

# REAL Curriculum Program Alignment Proposal

Department or School: Enter dept/school name: School of Communication Date: 9/23/2020

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

Completion of a minimum of two semesters of one language in a foreign/sign language program. Students will be placed in the appropriate level of their chosen language depending on their previous foreign language experience and on the placement examination results as determined by the Foreign Language department.

BS/BA Requirements:

- 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:
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**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

PHIL 310 - Professional Ethics \*

PHIL 390 - Ethical Theory \*

COMS 400 - Communication Law and Ethics \*

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

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

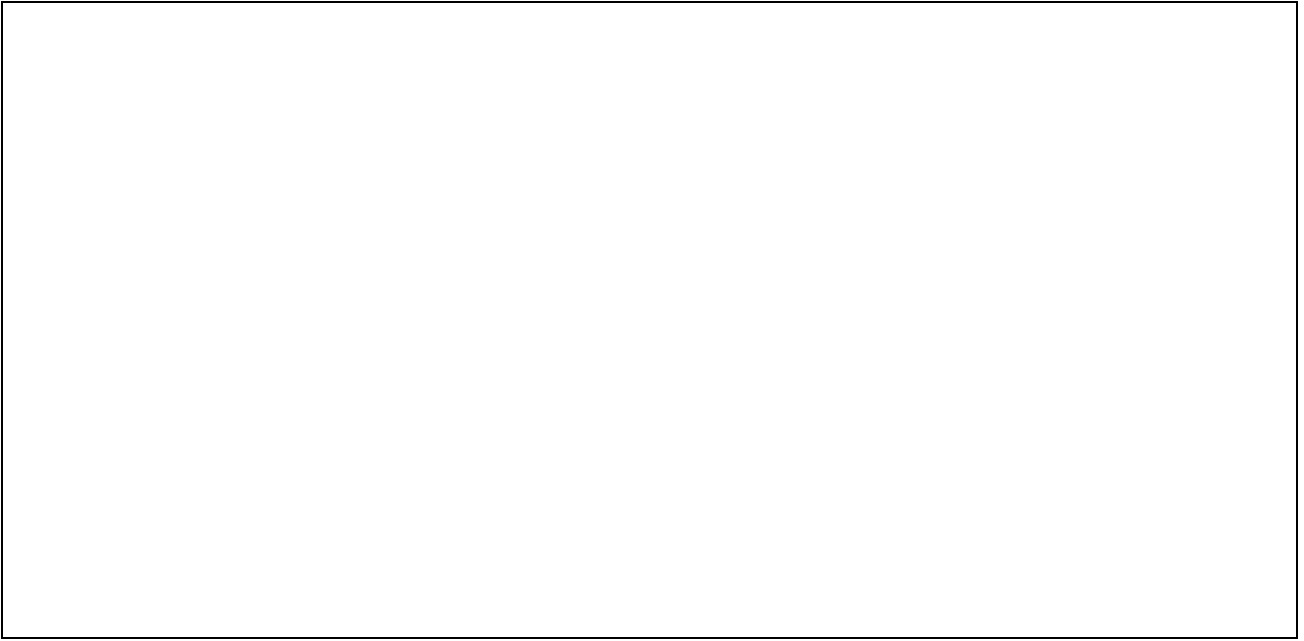
Internships

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

<p>R Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
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<p>R 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)</p>	

<p>R Area:  Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.</p>	
<p>Learning Outcome 1: Students apply scientific and quantitative information to test problems and draw conclusions.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students evaluate the quality of data, methods, or inferences used to generate scientific and quantitative knowledge.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## HUMANISTIC OR ARTISTIC EXPRESSION



<p><b>E Area:</b>  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
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<p><b>E 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)</b></p>	

<p><b>E Area:</b>  <b>Learning Goal: To explore humanistic or artistic expression through inquiry or creativity.</b></p>	
<p>Learning Outcome 1:  Students demonstrate understanding of diverse ideas, languages, products, or processes of humanistic inquiry or artistic expression.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students critically evaluate, synthesize, or create forms of human expression or inquiry.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

CULTURAL OR BEHAVIORAL ANALYSIS

<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
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<p>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)</p>	

<p><b>A Area:</b>                  Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s).</p>	
<p>Learning Outcome 1: Students describe behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students analyze the interactions of behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## APPLIED LEARNING

<p>L Area: Course Prefix: COMS Course Number: 225 Course Title: Introduction to Public Relations Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 50</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: COMS Course Number: 408 Course Title: Public Relations Management Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 40</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area: Course Prefix: COMS Course Number: 483 Course Title: Applied Strategic Communication Campaigns Credit Hours: 3 New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 50</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L 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) COMS 225, Introduction to Public Relations</p>	

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

Are existing material resources adequate to support this program alignment proposal?

Yes  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?

Are existing human resources adequate to support this program alignment proposal?

Yes  No If not, what additional human resources would be needed?

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 School: Enter dept/school name: School of Communication Date: 9/23/2020

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,

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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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

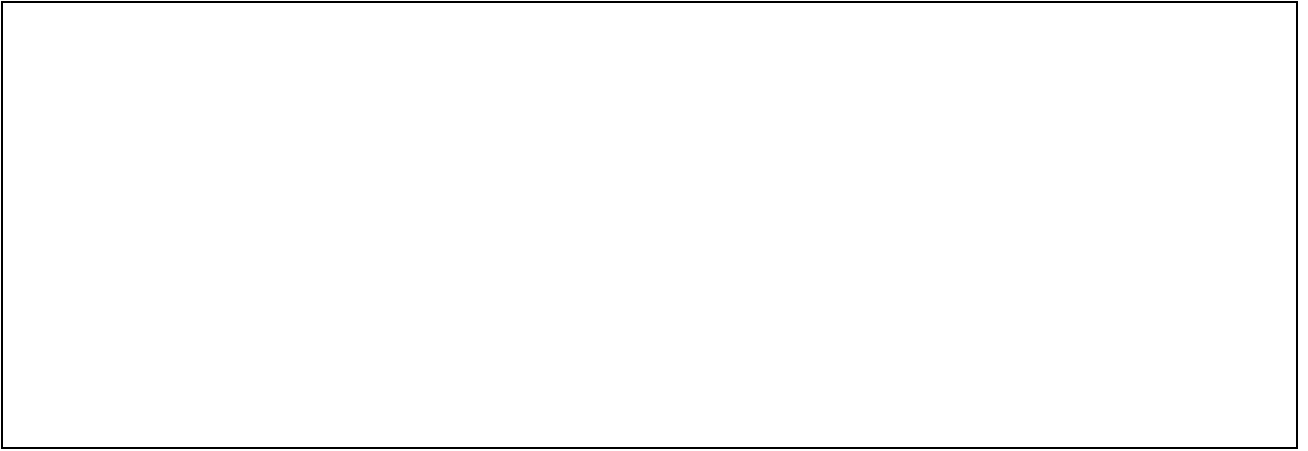
#### Internships

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.

01/14/2020



## SCIENTIFIC AND QUANTITATIVE REASONING

<p>R Area: Course Prefix: Course Number: Course Title: Credit Hours: New course: <input type="checkbox"/> Yes <input type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area: Course Prefix: Course Number: Course Title: Credit Hours: New course: <input type="checkbox"/> Yes <input type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area: Course Prefix: Course Number: Course Title: Credit Hours: New course: <input type="checkbox"/> Yes <input type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R 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)</p>	

<p>R Area: Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.</p>	
<p>Learning Outcome 1: Students apply scientific and quantitative information to test problems and draw conclusions.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students evaluate the quality of data, methods, or inferences used to generate scientific and quantitative knowledge.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## HUMANISTIC OR ARTISTIC EXPRESSION

<p><b>E Area:</b>  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>E Area:</b>  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>E Area:</b>  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>E 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)</b></p>	

<p><b>E Area:</b>  <b>Learning Goal: To explore humanistic or artistic expression through inquiry or creativity.</b></p>	
<p>Learning Outcome 1:  Students demonstrate understanding of diverse ideas, languages, products, or processes of humanistic inquiry or artistic expression.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students critically evaluate, synthesize, or create forms of human expression or inquiry.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

CULTURAL OR BEHAVIORAL ANALYSIS

<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>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)</p>	

<p><b>A Area:</b>                  Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s).</p>	
<p>Learning Outcome 1: Students describe behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students analyze the interactions of behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## APPLIED LEARNING

<p>L Area:  Course Prefix: COMS  Course Number: 225  Course Title: Introduction to Public Relations  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 50</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area:  Course Prefix: COMS  Course Number: 408  Course Title: Public Relations Management  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 40</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area:  Course Prefix: COMS  Course Number: 483  Course Title: Applied Strategic Communication Campaigns  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 50</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L 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)  COMS 225, Introduction to Public Relations</p>	

<p>L Area:  Learning Goal: To explore professional practice through the application of knowledge, skills, and critical reflection.</p>	
<p>Learning Outcome 1: Students apply acquired knowledge and skills to develop professional identity or professional practice.</p>	<p>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.</p>
<p>Learning Outcome 2: Students critically reflect on their learning, abilities, experiences, or role within professional contexts.</p>	<p>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.</p>
<p>Additional information for REAL Council consideration:</p>	

Are existing material resources adequate to support this program alignment proposal?

Yes  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?

Are existing human resources adequate to support this program alignment proposal?

Yes  No If not, what additional human resources would be needed?

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 School: 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 Program Designation Sought (check all that apply):  R  E  A  L

Dept/School Contact: Twange Kasoma (tkasoma@radford.edu)

B.A. Requirements include 6-12 hours of credit chosen from the following:  
ARAB 100, 200 or 300; CHNS 101, 102, 201 or 202; FORL 100,  
109/209/309/409, 200 or 210; FREN 100, 200, 300 or 320; GRMN 200, 210 or  
300; LATN 101, 102 or 350; RUSS 100, 200, 210 or 300; SPAN 101, 102, 201

BS/BA Requirements: or 202

\* 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)

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

Dept/School Signature	Date:
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**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 through 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

01/14/2020

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

<p>R Area: Course Prefix: Course Number: Course Title: Credit Hours: New course: <input type="checkbox"/> Yes <input type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area: Course Prefix: Course Number: Course Title: Credit Hours: New course: <input type="checkbox"/> Yes <input type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area: Course Prefix: Course Number: Course Title: Credit Hours: New course: <input type="checkbox"/> Yes <input type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R 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)</p>	

<p>R Area: Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.</p>	
<p>Learning Outcome 1: Students apply scientific and quantitative information to test problems and draw conclusions.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students evaluate the quality of data, methods, or inferences used to generate scientific and quantitative knowledge.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## HUMANISTIC OR ARTISTIC EXPRESSION

<p>E Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>E Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>E Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>E 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)</p>	

<p>E Area:  Learning Goal: To explore humanistic or artistic expression through inquiry or creativity.</p>	
<p>Learning Outcome 1:  Students demonstrate understanding of diverse ideas, languages, products, or processes of humanistic inquiry or artistic expression.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students critically evaluate, synthesize, or create forms of human expression or inquiry.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

CULTURAL OR BEHAVIORAL ANALYSIS

<p><b>A Area:</b>                  Course Prefix:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                   Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                   Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                   Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                   Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Credit Hours: 3                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                   Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                   Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                   Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                   Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                   Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                   Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                   Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                   Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>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):</b></p>	

<p><b>A Area:</b>                  Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s).</p>	
<p>Learning Outcome 1: Students describe behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students analyze the interactions of behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## APPLIED LEARNING

<p>L Area:  Course Prefix: COMS  Course Number: 204  Course Title: News Reporting  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No    Projected student enrollment  per academic year: 20</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if  not offered in dept/school:</p>
<p>L Area:  Course Prefix: COMS  Course Number: 304  Course Title: Electronic News  Gathering  Credit Hours:  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment  per academic year: 15</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input checked="" type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if  not offered in dept/school:</p>
<p>L Area:  Course Prefix: COMS  Course Number: 481  Course Title: Journalism  Portfolio  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No    Projected student enrollment  per academic year: 15</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if  not offered in dept/school:</p>
<p>L 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):  COMS 104 (Basic Newswriting)</p>	

<p>L Area:  Learning Goal: To explore professional practice through the application of knowledge, skills, and  critical reflection.</p>	
<p>Learning Outcome 1: Students apply  acquired knowledge and skills to  develop professional identity or  professional practice.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students  critically reflect on their learning,  abilities, experiences, or role within  professional contexts.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

Are existing material resources adequate to support this program alignment proposal?

Yes  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?

Are existing human resources adequate to support this program alignment proposal?

Yes  No If not, what additional human resources would be needed?

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 School: 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 Program Designation Sought (check all that apply): R E A L

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.

\* 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)

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

Dept/School Signature	Date:
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**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 through 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

<p>R Area: Course Prefix: Course Number: Course Title: Credit Hours: New course: <input type="checkbox"/> Yes <input type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area: Course Prefix: Course Number: Course Title: Credit Hours: New course: <input type="checkbox"/> Yes <input type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area: Course Prefix: Course Number: Course Title: Credit Hours: New course: <input type="checkbox"/> Yes <input type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R 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)</p>	

<p>R Area: Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.</p>	
<p>Learning Outcome 1: Students apply scientific and quantitative information to test problems and draw conclusions.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students evaluate the quality of data, methods, or inferences used to generate scientific and quantitative knowledge.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## HUMANISTIC OR ARTISTIC EXPRESSION

<p>E Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>E Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>E Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>E 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)</p>	

<p>E Area:  Learning Goal: To explore humanistic or artistic expression through inquiry or creativity.</p>	
<p>Learning Outcome 1:  Students demonstrate understanding of diverse ideas, languages, products, or processes of humanistic inquiry or artistic expression.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students critically evaluate, synthesize, or create forms of human expression or inquiry.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

CULTURAL OR BEHAVIORAL ANALYSIS

<p><b>A Area:</b>                  Course Prefix:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                   Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                   Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                   Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                   Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Credit Hours: 3                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                   Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                   Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                   Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                   Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                   Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                   Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                   Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                   Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>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):</b></p>	

<p><b>A Area:</b>                  Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s).</p>	
<p>Learning Outcome 1: Students describe behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students analyze the interactions of behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## APPLIED LEARNING

<p>L Area:  Course Prefix: COMS  Course Number: 204  Course Title: News Reporting  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No    Projected student enrollment  per academic year: 20</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if  not offered in dept/school:</p>
<p>L Area:  Course Prefix: COMS  Course Number: 304  Course Title: Electronic News  Gathering  Credit Hours:  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment  per academic year: 15</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input checked="" type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if  not offered in dept/school:</p>
<p>L Area:  Course Prefix: COMS  Course Number: 481  Course Title: Journalism  Portfolio  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No    Projected student enrollment  per academic year: 15</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if  not offered in dept/school:</p>
<p>L 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):  COMS 104 (Basic Newswriting)</p>	

<p>L Area:  Learning Goal: To explore professional practice through the application of knowledge, skills, and  critical reflection.</p>	
<p>Learning Outcome 1: Students apply  acquired knowledge and skills to  develop professional identity or  professional practice.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students  critically reflect on their learning,  abilities, experiences, or role within  professional contexts.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	



Are existing material resources adequate to support this program alignment proposal?

Yes  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?

Are existing human resources adequate to support this program alignment proposal?

Yes  No If not, what additional human resources would be needed?

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 School: School of Communication

Date: 09/22/2020

Degree type:  BS  BA  BBA  BSN  BM  BFA  BSW  Minor  Certificate

Program: Media Studies, Media Production concentration

REAL Area Program Designation Sought (check all that apply):  R  E  A  L

Dept/School Contact: West Bowers, kbowers2@radford.edu

Completion of a minimum of two semesters of one language in a foreign/sign language program. Students will be placed in the appropriate level of their chosen language depending on their previous foreign language experience and on the placement examination results as determined by the Foreign

BS/BA Requirements: Language department.

- 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:
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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](#)

[Production Technology Concentration](#)

## 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 [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 (6-8 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:

\*Advertising concentration students must complete [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.

#### Electives (9 credits)

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:

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[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

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

## *Total required hours for the concentration (36 credits)*

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### Required Courses (27 credits)

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(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:

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\*Journalism concentration students must complete [COMS 104](#) and [COMS 204](#) with a grade of "C" or higher.

### Electives (9 credits)

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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

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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

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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)*

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### Required Courses (27 credits)

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(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:

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\*Production Technology concentration students must complete [COMS 246](#) and [COMS 247](#) with a grade of "C" or higher.

### Electives (9 credits)

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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

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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](#)

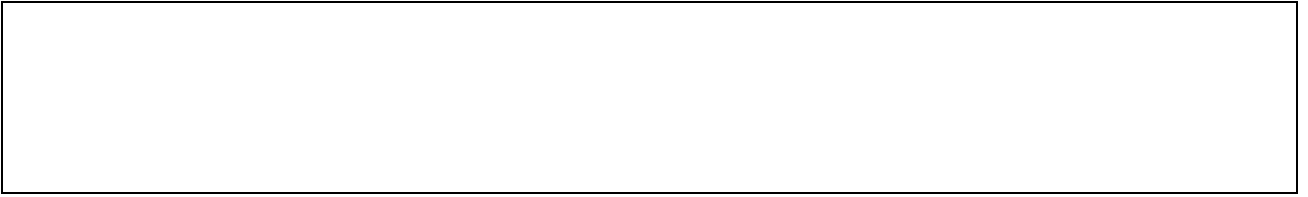
## Graduation Requirements

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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

<p>R Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R 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)</p>	

<p>R Area:  Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.</p>	
<p>Learning Outcome 1: Students apply scientific and quantitative information to test problems and draw conclusions.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students evaluate the quality of data, methods, or inferences used to generate scientific and quantitative knowledge.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## HUMANISTIC OR ARTISTIC EXPRESSION

<p><b>E Area:</b>  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>E Area:</b>  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>E Area:</b>  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>E 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)</b></p>	

<p><b>E Area:</b>  <b>Learning Goal: To explore humanistic or artistic expression through inquiry or creativity.</b></p>	
<p>Learning Outcome 1:  Students demonstrate understanding of diverse ideas, languages, products, or processes of humanistic inquiry or artistic expression.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students critically evaluate, synthesize, or create forms of human expression or inquiry.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

CULTURAL OR BEHAVIORAL ANALYSIS

<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>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)</p>	

<p><b>A Area:</b>                  Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s).</p>	
<p>Learning Outcome 1: Students describe behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students analyze the interactions of behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## APPLIED LEARNING

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

<p>L Area:  Learning Goal: To explore professional practice through the application of knowledge, skills, and critical reflection.</p>	
<p>Learning Outcome 1: Students apply acquired knowledge and skills to develop professional identity or professional practice.</p>	<p>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 BA in Media Studies.</p>
<p>Learning Outcome 2: Students critically reflect on their learning, abilities, experiences, or role within professional contexts.</p>	<p>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 BA in Media Studies.</p>
<p>Additional information for REAL Council consideration:</p>	

Are existing material resources adequate to support this program alignment proposal?

Yes  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?

Are existing human resources adequate to support this program alignment proposal?

Yes  No If not, what additional human resources would be needed?

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 School: School of Communication

Date: 09/22/2020

Degree type: BS BA BBA BSN BM BFA BSW Minor Certificate

Program: Media Studies, Media Production concentration

REAL Area Program Designation Sought (check all that apply):  R  E  A  L

Dept/School Contact: West Bowers, kbowers2@radford.edu

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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.

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BS/BA Requirements:

- 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:
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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](#)

[Production Technology Concentration](#)

[Journalism Concentration](#)

## 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 [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)

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:

\*Advertising concentration students must complete [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.

#### Electives (9 credits)

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 through 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 [COMS 104](#) and [COMS 204](#) 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 [COMS 246](#) and [COMS 247](#) 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](#)

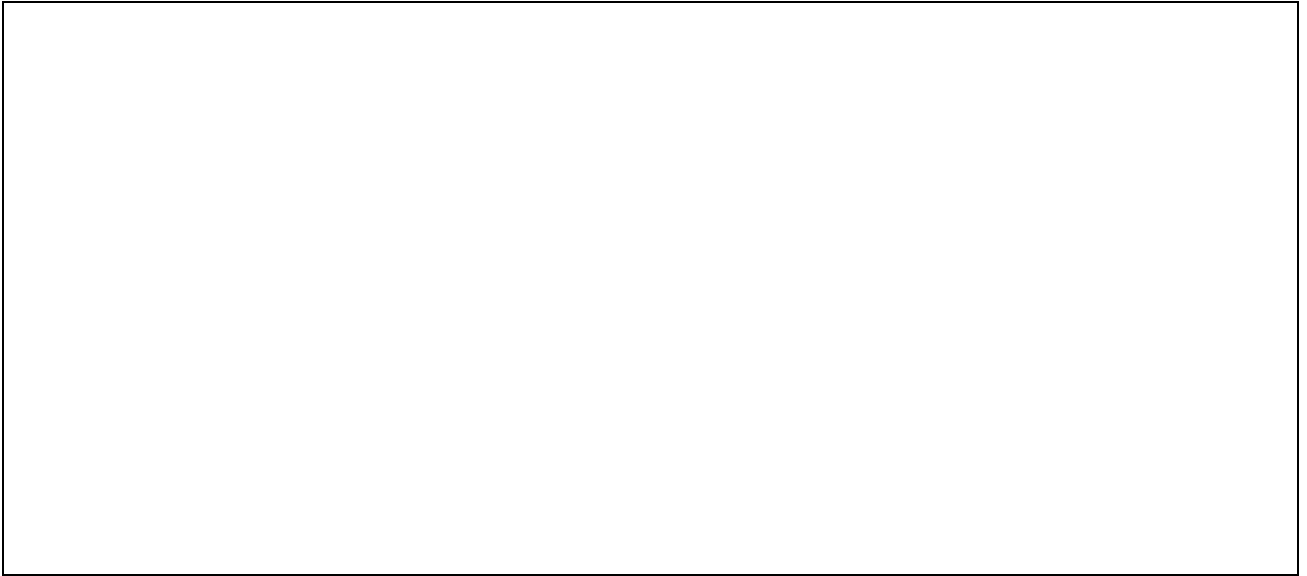
[THEA 480 - Film Theory and Criticism](#)

[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

<p>R Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R 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)</p>	

<p>R Area:  Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.</p>	
<p>Learning Outcome 1: Students apply scientific and quantitative information to test problems and draw conclusions.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students evaluate the quality of data, methods, or inferences used to generate scientific and quantitative knowledge.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## HUMANISTIC OR ARTISTIC EXPRESSION

<p><b>E Area:</b>  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>E Area:</b>  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>E Area:</b>  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>E 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)</b></p>	

<p><b>E Area:</b>  <b>Learning Goal: To explore humanistic or artistic expression through inquiry or creativity.</b></p>	
<p>Learning Outcome 1:  Students demonstrate understanding of diverse ideas, languages, products, or processes of humanistic inquiry or artistic expression.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students critically evaluate, synthesize, or create forms of human expression or inquiry.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	



CULTURAL OR BEHAVIORAL ANALYSIS

<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>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)</p>	

<p><b>A Area:</b>                  Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s).</p>	
<p>Learning Outcome 1: Students describe behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students analyze the interactions of behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## APPLIED LEARNING

<p>L Area:  Course Prefix: COMS  Course Number: 146  Course Title: Media Production 1: Foundations  Credit Hours:3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 90</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area:  Course Prefix:COMS  Course Number:347  Course Title:Media Production 3B: Editing  Credit Hours:3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year:50</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area:  Course Prefix:COMS  Course Number:482  Course Title:Media Production Portfolio  Credit Hours:3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year:50</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>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</p>	

<p>L Area:  Learning Goal: To explore professional practice through the application of knowledge, skills, and critical reflection.</p>	
<p>Learning Outcome 1: Students apply acquired knowledge and skills to develop professional identity or professional practice.</p>	<p>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.</p>
<p>Learning Outcome 2: Students critically reflect on their learning, abilities, experiences, or role within professional contexts.</p>	<p>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.</p>
<p>Additional information for REAL Council consideration:</p>	

Are existing material resources adequate to support this program alignment proposal?

Yes  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?

Are existing human resources adequate to support this program alignment proposal?

Yes  No If not, what additional human resources would be needed?

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: