

COLLEGE OF ARTS AND SCIENCES NEW PROGRAM REVIEW FORM

	Chair's Signature	Recommendation	Review Date
Department	<u>Kathy Menzie</u>	<u>Approve</u>	<u>2016-08-26</u>
Division	<u>Michael Hager</u>	<u>Approve</u>	<u>2016-09-03</u>
Dept. of Educ.	<u>N/A</u>		
<small>(If relates to teacher certification program.)</small>			
Dean	<u>Laura Stephenson</u>	<u>Approve</u>	<u>2016-09-05</u>
Curriculum Committee	<u>Leslie Reynard</u>	<u>Approve</u>	<u>2016-09-17</u>
Accepted by CFC	<u>Grace Hildenbrand</u>	<u>Approve</u>	<u>2016-10-06</u>
CAS Faculty	<u>Grace Hildenbrand</u>	<u>Approve</u>	<u>2017-03-06</u>

Approved By: **Faculty Senate** _____ **University Faculty** _____ **WU Board of Regents** _____

1. Title of Program.

Minor in Applied Media

2. Rationale for offering this program.

Undergraduates with majors outside of Mass Media often pursue careers that require skills taught in Mass Media courses, such as crafting effective mediated messages, managing social media campaigns or shooting and editing videos. The Minor in Applied Media would allow students to gain knowledge about digital tools and acquire hands-on skills that they will use to pursue the requirements of careers in their chosen majors.

3. Exact proposed catalog description.

The Minor in Applied Media allows students to develop knowledge and skills in media arts, with a strong emphasis on different forms of media writing and visual communication, as well as planning and executing media campaigns, both on traditional and new media channels. Students will learn to write news releases, scripts and podcasts, create and monitor social media sites, and use digital tools to produce visually compelling messages for target audiences. Courses will teach students to analyze mediated messages to determine what makes them successful and effective. Strong emphasis will be placed on project-based learning and hands-on experiences. This minor will benefit students in many fields who find their careers require them to visually communicate information, make decisions about the effectiveness of mediated messages, and to have both technical and content knowledge of social media opportunities.

Students will complete 18 credit hours including:

MM100 Introduction to Mass Media (3)

MM 199 Bootcamp (3)

MM 202, Creative Media Writing (3)

MM 321 Visual Communication (3) or MM 222 Cinematic Storytelling (3)
and an additional 6 hours selected in consultation with a media advisor.

4. List and financial implications.

none