

# KENT STATE UNIVERSITY CERTIFICATION OF CURRICULUM PROPOSAL

Preparation Date **5-Apr-17** Curriculum Bulletin \_\_\_\_\_  
Effective Date **Fall 2018** Approved by EPC \_\_\_\_\_

Department **School of Journalism and Mass Communication**  
College **CI - Communication and Information**  
Degree **MA - Master of Arts**  
Program Name **Journalism and Mass Communication** Program Banner Code **JMC**  
Concentration(s) **Public Relations (online delivery only)** Concentration(s) Banner Code(s) **PR**  
Proposal **Revise program**


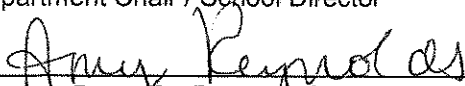


Description of proposal:  
**Requesting to remove the ONLINE DELIVERY of the Public Relations concentration. Also, requesting to revise the program description in the catalog for the Public Relations concentration to remove the language about the concentration being able to be completed 100 percent online.**

Does proposed revision change program's total credit hours?  Yes  No  
Current total credit hours: **36** Proposed total credit hours **36**

Describe impact on other programs, policies or procedures (e.g., duplication issues; enrollment and staffing considerations; need; audience; prerequisites; teacher education licensure):  
**There is no impact on other programs.**

Units consulted (other departments, programs or campuses affected by this proposal):  
**CCI Dean's Office**

### REQUIRED ENDORSEMENTS

 _____	6 / 23 / 17
Department Chair / School Director	
 _____	7 / 17 / 17
Campus Dean (for Regional Campuses proposals)	
 _____	_ / _ / _
College Dean (or designee)	
 _____	7 / 24 / 17
Dean of Graduate Studies (for graduate proposals)	
_____	_ / _ / _
Senior Vice President for Academic Affairs and Provost (or designee)	

**Proposal Summary**  
**[Revise CI-MA-JMC-PR program (Online Delivery ONLY)]**

**Description of Action, Including Intended Effect**

Requesting to remove the ONLINE DELIVERY of the CI-MA-JMC-PR program. The in-person delivery of this concentration will continue. Also requesting to revise the catalog copy for the PR concentration to remove the language about online delivery.

**Impact on Other Programs, Course Offerings, Students, Faculty, Staff (e.g., duplication issues)**

There will be no impact to other programs. The School is focusing on redesigning the graduate program and curriculum.

**Fiscal, Enrollment, Facilities and Staffing Considerations**

The School and its third-party provider (Pearson Embanet) have terminated an agreement to continue the program.

**Evidence of Need and Sustainability if Establishing**

N/A

**Provisions for Phase-Out if Inactivating**

The School will continue to work with Pearson Embanet to service the program's existing students through graduation.

**Timetable and Actions Required:** *a chronology of actions required to approve the proposal with an anticipated implementation date for each action*

Approval by JMC Graduate Curriculum Committee: March 3, 2017

Approval by JMC FAC: March 17, 2017

Approval by CCI Graduate Coordinators Council: April 13, 2017

Approval by EPC: August 21, 2017

Approval by ODHE: Fall 2017

# JOURNALISM AND MASS COMMUNICATION - M.A.

College of Communication and Information  
School of Journalism and Mass Communication  
201 Franklin Hall  
Kent Campus  
330-672-2572  
jmc@kent.edu  
www.kent.edu/jmc

## Description

The Master of Arts degree in Journalism and Mass Communication is designed to give students a solid background in preparation for a professional or academic career. Courses are dynamic, challenging and professionally relevant. With small class sizes, students are able to learn from their professors and from the experiences of their fellow classmates; many of whom are working media professionals. As one of two nationally accredited journalism schools in the State of Ohio, Kent State's School of Journalism and Mass Communication provides its students with a strong foundation to achieve their future goals in the rapidly changing media industry.

The Journalism and Mass Communication major comprises the following concentrations:

- **Media Management** concentration provides a stimulating and challenging environment in which students can learn the principles of effective management from professors who are accomplished both professionally and academically.
- **Public Relations** concentration accommodates the needs of students who wish to pursue a management-level career at an in-house marketing communication or public relations department or at a public relations or integrated marketing communications agency.
- **Reporting/Editing: Journalism Educators** concentration caters to those who want to teach high school journalism. By offering hands-on, engaging courses (such as reporting public affairs, computer-assisted reporting, online journalism, legal problems for mass media and design for cybermedia), the program readies students to better prepare their students upon graduation.
- **Reporting/Editing: Broadcasting** concentration focuses on educating students who want to become reporters or producers of broadcast content. Curriculum covers broadcast documentary, advanced broadcast news and online journalism.
- **Reporting/Editing: Magazine** concentration is for students who want to become writers, editors or magazine publishers. Curriculum focuses on magazine publishing, feature writing and specialized reporting and design.
- **The Reporting/Editing: Newspaper** concentration is for students who want to become writers or editors for traditional newspapers and their online units. The curriculum covers reporting public policy, computer-assisted reporting and specialized reporting.
- **The Reporting/Editing: Convergence** concentration is for students who want to become content providers for traditional and online media companies, across all platforms. This concentration features a combination of elements, including reporting public policy, computer-

assisted reporting and design, along with online journalism and collaborative online production. *a.k.*

## Fully Offered At:

- Online (Reporting/Editing: Journalism Educators concentration only)
- Kent Campus

## Admission Requirements

- Official transcript(s)
- Three letters of recommendation
- GRE scores (may be waived for applicants with significant professional experience, as determined by the graduate studies committee)
- Goal statement and statement of desired concentration
- Résumé or vitae

### English Language Proficiency Requirements for International

**Students:** All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 587 TOEFL score (94 on the Internet-based version), minimum 82 MELAB score, minimum 7.0 IELTS score or minimum 65 PTE Academic score. For more information on international admission, visit the Office of Global Education's admission website. **Effective spring 2018.**

For more information about graduate admissions, please visit the Graduate Studies website.

## Program Learning Outcomes

Graduates of this program will be able to:

1. Communicate effectively across multiple platforms.
2. Demonstrate an understanding of relevant ethical and legal frameworks in their disciplines.
3. Ground their professional work in relevant theories.
4. Represent high levels of professionalism.

## Program Requirements

### Major Requirements

Major Requirements		
JMC 60000	INTRODUCTION TO GRADUATE STUDIES IN JOURNALISM AND MASS COMMUNICATION	3
JMC 60001	THEORY OF MASS COMMUNICATION <sup>1</sup>	3
JMC 60002	LEGAL PROBLEMS IN MASS COMMUNICATION <sup>2</sup>	3
JMC 60003	ETHICS OF MASS COMMUNICATION <sup>3</sup>	3
JMC 60007	RESEARCH METHODS IN MASS COMMUNICATION <sup>4</sup>	3
Culminating Experience, choose from the following:		6
JMC 60199	THESIS I	
JMC 60396	MASTER'S PROFESSIONAL PROJECT <sup>5</sup>	
and coursework from concentration		

### Concentrations

Choose from the following:	15-19
Media Management	
Public Relations	
Reporting/Editing - Broadcast	
Reporting/Editing - Convergence	
Reporting/Editing - Journalism Educators	

Reporting/Editing - Magazine  
Reporting/Editing - Newspaper

Minimum Total Credit Hours: 36-40

- <sup>1</sup> Students declared in the Public Relations concentration may take JMC 68000 in place of JMC 60001.
- <sup>2</sup> Students declared in the Public Relations concentration may take JMC 50016 in place of JMC 60002.
- <sup>3</sup> Students declared in the Public Relations concentration may take JMC 68006 in place of JMC 60003.
- <sup>4</sup> Students declared in the Public Relations concentration may take JMC 68008 in place of JMC 60007.
- <sup>5</sup> Students who select JMC 60396 for their culminating experience must take an additional coursework to meet the minimum credit hours for graduation.

### Graduation Requirements

- Minimum 50 percent of coursework must be at the 60000 level and must have JMC course subject.
- Maximum 4 credit hours of workshop courses (xxx93) may count toward the degree.

### Media Management Concentration Requirements

[CI-MA-JMC-MEDM]

#### Concentration Requirements

JMC 50015	MEDIA MARKETPLACE	3
JMC 60015	ADVANCED MEDIA MANAGEMENT	3
Management/Marketing Elective, choose from the following:		3
JMC 60195	SPECIAL TOPICS SEMINAR <sup>1</sup>	
JMC 68001	PUBLIC RELATIONS MANAGEMENT	
Marketing Upper-Division Course (MKTG 50000 or 60000 level)		
Media Management Electives, choose from the following:		6
JMC 66092	INTERNSHIP IN JOURNALISM AND MASS COMMUNICATION	

Other electives in relevant discipline areas approved by a student's advisor

Minimum Total Credit Hours: 15

- <sup>1</sup> For JMC 60195, students should see advisor for appropriate topic(s).

### Public Relations Concentration Requirements

[CI-MA-JMC-PR]

#### Concentration Requirements

JMC 68001	PUBLIC RELATIONS MANAGEMENT	3
Public Relations Electives, choose from the following:		12
JMC 58001	MEDIA RELATIONS AND PUBLICITY	
JMC 58003	DIGITAL PUBLIC RELATIONS	
JMC 66092	INTERNSHIP IN JOURNALISM AND MASS COMMUNICATION	
JMC 68004	SOCIAL MEDIA AND PUBLIC RELATIONS	
JMC 68005	STRATEGIC WRITING AND MESSAGING IN PUBLIC RELATIONS	

Other electives in relevant discipline areas approved by a student's advisor

Minimum Total Credit Hours: 15

### Reporting/Editing - Broadcast Concentration Requirements

[CI-MA-JMC-REBR]

#### Concentration Requirements

JMC 50004	COMPUTER-ASSISTED REPORTING	3
JMC 56009	REPORTING PUBLIC POLICY	3
JMC 56052	ADVANCED BROADCAST REPORTING	3
JMC 60195	SPECIAL TOPICS SEMINAR <sup>1</sup>	3
JMC 66092	INTERNSHIP IN JOURNALISM AND MASS COMMUNICATION <sup>2</sup>	1
Broadcast Electives, choose from the following:		3
JMC 50012	ONLINE JOURNALISM	
JMC 56054	BROADCAST DOCUMENTARY	
JMC 60009	SOCIAL ROLE OF THE MASS MEDIA	
JMC 60195	SPECIAL TOPICS SEMINAR	

Minimum Total Credit Hours: 16

- <sup>1</sup> For JMC 60195, students should see advisor for appropriate topic(s).
- <sup>2</sup> Internship may be waived if a student has relevant and significant professional experience and approval from faculty.

### Professional Prerequisite Courses

The following classes should be taken by students without significant professional news experience as directed by the academic advisor or graduate coordinator. Credit hours for the courses do not count toward the degree program, but the grades do for JMC 50002 and JMC 55051.

JMC 22002	VIDEOGRAPHY BASICS	1
JMC 50002	REPORTING FOR MASS MEDIA	3
JMC 55051	REPORTING BROADCAST NEWS	3

### Reporting/Editing - Convergence Concentration Requirements

[CI-MA-JMC-RECJ]

#### Concentration Requirements

JMC 50012	ONLINE JOURNALISM	3
JMC 55051	REPORTING BROADCAST NEWS	3
JMC 56009	REPORTING PUBLIC POLICY	3
JMC 60195	SPECIAL TOPICS SEMINAR <sup>1</sup>	3
JMC 66092	INTERNSHIP IN JOURNALISM AND MASS COMMUNICATION <sup>2</sup>	1

Convergence Electives, choose from the following: 3

JMC 50004	COMPUTER-ASSISTED REPORTING
JMC 56052	ADVANCED BROADCAST REPORTING
JMC 56054	BROADCAST DOCUMENTARY
JMC 60009	SOCIAL ROLE OF THE MASS MEDIA
JMC 60195	SPECIAL TOPICS SEMINAR <sup>1</sup>

Other electives in relevant discipline areas approved by a student's advisor

Minimum Total Credit Hours: 16

- <sup>1</sup> For JMC 60195, students should see advisor for appropriate topic(s).
- <sup>2</sup> Internship may be waived if a student has relevant and significant professional experience and approval from faculty.

**Professional Prerequisite Courses**

The following classes should be taken by students without significant professional news experience as directed by the academic advisor or graduate coordinator. Credit hours the courses do not count toward the degree program, but the grades do for JMC 50002 and JMC 50003.

JMC 22002	VIDEOGRAPHY BASICS	1
JMC 50002	REPORTING FOR MASS MEDIA	3
JMC 50003	EDITING FOR MASS MEDIA	3

**Reporting/Editing - Journalism Educators Concentration Requirements**

[CI-MA-JMC-REJO]

**Concentration Requirements**

JMC 50002	REPORTING FOR MASS MEDIA	3
JMC 50015	MEDIA MARKETPLACE	3
JMC 60195	SPECIAL TOPICS SEMINAR <sup>1</sup>	3
Journalism Educators Electives, choose from the following:		
JMC 56006	EDITORIAL WRITING	
JMC 67076	TEACHING BROADCAST JOURNALISM	
JMC 67079	TEACHING PHOTO EDITING	
JMC 67083	TEACHING NEWS DESIGN	
JMC 67085	TEACHING PHOTOJOURNALISM	
JMC 67087	ADVISING YEARBOOK	
JMC 60195	SPECIAL TOPICS SEMINAR <sup>1</sup>	

Minimum Total Credit Hours: 15

<sup>1</sup> For JMC 60195, students should see advisor for appropriate topic(s).

**Reporting/Editing - Magazine Concentration Requirements**

[CI-MA-JMC-REMA]

**Concentration Requirements**

JMC 56016	BUSINESS OF PUBLISHING	3
JMC 56018	FEATURE WRITING	3
JMC 60021	LITERARY JOURNALISM	3
or JMC 66010	SPECIALIZED REPORTING	
JMC 66092	INTERNSHIP IN JOURNALISM AND MASS COMMUNICATION <sup>1</sup>	1

Magazine Electives, choose from the following: 6

JMC 50004	COMPUTER-ASSISTED REPORTING
JMC 50012	ONLINE JOURNALISM
JMC 56009	REPORTING PUBLIC POLICY
JMC 56020	MAGAZINE DESIGN
JMC 60009	SOCIAL ROLE OF THE MASS MEDIA
JMC 60021	LITERARY JOURNALISM
JMC 66010	SPECIALIZED REPORTING

Other electives in relevant discipline areas approved by a student's advisor

Minimum Total Credit Hours: 16

<sup>1</sup> Internship may be waived if a student has relevant and significant professional experience and approval from faculty.

**Professional Prerequisite Courses**

The following classes should be taken by students without significant professional news experience as directed by the academic advisor or

graduate coordinator. Credit hours for the courses do not count toward the degree program, but the grade for JMC 50003 does.

JMC 22002	VIDEOGRAPHY BASICS	1
JMC 50003	EDITING FOR MASS MEDIA	3
VCD 37000	VISUAL DESIGN FOR MEDIA: ADVANCED	3

**Reporting/Editing - Newspaper Concentration Requirements**

[CI-MA-JMC-RENE]

**Concentration Requirements**

JMC 50004	COMPUTER-ASSISTED REPORTING	3
JMC 56009	REPORTING PUBLIC POLICY	3
JMC 56018	FEATURE WRITING	3
JMC 56021	ADVANCED MAGAZINE WRITING	3
or JMC 66010	SPECIALIZED REPORTING	
JMC 66092	INTERNSHIP IN JOURNALISM AND MASS COMMUNICATION <sup>1</sup>	1

Newspaper Electives, choose from the following: 6

JMC 50012	ONLINE JOURNALISM
JMC 56016	BUSINESS OF PUBLISHING
JMC 56020	MAGAZINE DESIGN
JMC 56021	ADVANCED MAGAZINE WRITING
JMC 60009	SOCIAL ROLE OF THE MASS MEDIA
JMC 66010	SPECIALIZED REPORTING

Other electives in relevant discipline areas approved by a student's advisor

Minimum Total Credit Hours: 19

<sup>1</sup> Internship may be waived if a student has relevant and significant professional experience and approval from faculty.

**Professional Prerequisite Courses**

The following classes should be taken by students, without significant professional news experience as directed by the academic advisor or graduate coordinator. Credit hours do not count toward the degree program, but the grades do.

JMC 50002	REPORTING FOR MASS MEDIA	3
JMC 50003	EDITING FOR MASS MEDIA	3



**Department of  
Higher Education**

John R. Kasich, Governor  
John Carey, Chancellor

**REQUEST FOR SUSPENSION OF ADMISSIONS OR DISCONTINUATION OF GRADUATE PROGRAM**

Institutions use this form to notify the Chancellor of a change of status for a graduate program.

*Note:* Institutions that intend to suspend admissions or discontinue a graduate program that leads to educator preparation licenses or endorsements should contact Matt Exline ([mexline@highered.ohio.gov](mailto:mexline@highered.ohio.gov)) for direction on completing the Program Dormancy form.

**Please check one:**

**Suspension of Admissions (to the ONLINE delivery of the program ONLY)**

A university may suspend admissions into a graduate degree program if 1) the institution plans to reactivate admissions into the program within five (5) years of the suspension (seven (7) years if requested before October 21, 2015), or 2) the program has existing students that need to complete their degrees prior to discontinuation of the program.

If, after suspension of admissions into a graduate degree program, the program is not reactivated within the specified period, the program will be declared permanently discontinued. Reinstatement of a discontinued program will require formal approval as a new graduate degree program.

**Immediate Discontinuation**

An institution may immediately discontinue a program if there are no students currently enrolled in the program, and there is no intent to reactivate the program in the future. Reinstatement of a discontinued program will require formal approval as a new graduate degree program.

**Date of Request:**

4/5/17

**Implementation Date:**

Fall 2018

**Name of institution:**

Kent State University – School of Journalism and Mass Communication

**Name of program:** (one form per program)

Master of Arts (MA) degree in Journalism and Mass Communication with a Public Relations concentration – suspending admissions to the ONLINE DELIVERY of the program ONLY; we will still continue to offer the in-person delivery of the Public Relations concentration.

**Primary institutional contact for this request:**

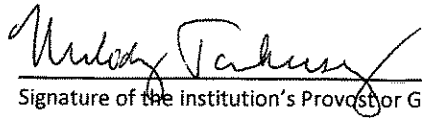
Name	Dr. Melody J. Tankersley
Title	Senior Associate Provost and Dean, Graduate Studies
Phone number	330-672-8613
E-mail	<a href="mailto:mtankers@kent.edu">mtankers@kent.edu</a>

**Please respond to the following:**

1. Provide a rationale for the suspension of admission or immediate discontinuation of the program.
  - a. The program has seen a dramatic decrease in enrollment in the online delivery of the PR program over the past two years. We had more than 250 students enrolled in the program in 2012, more than 200 in 2014, fewer than 130 in 2016, and currently, there are fewer than 70 in the online program. As a result, the School of Journalism and Mass Communication has decided to increase resources to other programs. The School and its third-party provider (Pearson Embanet) have entered into an agreement to dissolve the program once the current students have graduated. The School is continuing the on-ground program in Public Relations.
2. Indicate number of students currently enrolled in the program.
  - a. There are approximately 65 students currently enrolled in the online program (this accounts for students who have stopped taking classes for one session). The program is not accepting new students.
3. Describe how the suspension of admissions and any plan for discontinuation of program will affect the program and the students currently in the program. Explain plans for notifying current students and assisting them in the completion of their degrees, when applicable.
  - a. The School and Pearson Embanet continue to service the current students in the program and will do so through graduation. The School sent emails to every student currently enrolled and contacted those students who needed additional guidance to ensure progress toward graduation. The director contacted each prospective student who expressed interest in the program to notify them the program was no longer admitting students.
4. Will there be a loss of faculty or staff positions? If so, indicate when the faculty or staff members were or will be informed.
  - a. No loss of faculty or staff positions as a result of this decision. The on-ground program will continue.
5. Describe the plan for communicating the suspension of admissions or discontinuation.
  - a. As stated above, the School sent emails and made phone calls to students, both current and prospective, to explain the decision and the plan moving forward. These emails and calls took place within the week of making this decision. Pearson Embanet is communicating to students as well. Our faculty and administration in the School are working with all current students on an appropriate path toward graduation.

The signature below verifies that this request has received the necessary institutional approval and that this information is truthful and accurate.

Respectfully,



Signature of the institution's Provost or Graduate School Dean

Melody Tankersley

Name (printed)

Sr. Associate Provost, Dean Graduate Studies

Title

Submit this form and supporting materials to Matt Exline ([mexline@highered.ohio.gov](mailto:mexline@highered.ohio.gov)) and copy Megan Johnson ([mjohnson@highered.ohio.gov](mailto:mjohnson@highered.ohio.gov)). Documents may be submitted as Microsoft Office documents (e.g. Word or Excel) or as PDF documents.

\*Revised by CCGS, May 20, 2016