

# Cover Sheet: Request 11347

## Journalism Degree Plan Changes

### Info

Process	Major Curriculum Modify Ugrad/Pro
Status	Pending
Submitter	Spiker, Theodore D tspiker@jou.ufl.edu
Created	12/12/2016 3:35:42 PM
Updated	1/12/2017 8:49:19 PM
Description of request	<p>We are making a number of small but significant adjustments to our coursework and curriculum to better prepare our students for today's changing journalism and media industries. All specific course changes will be uploaded through the appropriate UCC forms.</p> <p>(A 4-semester plan has been worked out. Transfer students will be able to fulfill requirements.)</p>

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Journalism 012304000	Spiker, Theodore D		12/12/2016
No document changes					
College	Approved	JOU - College of Journalism and Communications	Weigold, Michael Fredrick		12/16/2016
No document changes					
University Curriculum Committee	Comment	PV - University Curriculum Committee (UCC)	Cacciatore, Amber S	Added to the January agenda.	12/19/2016
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			12/19/2016
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
Academic Assessment Committee Notified					
No document changes					
College Notified					

<b>Step</b>	<b>Status</b>	<b>Group</b>	<b>User</b>	<b>Comment</b>	<b>Updated</b>
No document changes					

# Major|Modify\_Curriculum for request 11347

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**Form version:** 1

## Responses

**Major Name** Journalism

**Major Code** JM

**Degree Program Name** Journalism

**Effective Term** Earliest Available

**Effective Year** Earliest Available

### Proposed Changes

- REMOVE JOU3109C as a prereq to JOU 3101 and JOU courses where it is listed (JOU3212, 3213, 3346L)
- REQUIRE JOU3346L Multimedia Reporting of all JOU students.
- INCREASE CREDITS of JOU 3346L to 3 (currently 1).
- MAKE MMC 2121 Writing Fundamentals a class that can be taken concurrently or before JOU 3101 Reporting
- CHANGE the JOU3346L coreq now listed as JOU3101 Reporting to making JOU3101 Reporting and VIC 3001 Sight, Sound and Motion a prereq of JOU3346L Multimedia Reporting.
- REQUIRE all students to complete a 2-course sequence in the 3000- and 4000-level JOU courses from the prescribed list or design a progressive sequence of their own with permission of the department chair
- CHANGE name of JOU4950 from "Applied Online Journalism" to "Applied Journalism."
- REPLACE Capstone requirement where students choose from a number of courses to JOU4950 Applied Journalism.
- CHANGE prereq of JOU4950 to "JOU3346L, 4JM designation and earning passing grade in at least one of the following: JOU4123, JOU4308, JOU3305, JOU4604, JOU4313C, JOU4201, JOU3213 OR permission of the department chair."
- REMOVE prereq of JOU4201 from JOU4008 Journalism Studies, JOU4447C Applied Magazines, JOU4510 Magazine Management and Publication
- REMOVE JOU4201 from list of required courses for JOU majors
- CHANGE name of JOU4202: Advanced Editing and Design to JOU4202: Advanced

## News Center Practicum

- CHANGE prereq designation of MMC 4200 from 4JM to 3JM designation
- REQUIRE a new 1-credit numeracy course

(NOTE: Does not have an effect on students in Sports and Media specialization)

## **Pedagogical Rationale/Justification** Curriculum Changes: JOURNALISM

### Overview

The degree plan changes are being made to better prepare students with skills for today's various media industries, primarily through the inclusion of a common capstone and a two-course specialized sequence. To do so, we are using existing courses, modifying the order of courses, tweaking existing courses and prereqs, and adding a new course. In addition, we are cleaning up some outdated prereqs. Below lists the changes:

**Impact on Enrollment, Retention, Graduation** We do not anticipate that this will change graduation. We do believe that with these changes (to make the major more relevant) we will increase enrollment and have high retention rates.

Specially, having a two-course sequence allows students to specialize in topics that are relevant to today's various journalism, media, and communications industries. And having a common capstone in which students work in small teams also mimics today's media work landscape, reinforcing our curriculum's relevancy and currency.

**Assessment Data Review** Low scores in SLO data regarding journalism students' understanding of numeracy facilitated a need for inclusion of a required 1-credit class in numeracy for media and journalism professionals. For example, only 11% of students met or exceeded the standard of scoring 70 percent or higher on an assessment measuring basic knowledge of data numeracy.

Low scores in SLO data regarding journalism students' ability to use multiple element to produce a relevant story for publication facilitated a reconfiguration of curriculum progression and need for more intermediate and advanced work. For example, only 62% of students in Fall 2015 met or exceeded a standard measuring ability to publish relevant and timely stories.

**Academic Learning Compact and Academic Assessment Plan** We will have to move our assessment sample from JOU 4201 course (now required, but no longer required) to MMC 3346 (an intermedia course to be required). As an intermedia step, this will let us better assess SLOs and make adjustments in curriculum as necessary.

## Journalism

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*The Department of Journalism consistently ranks among the best journalism programs in the country. It is housed in a college professionally accredited by the Accrediting Council for Education in Journalism and Mass Communication. The department's mission is to teach the art and craft of journalism and to foster an appreciation for accuracy, fairness, truth and diversity.*

### About This Major

- **College:** Journalism and Communications
- **Degree:** Bachelor of Science in Journalism
- **Credits for Degree:** 124
- **Minor:** No
- [Academic Learning Compact](#)
- [Website](#)

[Critical Tracking Recommended Semester Plan](#)

### Overview

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The courses enable students to develop their storytelling talent - in words or visuals - and prepare them for careers in all kinds of media professions, including as writers, photographers, editors, designers, multimedia storytellers, and more. The flexible curriculum allows students to work in all kinds of traditional and new media platforms. Excellent writing skills are essential. Graduates of the program work with major journalism and media companies and have won prolific honors, including the Pulitzer Prize.

In this curriculum, core courses offer students foundational skills and professional electives and capstones allow students to develop strengths and specialization in one or more areas.

[Back to Top](#)

## Coursework for the Major

### Required Core Coursework

#### Credits: 32

- JOU 3101 Reporting \* (3)
- JOU ~~3409C-3346L~~ Multimedia ~~Writing-Reporting~~ \* (3)
- JOU 3110 Applied Fact Finding \* (3)
- ~~JOU 4201 News Center Practicum \* (3)~~
- MMC 2604 Mass Media and You \* (3)
- MMC 2121 Writing Fundamentals for Communicators \* (3)
- MMC 3030 Personal Branding for Communicators \* (1)
- ~~MMC 3203 Ethics and Problems in Mass Communications \* (3)~~
- ~~MMC 3254 Media Entrepreneurship (1)~~
- MMC 4200 Law of Mass Communication (3)
- VIC 3001 Sight, Sound and Motion \* (4)
- ~~Capstone Course JOU 4950 Applied Journalism\* (3)~~
- ~~MMC XXXX Data Literacy for Communicators (1)~~
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#### Pre-Approved Two-Course Sequences

#### Credits: 6

- ~~Professional electives: 19 credits \*~~

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### Capstone Courses, by Emphasis Area

<u>Course 1</u>	<u>Course 2</u>
<u>JOU 4111 Advanced Reporting</u>	<u>JOU 4123 Investigative Reporting</u>
<u>JOU 4308 Magazine and Feature Writing</u>	<u>JOU 4311 Advanced Magazine Writing OR</u> <u>JOU 4447C Applied Magazines</u>
<u>JOU 3305 Data Journalism</u>	<u>JOU 4930 Data Visualization</u>
<u>JOU 4604 Advanced Photojournalism 1</u>	<u>JOU 4605 Advanced Photojournalism 2 OR</u> <u>JOU 4930 Video Storytelling</u>
<u>JOU TBD Intro to Web Apps for Communicators</u>	<u>JOU TBD Advanced Web Apps for Communicators</u>
<u>JOU 4930 Audience Engagement</u>	<u>JOU 4930 Advanced Social Media</u>
<u>JOU 4201 News Center Practicum</u>	<u>JOU 4202 Advanced News Center Practicum</u>
<u>JOU 3213 Design</u>	<u>JOU 4214 Advanced Design</u>
<u>Specialized reporting/writing course 1</u>	<u>Specialized reporting/writing course 2</u>

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Selecting an area of emphasis does not preclude students from taking courses in other areas.

Students are able to create personalized degree plans in collaboration with an advisor.

\* Minimum grades of C are required in all journalism courses.

## **Electives: 14 credits**

Students may take any other courses in the College of Journalism and Communications to count as electives, including other courses in two-course sequences. Students are encouraged to work with faculty members to construct electives that best meet career goals.  
Up to six credits of professional internship credit may count toward graduation.

[JOU 3109C Multimedia Writing](#)

[JOU 3184 Beat Reporting](#)

[JOU 3212 Magazine Design](#)

[JOU 3213 Design](#)

[JOU 3305 Data Journalism](#)

[JOU 3601 Photographic Journalism](#)

[JOU 3920 Professional Practice](#)

[JOU 4004 History of Journalism](#)

[JOU 4008 Journalism Studies](#)

[JOU 4111 Advanced Reporting](#)

[JOU 4121 Journalism Research](#)

[JOU 4123 Investigative Reporting](#)

[JOU 4201 News Center Practicum](#)

[JOU 4202 Advanced News Center Practicum](#)

[JOU 4214 Advanced Design](#)

[JOU 4301 Literary Journalism](#)

[JOU 4308 Magazine and Feature Writing](#)

[JOU 4311 Advanced Magazine Writing](#)

[JOU 4313C Sports Reporting](#)

[JOU 4342 Reporting and Writing for Online Media](#)

[JOU 4447C Applied Magazines](#)

[JOU 4510 Magazine Management and Publication](#)

[JOU 4603 Specialized Journalistic Photography](#)

[JOU 4604 Advanced Photographic Journalism 1](#)

[JOU 4605 Advanced Photographic Journalism 2](#)

[JOU 4700 Problems and Ethics of Journalism in Society](#)

[JOU 4905 Individual Problems in Journalism](#)

[JOU 4910 Journalism Undergrad Research](#)

[JOU 4930 Special Study in Journalism](#)

[JOU 4940 Journalism Internship](#)

[MMC XXXX Web Apps for Communicators](#)

[MMC XXXX Advanced Web Apps for Communicators](#)

[MMC 3254 Media Entrepreneurship](#)

[MMC 3260 Communications on the Internet](#)

[MMC 3420 Consumer and Audience Analytics](#)

[MMC 3614 Media and Politics](#)

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[MMC 3702 Rock 'n Roll and American Society](#)  
[MMC 3703 Sports Media and Society](#)  
[MMC 4302 World Communications Systems](#)  
[MMC 4341L Advanced Online Media Production](#)  
[PGY 3610 Survey of Photojournalism](#)  
[ADV 3008 Principles of Advertising](#)  
[PUR 3000 Principles of Public Relations](#)  
[RTV 3405 Television and American Society](#)  
[Other courses in ADV, PUR, and RTV may be taken with department approval](#)

• ~~Editing- JOU 4202 Advanced Editing and Design~~

**To graduate with this major, students must complete all university, college and major requirements.**

Equivalent critical-tracking courses as determined by the State of Florida [Common Course Prerequisites](#) may be used for transfer students.

### Semester 1

- 2.0 GPA on all work at all institutions and complete 1 of 6 critical tracking courses: MMC 1009, ENC 1102, MMC 2604, STA 2023, ECO 2013, JOU 3101~~9e~~

### Semester 2

- Complete an additional 2 of 6 critical-tracking courses:
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

### Semester 3

- Complete 2 additional critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

### Semester 4

- Complete all critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

[Back to Top](#)

### Recommended Semester Plan

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To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold.

Semester 1		Credits
AMH 2020 United States since 1877 ( <a href="#">State Core GE-S</a> )		3
IUF 1000 What is the Good Life (GE-C) *		3
ENC 1101 Expository and Argumentative Writing ( <a href="#">State Core GE-C</a> ) *		3
<b>MMC 1009 Introduction to Media and Communications *</b>		1
THE 2000 Theatre Appreciation or ARH 2000 Art Appreciation		3
Mathematics ( <a href="#">State Core GE-M</a> ) *		3
	Total	16
Semester 2		Credits
MUL 2010 Introduction to Music Literature (GE-H) (N)		3
<b>ENC 1102 Argument and Persuasion *</b>		3
MMC 2121 Writing Fundamentals for Communicators *		3
Biological or Physical Science (State Core GE-B/P)		3
<b>MMC 2604 Mass Media and You</b>		3
	Total	15
Semester 3		Credits
CPO 2001 Comparative Politics or INR 2001 Introduction to International Relations or POS 2112 American State and Local Government (preferred) (GE-S)		3
<b>JOU 3109C Multimedia Writing-JOU 3101 Reporting*</b>		3
Biological or Physical Science (GE-B/P) *		3
<a href="#">VIC 3001 Sight, Sound and Motion *</a>		4
<del>SPC 2608 Introduction to Public Speaking or ORI 2000 Oral Performance of Literature 1 *</del>		<del>3</del>
<del>STA 2023 Introduction to Statistics 1 (GE-M) *</del>		<del>3</del>
Foreign language * or quantitative option		3

	Total	<b>168</b>
<b>Semester 4</b>		<b>Credits</b>
POS 2041 American Federal Government (GE-S)		3
<del>JOU 3346L Multimedia Reporting</del> <del>JOU 3101 Reporting</del> *		3
JOU 3110 Applied Fact Finding *		3
<b>ECO 2013 Principles of Macroeconomics (GE-S)</b>		4
Foreign language * or quantitative option		3
	Total	16
<b>Semester 5</b>		<b>Credits</b>
<del>MMC TBD Data Literacy for Communicators</del> *		<u>1</u>
<del>JOU 4201 News Center Practicum</del> *		<u>3</u>
MMC 3030 Personal Branding *		1
<del>VIC 3001 Sight, Sound and Motion</del> *		4
<u>SPC 2608 Introduction to Public Speaking or</u> <u>ORI 2000 Oral Performance of Literature 1</u> *		<u>3</u>
<u>STA 2023 Introduction to Statistics 1 (GE-M)</u> *		<u>3</u>
Outside concentration		3
<u>First JOU specialization course</u> *		<u>3</u>
Professional electives *		<u>54</u>
	Total	<u>186</u>
<b>Semester 6</b>		<b>Credits</b>
MMC 3203 Ethics and Problems in Mass Communications		3
<u>Second JOU specialization course</u>		<u>3</u>
Outside concentration		3
<u>MMC 3254 Media Entrepreneurship</u> *		<u>1</u>
Professional electives *		<u>95</u>

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Total 15

For semesters 7-8, students must complete two professional courses.

Semester 7	Credits
Elective outside college	3
English elective (WR-6) *	3
<u>MMC 4200 Law of Mass Communication</u>	<u>3</u>
Outside concentration	3
Professional electives *	5
Total	14

Semester 8	Credits
JOU <del>capstone course</del> 4950 Applied Journalism *	3
<u>MMC 4200 Law of Mass Communication</u>	<u>3</u>
Electives outside college	5
Outside concentration	3
Total	14

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**Professional Electives: 19 credits\***

JOU 3184 Beat Reporting	3
JOU 3411 Design	3
JOU 3413 Magazine Design	3
JOU 3601 Photojournalism	3
JOU 4004 History of Journalism	3
JOU 4121 Journalism Research	3
JOU 4301 Literary Journalism	3

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JOU 4302 Public Opinion and Editorial Analysis	\$	Formatted: Level 3, Space Before: 11.25 pt, Line spacing: At least 13.95 pt, Pattern: Clear (White)
JOU 4308 Magazine and Feature Writing	\$	Formatted: Level 3, Space Before: 11.25 pt, Line spacing: At least 13.95 pt, Pattern: Clear (White)
JOU 4313C Sports Reporting	\$	Formatted: Level 3, Space Before: 11.25 pt, Line spacing: At least 13.95 pt, Pattern: Clear (White)
JOU 4341 Reporting and Writing for Online Media	\$	Formatted: Level 3, Space Before: 11.25 pt, Line spacing: At least 13.95 pt, Pattern: Clear (White)
JOU 4510 Magazine Management	\$	Formatted: Level 3, Space Before: 11.25 pt, Line spacing: At least 13.95 pt, Pattern: Clear (White)
JOU 4603 Specialized Journalistic Photography	\$	Formatted ...
JOU 4604 Advanced Photojournalism 1	\$	Formatted ...
JOU 4905 Independent Study	\$	Formatted ...
JOU 4930 Special Study in Journalism	\$	Formatted ...
JOU 4943 Photojournalism Practicum	\$	Formatted ...
JOU 4940 Internship	\$	Formatted ...
MMC 3260 Communications on the Internet	\$	Formatted ...
MMC 3703 Sports Media and Society	\$	Formatted ...
MMC 3614 Media and Politics	\$	Formatted ...
MMC 4302 World Communication Systems	\$	Formatted ...
MMC 4341L Advanced Online Media Production	\$	Formatted ...
PGY 3610 Survey of Photojournalism	\$	Formatted ...

~~RTV 3405 Television and American Society~~



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~~RTV 3411 Race, Gender, Class and the Media~~



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\* Minimum grade of C required in these courses.



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### Equipment Requirement

All students who major in journalism are required to own a Mac laptop computer with the appropriate software, a digital audio recorder and a digital camera.

[Equipment requirement details.](#)

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