☐ No		
Course Number:482	If no, collaborating dept/s	chool must also complete the remaining elements, and must sign below.	
Course Title:Media Production			
Portfolio	Course Rotation:	☑ Fall ☑ Spring ☐ Intersession ☐ Other (Explain below)	
Credit Hours:3			
New course: \square Yes \boxtimes No		☐ Every academic year ☒ Every semester ☐ Every other year	
Revised course: ☐ Yes ☐ No		☐ At least once every three years ☐ Other	
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Projected student enrollment	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if		
per academic year:50	not offered in dept/sch		
L Designated Course Required within the Program of Study Approved for Inclusion in the General			
Education Coursework: COMS 146 or Approved Bachelor of Science L and GE			
		·	

L Area:	
Learning Goal: To explore profe	essional practice through the application of knowledge, skills, and
critical reflection.	
Learning Outcome 1: Students apply acquired knowledge and skills to develop professional identity or professional practice.	Description of learning outcome assessment plan: The School of Communication will explore the use of the university-wide REAL assessment program to assess learning outcomes for the BS in Media Studies.
Learning Outcome 2: Students critically reflect on their learning, abilities, experiences, or role within professional contexts.	Description of learning outcome assessment plan: The School of Communication will explore the use of the university-wide REAL assessment program to assess learning outcomes for the BS in Media Studies.
Additional information for REAL Cour	ncil consideration:

Date:

Date:

Signature:

Signature:

Faculty Senate Approval:

Provost Approval: