Appendix G: Abbreviated Template

Instructions:

* The Abbreviated Template should be used for those items identified as needing the Abbreviated Template in R401-4 and R401-5 and listed as possible items to check on the Cover/Signature Page below.
* An Abbreviated Template consists of a Cover/Signature Page – Abbreviated Template and Program Request – Abbreviated Template.
	+ Cover/Signature Page – Abbreviated Template: Complete the items requested at the top of the page, INCLUDING SELECTING A CIP CODE. Check which type(s) of item(s) apply.
	+ Program Request – Abbreviated Template: Complete the sections requested, removing the descriptive italics and replacing them with the content of the proposal.
* Prepare the Abbreviated Template per R401-6 instructions as a Word document (no PDF formats). Begin each of the two sections (Cover/Signature Page and Program Request) at the top of a new page. When *descriptions of the content required for each section appear in this font color,* the descriptive italics are to be removed and replaced with the institutional content before the institution submits the proposal to the OCHE.
* The CAO or his/her designated representatives should e-mail the completed Abbreviated Template (including electronic signature) to academicaffairs@ushe.edu.
* The institution is responsible for maintaining a record of the submission as the OCHE Academic and Student Affairs office is not responsible for storing electronic copies of submitted proposals.

Cover/Signature Page - Abbreviated Template/Abbreviated Template with Curriculum

Institution Submitting Request: Dixie State University

Proposed Title: Social Media Emphasis in the to-be Degree in Media Studies

Currently Approved Title: Current Program or Unit Title -- if name change

School or Division or Location: School of Business and Communication, within the to-be Communication Division

Department(s) or Area(s) Location: The to-be Department of Media Studies

Recommended Classification of Instructional Programs (CIP) Code[[1]](#footnote-2) (for new programs): 09.0702

Current Classification of Instructional Programs (CIP) Code (for existing programs): 00.0000

Proposed Beginning Date (for new programs): 07/01/2015

Institutional Board of Trustees’ Approval Date: MM/DD/YEAR

**Proposal Type (check all that apply):**

|  |
| --- |
| **Regents’ General Consent Calendar Items** |
| *R401-5 OCHE Review and Recommendation; Approval on General Consent Calendar* |
| **SECTION NO.** | **ITEM** |
| **5.1.1** | [ ]  | Minor\* |
| **5.1.2** | [x]  | Emphasis\* |
| **5.2.1** | [ ]  | (CER P) Certificate of Proficiency\*  |
| **5.2.3** | [ ]  | (GCR) Graduate Certificate\* |
| **5.4.1** | [ ]  | New Administrative Unit |
| [ ]  | Administrative Unit Transfer |
| [ ]  | Administrative Unit Restructure |
| [ ]  | Administrative Unit Consolidation |
| **5.4.2** | [ ]  | Conditional Three-Year Approval for New Centers, Institutes, or Bureaus |
| **5.4.3** | [ ]  | New Center |
| [ ]  | New Institute |
| [ ]  | New Bureau |
| **5.5.1** | [ ]  | Out-of-Service Area Delivery of Programs |
| **5.5.2** | [ ]  | Program Transfer |
| [ ]  | Program Restructure |
| [ ]  | Program Consolidation |
| **5.5.3** | [ ]  | Name Change of Existing Programs |
| **5.5.4** | [ ]  | Program Discontinuation |
| [ ]  | Program Suspension |
| **5.5.5** | [ ]  | Reinstatement of Previously Suspended Program |
| [ ]  | Reinstatement of Previously Suspended Administrative Unit |

Chief Academic Officer (or Designee) Signature:

I certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Date: *MM/DD/YEAR*

Printed Name: *Name of CAO or Designee*

Program Request - Abbreviated Template

Dixie State University

Bachelor of Science in Media Studies — Social Media Emphasis

07/01/2015 (Beginning)

Section I: Request

This proposal is for the addition of an emphasis in social media to the proposed degree in media studies.

Section II: Need

The current state of technology and marketing in the world necessitates graduates who are well versed in the social media discipline, not only from a use standpoint, which many younger people already have these skills, but from a critical and evaluative standpoint. Furthermore, graduates who wish to obtain employment in the public relations and marketing arenas must have proper knowledge regarding how social media impacts the citizenry and can be used to spread needed information.

Although there are similar programs in the USHE (Electronic Media, Weber State University; Broadcast/Electronic Media, Utah State University), there are currently no programs that specifically focus on social media, which is a vast and ubiquitous media form in the world today. Like journalism, which is well known as a focused undergraduate degree, social media is both a profession and a valued media form that can significantly impact audiences’ opinions. Graduates need to have focused knowledge and training in this field.

Section III: Institutional Impact

The proposed emphasis focuses the existing offerings in the to-be-split communication department at DSU. Thus, the affect to other instructional programs will be minimal. Further, administrative structures and the organizational structure within the institution will not be affected by approval of this emphasis. Finally, no equipment or facilities commitments are required.

Section IV: Finances

As this is a realigning of existing offerings, no budget changes are anticipated.

Section V: Program Curriculum

All Program Courses (with New Courses in Bold)

\*These ”COMM” courses will be changed to ”MDIA” courses if this proposal is approved.

| Course Prefix and Number | Title | Credit Hours |
| --- | --- | --- |
| 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 |
| 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 | 43 |
|  |  |  |
| 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 |

Program Schedule

Year 1

Fall Semester

COMM 1001 FYE: Communication 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 15

Spring Semester

CIS 1200 Computer Literacy 3

COMM 1130 Writing for Media Audiences 3

COMM 1500 Introduction to Mediated Communication 3

ENGL 2010 Interm Writing Selected Topics: 3

General Education (Life Sciences / Lab) 4

Term Hours 16

Year 2

Fall Semester

MDIA Emphasis (Required course (see list above)) 3

MDIA Emphasis (Required course (see list above)) 3

General Education (American Institutions) 3

General Education (Physical Sciences) 3

Elective (Any course) 3

Term Hours 15

Spring Semester

MDIA Emphasis (Mediated Comm. Emphasis Elective) 3

MDIA Emphasis (Required course (see list above) 3

General Education (Literature/Humanities) 3

General Education (Global and Cultural Perspectives) 3

Elective (Any course) 3

Term Hours 15

Year 3

Fall Semester

MDIA 3510 Media Ethics 3

MDIA Emphasis (Required Course (see list above)) 3

MDIA Emphasis (Required Course (see list above)) 3

General Education (Global and Cultural Perspectives) 3

Elective (Any course) 3

Term Hours 15

Spring Semester

MDIA 3060 Communication Theory 3

MDIA 4900R Internship 3

General Education (Exploration) 3

Elective (Any upper-division course) 3

Elective (Any course) 3

Term Hours 15

Year 4

Fall Semester

COMM 4260 Media Law 3

COMM 4450 Communication Research 3

MDIA Emphasis (Mediated Comm. Emphasis Elective) 3

Elective (Any upper-division course) 3

Elective (Any upper-division course) 3

Elective (Any upper-division course) 3

Term Hours 18

Spring Semester

COMM 4980 Senior Seminar 4

MDIA Emphasis (Mediated Comm. Emphasis Elective) 3

Elective (Any upper-division course) 3

Elective (Any upper-division course) 3

Elective (Any course) 3

Term Hours 16

Total hours 125

1. [↑](#footnote-ref-2)