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May 6, 2015

MEMORANDUM

TO: State Board of Regents

FROM: David L. Buhler

SUBJECT: Dixie State University – Bachelor of Science in Media Studies

Issue

Dixie State University (DSU) requests approval to offer a Bachelor of Science (BS) in Media Studies, with optional emphases in Digital Film Production, Multimedia Journalism, and Social Media, effective July 1, 2015. The institutional Board of Trustees approved the degree on January 30, 2015.

Background

The Department of Communication in DSU's School of Business and Communication currently offers a BS in Communication. There are approximately 400 Communication majors at DSU, making it one of the University's most subscribed majors/degrees. In addition to this proposal for a BS in Media Studies, DSU is proposing a companion BS in Communication Studies. As DSU proposes the new Media Studies and Communication Studies degrees, other proposals appearing on the Regents' General Consent Calendar include (1) creation of a new Division of Communication in the School of Business and Communication, with separate departments for Communication Studies and Media Studies, and (2) discontinuation of the current BS in Communication, to be replaced with the proposed degrees in Media Studies and Communication Studies.

The proposed BS in Media Studies is focused on new and traditional media forms, including multimedia journalism, digital motion picture production, social media, media theory, and analysis of digital media technology in our culture. The proposed BS would replace and expand on the Mass Communication emphasis under the current BS in Communication. An emphasis in Digital Film Production, available under the current BS in Communication, would be an option under the proposed BS in Media Studies, as would newly-developed emphases in Multimedia Journalism and Social Media. Faculty and courses are in place to proceed with the proposed BS in Media Studies, with the curriculum expected to be always evolving in response to technology and industry changes. Media Studies graduates may be employed in public relations, graphic/media design, editing, production, and directing fields, among others.

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<u>Policy Issues</u>

The proposed degree has been developed and reviewed in accordance with processes established by Dixie State University and the Board of Regents. The USHE Chief Academic Officers, with input from Communication departments at their institutions, have reviewed and are supportive of DSU's request to offer a BS in Media Studies. There are no additional policy issues relative to approval of this program.

<u>Commissioner's Recommendation</u>

<u>The Commissioner recommends the Regents approve the request by Dixie State University to offer a Bachelor of Science in Media Studies, with optional emphases in Digital Film Production, Multimedia Journalism, and Social Media.</u>

_____
David L. Buhler
Commissioner of Higher Education

DLB/GVB
Attachment

Section I: The Request

Dixie State University (DSU) requests approval to offer a Bachelor of Science (BS) in Media Studies, with optional emphases in Digital Film Production, Multimedia Journalism, and Social Media, effective July 1, 2015. The institutional Board of Trustees approved the degree on January 30, 2015.

Section II: Program Description

Complete Program Description

Media Studies addresses the central role of media in today's world, including in politics, culture, society, and the arts through three emphasis options: Digital Film Production, Multimedia Journalism, and Social Media. The program engages students in a wide range of media, including motion pictures, television, radio, print, and digital media. Students study the history, evolution, and the changing state of media, communication technologies, and techniques in media production, together with an understanding of the economic and social effects of media, including legal and ethical issues. Students are prepared for a wide range of careers, including those in motion pictures, journalism, TV and radio, online and social media, and media research.

Purpose of Degree

With the emergence of vast and ubiquitous forms of mediated communication that are available to all, students need a targeted program that focuses specifically on the use, effects, and ramifications of media in today's world. Furthermore, students need to be trained in the production of media in each of these forms. The purpose of the proposed program is to build a foundation, grounded in theoretical, legal, and ethical perspectives, and build on that foundation with skills necessary to be successful contributors to society and to gain meaningful employment.

Institutional Readiness

The current Communication department faculty will be split into the two proposed departments with faculty who specialize in the new departments' proposed degrees being housed within the new departments and with the only changes being the addition of a new department chair for the new department and an associate dean for the division. Other than these changes the current structure is already in place. The proposed program would increase the number of general education and lower-division courses available to students as the need for those courses arises.

Departmental Faculty

Department Faculty Category	Department Faculty Headcount – Prior to Program Implementation	Faculty Additions to Support Program	Department Faculty Headcount at Full Program Implementation
With Doctoral Degrees (Including MFA and other terminal degrees, as specified by the institution)			
Full-time Tenured	1		1
Full-time Non-Tenured	3		3
Part-time Tenured			
Part-time Non-Tenured	2		2
With Master's Degrees			
Full-time Tenured	2		2
Full-time Non-Tenured			
Part-time Tenured			
Part-time Non-Tenured	2		2
With Bachelor's Degrees			
Full-time Tenured			
Full-time Non-Tenured	1		1
Part-time Tenured			
Part-time Non-Tenured	2		2
Other			
Full-time Tenured			
Full-time Non-Tenured			
Part-time Tenured			
Part-time Non-Tenured			
Total Headcount Faculty in the Department			
Full-time Tenured	3		3
Full-time Non-Tenured	4		4

Part-time Tenured			
Part-time Non-Tenured	6		6
Total Department Faculty FTE (As reported in the most recent A-1/S-11 Institutional Cost Study for "prior to program implementation" and using the A-1/S-11 Cost Study Definition for the projected "at full program implementation.")	10.70		10.70

Staff

Staff requirements would be no different than the current staff. The program would be supported through staff with two full-time film editors, one full-time radio producer, one full-time executive television producer, one part-time television producer, one television engineer, one full-time academic advisor, one part-time academic advisor, one full-time secretary, one part-time secretary, and one student worker.

Library and Information Resources

These already-available library resources satisfy the requirements for the proposed program since the current program already uses the needed library resources.

- Communication & Mass Media Complete (EBSCOhost): This database indexing, abstracts, and some full-text coverage of numerous journals in communication, mass media, and other closely-related fields.
- Sage Journals Online: General purpose database for scholarly articles.
- PsycINFO (EBSCOhost): This database is a resource for abstracts of scholarly journal articles, book chapters, books, and dissertations, and is the largest resource devoted to peer-reviewed literature in behavioral science and mental health. It contains approximately 3 million citations and summaries dating as far back as the 1600s with DOIs for over 1.4 million records. Journal coverage, which spans from the 1800s to present, includes international material selected from around 2,400 periodicals in dozens of languages.
- Academic Search Premier (EBSCOhost): A scholarly, multi-disciplinary, database with full text coverage of 4600 journals in a range of subjects. This database is a good starting place for almost any topic search.
- Alexander Street Video (Alexander Street Press): A source of streaming academic videos on topics such as counseling and therapy, dance, education, ethnography, theater, sports medicine, and more.
- Business Source Premier (EBSCOhost): A top-level full-text business database consisting of popular business magazines, scholarly journals, and trade publications.
- ComAbstracts (CIOS): Abstracts of articles in primary professional literature in communications; this is an excellent finding tool, with limited full text.
- Ethnic NewsWatch (ProQuest): A full-text collection of the newspapers, magazines, and journals of the ethnic, minority, and native press.

- GenderWatch (ProQuest): Indexing, abstracts, and full-text collection of journals, magazines, newsletters, regional publications, and conference reports on gender studies sources with coverage from the 1970s to the present.
- JSTOR: A scholarly journal archive that provides image and full text access to archival (more than 5 years old) scholarly journals in a wide variety of subject areas.
- LexisNexis Academic: Indexing and full text documents for over 5600 news, business, legal, medical, and reference publications, with a variety of flexible search options. This is an excellent database for information on current issues or business.
- MasterFILE Complete (EBSCOhost): Multidisciplinary database designed for public libraries that covers virtually every subject area of general interest. Provides a large collection of popular full-text magazines, journals, and other sources from the world's leading publishers, as well as a large image collection of photos, maps, and flags.
- Project MUSE: Provides full-text access to a selection of humanities and social sciences journals.
- ProQuest Newsstand: Full-text of 300+ U.S. and international news sources. Includes coverage of 150+ major U.S. and international newspapers such as the New York Times and the Wall Street Journal, plus hundreds of other news sources and news wires.
- ScienceDirect (Elsevier): Extensive database of Elsevier journals in a wide range of subjects. Excellent searching capabilities and full text access. An excellent resource for authoritative information in many subject disciplines.
- Social Sciences Citation Index (Web of Science): Consolidated searching of Science Citation Index, Social Science Citation Index, and Arts and Humanities Index. Searchable by all elements of the citation. Limited full text provided.
- Gale Virtual Reference Library: An online reference utility that hosts selected encyclopedias and other reference publications.
- Oxford Reference Online-Premium: Language and subject reference works from Oxford Press into single cross searchable reference.
- Sage eReference Encyclopedias and Handbooks: Offers access to selected reference encyclopedias and handbooks with coverage mostly in the areas of social sciences and health care.
- Library Catalog: Search for books, audio, video, and periodicals at the Dixie State University Library.
- Electronic Books: A list of ebook databases available at Dixie.
- EndNote Web: Manage citations with a bibliographic utility.
- Full-Text Periodicals List: Find a specific journal or magazine.
- ILLiad: Borrow materials from other libraries using interlibrary loan.
- ProQuest Research Companion: Information literacy training aligned with ACRL Information Literacy and Common Core English Language Arts standards. Provides a framework and foundation for information literacy instruction.
- WorldCat: Search library catalogs in Utah and beyond.

Admission Requirements

- 2.5 GPA
- Declaration as a Media Studies Major

Student Advisement

Two advisors, who work in the current Communication Department, would advise students in the proposed Media Studies and Communication Studies degrees.

Justification for Graduation Standards and Number of Credits

- 2.5 GPA: quality performance in courses, generally, warrant students' readiness to enter the workplace with a comprehensive understanding of theory and its applications.
- C grade or better in core courses: Preparation for upper-division electives and performance expectations on the field's most essential elements warrant students demonstrate comprehension and the capacity to articulate the field's central tenants.
- D- grade or better in elective courses: the standard expectation to pass courses.
- 52 credits earned in major: 37 credits address basic Media Studies concepts, many at the lower-division level. 15 credits at the elective level give students leeway in developing their own comprehensive set of media skills at the upper-division level.
- 120 credits to obtain bachelor degree: the standard number of courses required at DSU for a bachelor degree.
- 40 upper-division credits earned: University policy as approved by the Board of Regents.
- 30 upper-division credits earned at DSU: University policy as approved by the Board of Regents.

External Review and Accreditation

As this proposal is transitioning an emphasis into a degree based on student demand and success, as well as no additional cost for creating the degree, the simplicity of the transition did not warrant external review or consultants.

Projected Program Enrollment and Graduates; Projected Departmental Faculty/Students

Data Category	Current – Prior to New Program Implementation	Projected Year 1	Projected Year 2	Projected Year 3	Projected Year 4	Projected Year 5
Data for Proposed Program						
Number of Graduates in Proposed Program	x	x	x	70	80	85
Total # of Declared Majors in Proposed Program	x	138	143	149	155	161
Departmental Data – For All Programs Within the Department						
Total Department Faculty FTE (as reported in Faculty table above)	10.70	11.13	11.58	12.04	12.51	13.02

Total Department Student FTE (Based on Fall Third Week)	182.24	189.53	197.11	204.99	213.20	221.72
Student FTE per Faculty FTE (ratio of Total Department Faculty FTE and Total Department Student FTE above)	17.03	17.03	17.03	17.03	17.04	17.03
Program accreditation-required ratio of Student FTE/Faculty FTE, if applicable: (Provide ratio here:_____)						

Expansion of Existing Program

The proposed Media Studies degree and companion Communication Studies degree represent a restructuring of the current BS in Communication at DSU, plus two new emphasis areas under Media Studies.

Section III: Need

Program Need

The proposed program provides opportunities for students to gain a degree that will help them to find employment in the media industry. This industry includes a variety of different types of positions, including those in journalism, television production, public relations, documentary and narrative film production, social media marketing, media theory and research, and media ethics. The media and entertainment industries continue to be strong in the vast technology environment. Students who are interested in being a part of the digital revolution need training and knowledge to be successful. The proposed program fulfills this need. The program is flexible enough to provide focused training in a variety of media venues and formats, while also being targeted toward specific aspects of an industry that is widespread. Media, in general, are a significant purveyor of information that guides public opinion and thought. Students who wish to be involved in this specialized industry need to understand the role of the media in the lives of the audience in order to guide decision-making. This program provides the technical, theoretical, and practical experience to make this happen.

Labor Market Demand

Students who graduate with the proposed degree can obtain employment in a variety of work situations within the public or private sectors. The career outlook for each of the proposed emphases within the degree is as follows[1]:

- New/Social Media: Students who graduate with this emphasis will be ready for jobs in marketing, which has an excellent career outlook (5.6% growth in Utah, 4.1% in the U.S.), and public relations, which also has an excellent outlook (2.8% in Utah, 2.3% in the U.S.).

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[1] jobs.utah.gov

- Multimedia Journalism: The career outlook through 2020 shows growth for writers (2% in Utah, .7% in U.S.), editors (1.1% in Utah, .1% in U.S.), and radio and television announcers (1.9% in Utah, .7% in U.S.). Although growth for reporters and correspondents has leveled off, employment projections note that those who have gained practical experience stand a better chance of gaining employment. This emphasis provides that experience. Furthermore, journalists provide a public service that will continue to be needed by society.
- Digital Motion Picture: Producers and directors in the field of motion picture and television production in Utah can expect growth by 2.2% through 2020 with an average of 30 openings per year. Growth in the United States is not quite as high (1.1%), but the average number of annual openings is nearly 5,000.

Students who have graduated from the current degree emphasis in mass communication have been placed in media roles in companies within the State of Utah and beyond. A handful of examples include: news producer for Fox 13 in Salt Lake City; sports writer for *The Spectrum* in St. George; director of media production at Greenroom Communications in Raleigh, North Carolina; and image consulting business owner in Las Vegas.

Changes to the market climate within the media industry are well known. Technological advances within just the last 20 years have caused the need for media companies, and therefore, the schools that train students for those industries, to adapt to those changes. The proposed program is no exception. As technology and media distribution evolve, so will the program. These changes are anticipated and the faculty of the new department will be vigilant in adapting curriculum to fit the changing needs of the industry. However, media are a part of life for the populace. Although the types of media will surely change, the desirability for media research, production, and distribution will be a constant.

Student Demand

As the proposed program would replace (and expand) an existing program, student demand can be shown by the number of students involved in media programs. Connected to labor market demand, students need specific training in more specific skills than is currently offered with the generic Communication degree. Enrollment in media programs has grown, per the table provided.

Emphasis	Fall 2010 Majors	Fall 2011 Majors	Fall 2012 Majors	Fall 2013 Majors	Fall 2014 Majors
Digital Film	42	81	72	73	57
Mass Communication	95	97	102	94	76

Note that the decrease in number of majors in Fall 2014 represents the number of students declared in previous years who completed the Bachelor in Communication program as the first cohort of DSU Communication graduates.

Similar Programs

- Southern Utah University: Bachelor of Arts or Science in Media Studies
- Utah Valley University: Bachelor of Science in Journalism

- University of Utah: Bachelor of Arts in Film and Media Arts; Bachelor of Arts or Science in Journalism
- Weber State University: Bachelor of Arts or Science in Electronic Media; Bachelor of Arts or Science in Journalism
- Utah State University: Bachelor of Science in Broadcast/Electronic Media; Bachelor of Science in Print Journalism

Like numerous other programs within USHE, the proposed program is similar to other programs offered by other institutions. For those students who wish to transfer to other institutions, this provides an opportunity to carry over existing credits earned.

Collaboration with and Impact on Other USHE Institutions

Coursework for the program will utilize the same curriculum that was previously available for the Mass Communication emphasis, thus allowing for the same simplicity of articulation of courses to and from other USHE programs, as is spelled out annually at the USHE majors meeting. Since the proposed program is replacing an existing program, the impact on other institutions within the USHE will be minimal. However, the proposed program will provide opportunities for undergraduates to receive focused learning that will enable them to be better prepared as they continue their education in a graduate setting. Thus, the other universities within the USHE will be impacted by being provided more students enrolled in graduate programs.

Benefits

Dixie State University benefits from the proposed program by building a better relationship with the surrounding community. The nature of media allows community members to see first-hand what students are involved with as they produce content. Furthermore, students aid the local community in producing important content, such as news, public relations, and entertainment content. Students in the current program have already been involved in widespread, community-oriented activities that are available to community members. For examples, go to SouthernUtahLive.com (a web site that showcases video and television projects that almost exclusively involve students), DixieSunNews.com (a web site that provides campus and community news and information that is fully student-produced), and DocUtah.com (which was spearheaded by a member of the digital film faculty in the proposed program). Students, staff, and faculty are heavily involved in these programs. Both Dixie State University and USHE as a whole benefit by showcasing to the wider community audience what is being developed and produced by students.

Consistency with Institutional Mission

Dixie State's role is to provide students with opportunities that help achieve their educational and life goals. It does this by fostering and strengthening its programs and by providing a wide variety of educational options to enhance employment opportunities. The proposed program provides a means for DSU to strengthen its current media/communication program by focusing on the relationship between students interested in media and faculty who better fit the needs and desires of those students. With recent (and vast) developments in electronic media, the field of media studies has grown to a point where students can quickly get lost if the program in which they participate is not focused. The proposed degree will focus a

program directly into students' interests and provide them opportunities in their employment pursuits post-college.

Furthermore, the proposed program fits the mission of the University, which is divided into three parts:

1. DSU's first core theme is to have a culture of learning. The proposed program notes changes in media without neglecting theoretical perspectives and analysis that have been at the heart of media studies for decades. Students are presented with opportunities to grow in knowledge, both theoretical and practical, as well as in critical thinking and opinion formation.
2. Core Theme Two seeks a culture of values. Media ethics is at the heart of the proposed program. The program focuses on the ethical decisions that must be made when using the power of media and invites students to fully analyze how their interaction and use of media directly affect others.
3. The last core them in DSU's mission is a culture of community. Media are a source of widespread community involvement. Students who graduate from the proposed program will be taught how to use the power of the media to become more informed citizens, to critique the world around them, and to understand other cultures. Further, the program teaches students how to build community through media's vast distribution.

Section IV: Program and Student Assessment

Program Assessment

The goals of the program are threefold:

1. To provide students an up-to-date, challenging, and rewarding experience in a wide variety of media activities.
2. To balance theory, research, and practical experience to enable future media producers to think critically and ethically as they produce content that affects the lives of a large audience.
3. To enable more dynamic and diverse opportunities to students through multicultural, global, and other perspectives.

Assessment is used to evaluate and plan changes, improvements, and the creation of curricular programs based on evaluation of student learning in relation to program objectives and delivery. Coupled with direct and indirect measures such as evaluation of senior seminar artifacts, exit surveys, and student portfolios, assessment is utilized to collect academic and professional evaluation of students in the translation of competencies into professional experience, academic knowledge of traditional and current trends in the media professions, and in the efficacy of service-learning.

The program will be assessed using a variety of measures. First, all students will be required to complete a capstone experience. The capstone will focus on theoretical foundations, academic and practical research, and practical experience. Students work on the capstone throughout the final two years in the program and will complete the experience during the senior year. Second, all students will generate a portfolio of both academic and practical work. The portfolio will include activities completed as part of coursework, as well as through activities outside the classroom, including those involved in internships and/or practicum. Third, students' academic performance will be assessed from course to course.

Expected Standards of Performance

The standards and competencies listed below were chosen by the faculty in Media Studies. Each competency focuses on different areas that are important for a well-rounded and informed student to carry with them into the professional world, as determined by faculty who have experience both in academia and in professional arenas outside of higher education.

STANDARD OR COMPETENCY	FORMATIVE ASSESSMENT	SUMMATIVE ASSESSMENT
1. The conceptual understanding of mediated communication theories from various traditions and practical understanding of media production, management and consumption with the theories.	Students will be assessed in a series of courses in which they will progress into more detailed levels of understanding within media theory and production. COMM 1050 — Intro to Communication Theory COMM 3060 — Communication Theory	The capstone experience will involve both communication theory (foundation and application) and research. The experience will assess the student's conceptual and practical understanding.
2. The ability to conduct academic research, to explore conceptual issues in mediated communication, and to make academic arguments with established research methods.	Students will be assessed in a series of courses that focus on academic research and argument. COMM 4450 — Communication Research COMM 4980 — Senior Seminar	The basis of the capstone experience will be to conduct academic research and to form academic arguments within that research.
3. The skills to create and promote mediated messages in compliance with technical and aesthetic principles for a variety of purposes based on in-depth analysis of the audience and situation.	All required emphasis courses in each emphasis are directly associated with this competency and provide formative assessment measures within each course.	Students' portfolios will contain examples that were created throughout each student's program. Each example will be evaluated against standards to ensure competency.
4. The ability to apply good reasoning, critical thinking, ethics and problem solving skills to critically evaluate media production and consumption.	Although all courses within the proposed program provide assessment opportunities for this competency, two required courses within the proposed program specifically provide formative assessment: MDIA 3510 — Media Ethics COMM 4260 — Media Law	Both the capstone and the portfolio will demonstrate the student's ability to meet this standard.

5.	The ability to conduct professional research to evaluate efficacy of mediated messages integrating media analytics and metrics into qualitative and quantitative approaches.	Two courses in each emphasis provide formative assessment in this competency: Multimedia Journalism Emphasis: COMM 1380 — Intro to TV Production COMM 4680 — Multimedia Journalism Social Media Emphasis: COMM 3480 — New Social Media COMM 4330 — New Media Applications	The portfolio will include examples of students' ability to conduct the research specified in this competency and will be measured accordingly.
6.	The ability to establish global and cross-cultural perspectives in evaluation of media production, promotion, and consumption.	Four required courses and one emphasis course (in each emphasis) provide formative assessment of this competency: COMM 1050 — Intro. to Comm. Theory COMM 1500 — Intro. to Mediated Comm. COMM 3060 — Communication Theory MDIA 3510 — Media Ethics Multimedia Journalism Emphasis: COMM 4680 — Multimedia Journalism Social Media Emphasis: COMM 2010 — Media and Society	Both the capstone and the portfolio will demonstrate the student's ability to meet this standard.

Section V: Finance

Division Budget

Departmental Data	Current Departmental Budget – Prior to New Program Implementation	Departmental Budget					
		Year 1		Year 2		Year 3	
		Addition to Budget	Total Budget	Addition to Budget	Total Budget	Addition to Budget	Total Budget
Three-Year Budget Projection							
Personnel Expense							
Salaries and Wages	$1,095,812	$15,000	$1,110,812	$17,500	$1,128,312	$20,000	$1,148,312
Benefits	$353,557	$5,000	$358,557	$6,000	$364,557	$7,000	$371,557
Total Personnel Expense	$1,449,368	$20,000	$1,469,368	$23,500	$1,492,868	$27,000	$1,519,868
Non-Personnel Expense							
Travel	$2,695	$100	$2,795	$100	$2,895	$100	$2,995
Capital	$999	$0	$999	$0	$999	$0	$999
Library	$0	$0	$0	$0	$0	$0	$0
Current Expense	$110,908	$2,000	$112,908	$2,000	$114,908	$2,000	$116,908
Total Non-personnel Expense	$114,602	$2,100	$116,702	$2,100	$118,802	$2,100	$120,902
Total Expense (Personnel + Current)	$1,563,970	$22,100	$1,586,070	$25,600	$1,611,670	$29,100	$1,640,770
Departmental Funding							
Appropriated Fund	$1,388,970	$19,600	$1,408,570	$22,600	$1,431,170	$25,600	$1,456,770
Other:							
Special Legislative Appropriation	$0	$0	$0	$0	$0	$0	$0
Grants and Contracts	$0	$0	$0	$0	$0	$0	$0
Special Fees/Differential Tuition	$175,000	$2,500	$177,500	$3,000	$180,500	$3,500	$184,000
Total Revenue	$1,563,970	$22,100	$1,586,070	$25,600	$1,611,670	$29,100	$1,640,770
Difference							
Revenue - Expense	$0	$0	$0	$0	$0	$0	$0
Departmental Instructional Cost/Student Credit Hour* *(as reported in institutional Cost Study for "current" and using the same Cost Study Definition for "projected")*	$106		$107		$109		$111
* **Projected Instructional Cost/Student Credit Hour** data contained in this chart are to be used in the Third-Year Follow-Up Report and Cyclical Reviews required by R411.							

Funding Sources

The previous appropriated funds will continue to be utilized in the delivery of the new program, including faculty and staff, purchasing accounts for equipment and supplies, and scholarship monies used in student programs.

Reallocation

None planned or expected.

Impact on Existing Budgets

No impact on existing budgets is expected as current faculty, staffing, and equipment will support the proposed degree.

Section VI: Program Curriculum

All Program Courses (with New Courses in Bold)

Please note that, apart from MDIA 3510 — Media Ethics, all courses listed below have previously been approved and are currently being offered.
*These ″COMM″ courses will be changed to ″MDIA″ courses if this proposal is approved.

General Education Requirements		
Requirement	Course	Credit Hours
Computer Literacy	CIS 1200 or CIS 1201 or (CS 1400 and CS 1410	0-6
English	ENGL 1010 or ENGL 1010A or ENGL 1010D	0-4
English	ENGL 2010 or ENGL 2010A	3
Information Literacy	LIB 100 or LIB 1010	0-1
Mathematics		3-5
American Institutions		3-6
Life Sciences		3-10
Physical Sciences		3-5
Laboratory Sciences		0-1
Fine Arts		3
Literature/Humanities		3
Social & Behavioral Sciences		3
Exploration		3-5
Global & Cultural Perspectives		0-6

		(can be shared with other GE)
	Sub-Total	30
Course Prefix and Number	Title	Credit Hours
Program Required Courses	Complete all of the following	
COMM 1050*	Intro to Communication Theory	3
COMM 1130*	Writing for Media Audiences	3
COMM 1500*	Intro to Mediated Communication	3
COMM 3060*	Communication Theory	3
MDIA 3510	Media Ethics	3
COMM 4260*	Media Law	3
COMM 4450*	Communication Research	3
COMM 4900R*	Internship	3
COMM 4980*	Senior Seminar	4
	Sub-Total	28
MM Journalism Emphasis	Complete all of the following	
COMM 1380/85*	Intro to TV Production/Lab	2/1
COMM 3530*	Digital Photojournalism	3
COMM 3610*	News and Copy Editing	3
COMM 4640*	Feature Writing	3
COMM 4680*	Multimedia Journalism	3
	OR	
Social Media Emphasis	Complete all of the following	
COMM 2010*	Media and Society	3
COMM 2460*	Intro to New Media Production	3
COMM 3480*	New Social Media	3
COMM 3560*	Visual Communication	3
COMM 4330*	New Media Applications	3

	Sub-Total	15
		3
Elective Courses	Complete three of the following	3
COMM 1560*	Audio for Converged Media	3
COMM 2660*	Intro to Digital Motion Picture Prod	3
COMM 3580*	Public Relations	3
COMM 3590*	Media Management and Sales	3
COMM 4380*	Advanced TV Production/Lab	3
COMM 4580*	Public Relations Case Studies	3
COMM 4790*	Advanced Audio Production	3
	Sub-Total	9
	Total Number of Credits	52
	OR	
Digital Film Production Emphasis		
Required Courses	Complete all of the following	
COMM 1050	Intro to Communication Theory	3
COMM 1130	Writing for Media Audiences	3
COMM 2110	Interpersonal Communication	3
COMM 2700	Voice and Civility in Public Discourse	3
COMM 3510	Ethics in Communication	3
COMM 3560	Visual Communication	3
COMM 3640	Digital Motion Picture Pre-production	3
COMM 3660	Digital Motion Picture Production	2
COMM 3665	Digital Motion Picture Production Lab	1
COMM 3680	Digital Motion Picture Post-	2

	Production	
COMM 3685	Digital Motion Picture Post-Production Lab	1
COMM 4260	Media Law	3
COMM 4900R	Internship	3
COMM 4980	Senior Seminar	4
	Sub-Total	37

Film Production Emphasis Requirements		
COMM 2660	Introduction to Digital Motion Picture production	3
COMM 1500 OR COMM 2010	Intro to Mediated Communication OR Media & Society	3

Complete 9 credits of Film Production electives, including at least one or more of the following Audio Production courses:

COMM 1560	Audio for Converged Media	3
COMM 4790	Advanced Audio Production	3

At least one of the following New Media courses:

COMM 2460	Introduction to New Media Production	3
COMM 3480	New Social Media	3
COMM 3530	Digital Photojournalism	3
COMM 4330	New Media Applications	3

Other Film Production elective:

COMM 2600	Beginning Screenwriting	3
COMM 2800	Special Effects for Motion Pictures	3
COMM 3220	Art Direction/Set Construction	3
COMM 3240	Lighting/Grip for Motion Pictures	3
COMM 3420	Production Design for Motion Pictures	3

COMM 3590	Media Management	3
COMM 3620	Advanced Screenwriting	3
COMM 4100/4105	Documentary Production/Lab	3
COMM 4380/4385	Advanced Television Production/Lab	3
COMM 4640	Feature Writing	3
COMM 4680	Multimedia Journalism	3
COMM 4700-4705	Advanced Digital Film Production/Lab	3
COMM 4790	Advanced Audio Production	3
COMM 4800/4805	Advanced Digital Film Post-Production/Lab	3
Recommended (not required) elective for incoming students:		
COMM 1001	FYE: Communication	1
	Sub-Total	15
	Total Number of Credits	52

Program Schedule for Multimedia Journalism

Fall Semester – Year 1

COMM 1050	Introduction to Communication Theory	3
ENGL 1010	Introduction to Writing	3
LIB 1010	Information Literacy	1
MATH 1040	Introduction to Statistics	3
General Education (Fine Arts)		3
Elective (Any course)		1
	Term Hours	14

Spring Semester – Year 1

CIS 1200	Computer Literacy	3
COMM 1130	Writing for Media Audiences	3
COMM 1500	Introduction to Mediated Communication	3
ENGL 2010	Interim Writing Selected Topics:	3
General Education (Life Sciences / Lab)		3
	Term Hours	15

Fall Semester – Year 2

COMM 4640	Feature Writing	3
COMM 4680	Multimedia Journalism	3
General Education (American Institutions)		3
General Education (Physical Sciences)		3
Elective (Any course)		3
	Term Hours	15

Spring Semester – Year 2

COMM 5330 Digital Photojournalism		3
COMM 3610 News and Copy Editing		3
General Education (Literature/Humanities)		3
General Education (Global and Cultural Perspectives)		3
Elective (Any course)		3
	Term Hours	15

Fall Semester – Year 3

COMM 3510	Media Ethics	3
COMM 1380/85 Intro to TV Production/Lab		3
COMM 3590	Media Management and Sales	3
General Education (Global and Cultural Perspectives)		3
Elective (Any upper-division course)		3
	Term Hours	15

Spring Semester – Year 3

COMM 3060	Communication Theory	3
COMM 4900R	Internship	3
General Education (Exploration)		3
Elective (Any upper-division course)		3
Elective (Any course)		3
	Term Hours	15

Fall Semester – Year 4

COMM 4260	Media Law	3
COMM 4450	Communication Research	3
COMM 4580	Public Relations Case Studies	3
Elective (Any upper-division course)		3
Elective (Any upper-division course)		3
	Term Hours	15

Spring Semester – Year 4

COMM 4980	Senior Seminar	4
COMM 4380	Advanced TV Production/Lab	3
Elective (Any upper-division course)		3
Elective (Any upper-division course)		3
Elective (Any course)		3
	Term Hours	16

Total hours 120

Program Schedule for Social Media

Fall Semester – Year 1

COMM 1050	Introduction to Communication Theory	3
ENGL 1010	Introduction to Writing	3
LIB 1010	Information Literacy	1
MATH 1040	Introduction to Statistics	3
General Education (Fine Arts)		3
Elective (Any course)		1
	Term Hours	14

Spring Semester – Year 1

CIS 1200	Computer Literacy	3
COMM 1130	Writing for Media Audiences	3
COMM 1500	Introduction to Mediated Communication	3
ENGL 2010	Interim Writing Selected Topics:	3
General Education (Life Sciences / Lab)		3
	Term Hours	15

Fall Semester – Year 2

COMM 2010 Media and Society	3
COMM 2460 Intro to New Media Production	3
General Education (American Institutions)	3
General Education (Physical Sciences)	3
Elective (Any course)	3
Term Hours	15

Spring Semester – Year 2

COMM 3480 New Social Media	3
COMM 3560 Visual Communication	3
General Education (Literature/Humanities)	3
General Education (Global and Cultural Perspectives)	3
Elective (Any course)	3
Term Hours	15

Fall Semester – Year 3

MDIA 3510	Media Ethics	3
COMM 4330	New Media Applications	3
COMM 2660	Intro to Digital Motion Picture Production	3
General Education (Global and Cultural Perspectives)		3
Elective (Any upper-division course)		3
	Term Hours	15

Spring Semester – Year 3

COMM 3060	Communication Theory	3
COMM 4900R	Internship	3

General Education (Exploration)	3
Elective (Any upper-division course)	3
Elective (Any course)	3
Term Hours	15

Fall Semester – Year 4

COMM 4260	Media Law	3
COMM 4450	Communication Research	3
COMM 3580	Public Relations	3
Elective (Any upper-division course)		3
Elective (Any upper-division course)		3
	Term Hours	15

Spring Semester – Year 4

COMM 4980	Senior Seminar	4
COMM 4580	Public Relations Case Studies	3
Elective (Any upper-division course)		3
Elective (Any upper-division course)		3
Elective (Any course)		3
	Term Hours	16

Total hours   120

Program Schedule for Digital Film Production

Fall Semester – Year 1

COMM 1050	Introduction to Communication Theory	3
ENGL 1010	Introduction to Writing	3
LIB 1010	Information Literacy	1
MATH 1040	Introduction to Statistics	3
General Education (Fine Arts)		3
	Term Hours	13

Spring Semester – Year 1

CIS 1200	Computer Literacy	3
COMM 1130	Writing for Media Audiences	3
ENGL 2010	Interm Writing Selected Topics:	3
General Education (American Institutions)		3
General Education (Physical Sciences)		3
	Term Hours	15

Fall Semester – Year 2

COMM 2460	Introduction to New Media Production	3
COMM 2660	Introduction to Digital Motion Picture Production	3
General Education (Life Sciences/Lab)		4
General Education (Literature/Humanities)		3
General Education (Exploration)		3
	Term Hours	16

Spring Semester – Year 2

COMM 1500 or 2010	Intro to Mediated Communication Media Society	3
COMM 2110	Interpersonal Communication	3
COMM 3640	Digital Motion Picture Pre-Production	3
General Education (Global and Cultural Perspectives)		3
Elective (Any upper-division course)		3
	Term Hours	15

Fall Semester – Year 3

COMM 2700	Voice and Civility in Public Discourse	3
COMM 3510	Ethics in Communication	3
COMM 3560	Visual Communication	3
COMM 3660	Digital Motion Picture Production	2
COMM 3665	Digital Motion Picture Production Lab	1
General Education (Global and Cultural Perspectives)		3
	Term Hours	15

Spring Semester – Year 3

COMM 3680	Digital Motion Picture Post-Production	2
COMM 3685	Digital Motion Picture Post-Production Lab	1
COMM 4900R	Communication Internship	3
Emphasis Requirement (Film Emphasis Requirement)		3
Elective (Any upper-division course)		3
Elective (Any course)		3
	Term Hours	15

Fall Semester – Year 4

COMM 4260	Media Law	3
COMM Requirement (Audio course (see list above))		3
Emphasis Requirement (Film Emphasis Requirement)		3
Elective (Any upper-division course)		3
Elective (Any course)		3
	Term Hours	15

Spring Semester – Year 4

COMM 3680	Digital Motion Picture Post-Production	2
COMM 3685	Digital Motion Picture Post-Production Lab	1
COMM 4980	Senior Seminar	4
Elective (Any upper-division course)		3

Elective (Any upper-division course)	3
Elective (Any course)	3

Total hours: 120

Section VII: Faculty

Full-Time Faculty

- Randal Chase   PhD, Communication, University of Utah
- Xi Cui   PhD, Communication, Texas A & M University
- David Harris   PhD, Communication, University of Utah
- Richard Rodrick   PhD, Communication, University of Utah
- Eric Young   MEd, Communication Education, Southern Utah University
- Rhiannon Bent   MA, Speech Communication, Washington State University
- Phil Tuckett   Honorary Doctorate, Dixie State University; BS, Weber State University

Part-Time and Adjunct Faculty

- Bruce Bennett   BA, Fresno State University; completing MA, Southern Utah University
- Kristin Hunt   PhD, University of Idaho
- Bryan Jacobs   MPC, Westminster College
- Jennifer Kohler   MFA, Screenwriting, University of Nevada Las Vegas
- David Malykont   BS, The Brooks Institute
- Brian Strasmann   MS, Grand Canyon University