

# REAL Curriculum Program Alignment Proposal

Department or School: School of Communication

Date: 29 January 2021

Degree type:  BS  BA  BBA  BSN  BM  BFA  BSW  Minor  Certificate

Program: Media Studies - Advertising

REAL Area Program Designation Sought (check all that apply):  R  E  A  L

Dept/School Contact: Sandy French, sfrench5@radford.edu

Completion of a minimum of two semesters of one language in a foreign/sign language program. Students will be placed in the appropriate level of their chosen language depending on their previous foreign language experience and on the placement examination results as determined by the Foreign

BS/BA Requirements: Language department.

- Any degree program that fulfills a REAL area must include at least 9 unique credit hours for each area covered. At least 3 of these 9 credit hours must be at the 300 level or above
- A single major degree program may fulfill no more than three REAL areas for any one student, unless all four REAL areas are fulfilled by accreditation or licensure requirements.
- A single minor or certificate degree program may fulfill no more than two REAL areas.
- Degree program may cover up to two REAL areas using a single prefix.
- All courses documenting the coverage of a REAL area must fulfill all learning outcomes and be designated in that area.
- All courses that document fulfillment of a REAL area within a degree program of study are NOT required to be taught by the department/school. However, departments/schools are expected to formally communicate with other departments about reliance on and inclusion of courses in their degree program plans of study. Indicate this through signature of chair or director of the partnering department or school in the areas below.
- Departments or schools that seek to fulfill REAL areas must acknowledge assessment requirements for those areas. Assessment of degree seeking students is required to be conducted yearly by the department or school offering the degree program.
- If departments or schools want to use a menu of courses to fulfill a particular area, please duplicate the sections below for each REAL area and include information for each course included in the menu of options.
- Please save this file for submission as PROGRAM NAME\_ProgramType.docx (Example: Criminal Justice\_BS.docx)

**By signing, the department/school acknowledges the above conditions and considerations:**

Dept/School Signature	Date:
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**Official Program Description:**

Please paste the entire official program description from the Radford University catalog in the space within this box. Find those here: <https://catalog.radford.edu/>

Please note that every department/school will have to submit a catalog change proposal for program that asks the Registrar's Office to insert language about the program coverage of the REAL areas into the official Radford University catalog upon approval.

Media Studies, B.A.

Advertising Concentration

Journalism Concentration

Production Technology Concentration

Media Studies Major

The Media Studies Major is designed for students with an interest in media or other related communication fields. Majors may earn either a Bachelor of Arts or a Bachelor of Science degree and, in addition to core courses, must select one of three concentrations: Advertising, Journalism, or Production Technology.

Students are encouraged to select one of the concentrations no later than the second semester of their sophomore year.

All majors in Media Studies must complete: 1) 43-45 hours of University Core Curriculum requirements; 2) the 6 to 8-hour B.S. requirement or the 6 to 8-hour B.A. requirement; 3) 6 hours of the School of Communication Core Requirements and 36 hours of a concentration in Advertising, Journalism, or Production Technology; and 4) elective courses for a total of 120 hours. Students must take 300-level and above courses for at least 6-credits of their media studies electives. A minor is strongly recommended.

Core Curriculum Requirements (30-36 credits)

In College Core B, all majors in programs in the College of Humanities and Behavioral Sciences are required to pass a second course in Social and Behavioral Sciences; i.e., CHBS majors cannot fulfill College Core B requirements with a Health and Wellness course.

B.A. Requirements (6-8 credits)

The Bachelor of Arts degree requires completion of the B.A. language requirements described here.

School of Communication Core (6 credits)

Students in the School of Communication must complete these two courses with a grade of "C" or higher.

COMS 130 - Introduction to Communication

COMS 330 - Communication Theory

Concentrations

Advertising Concentration

The Advertising Concentration prepares students for positions in advertising by providing both theoretical and aesthetic elements as well as skills in the production of advertisements in a variety of media.

Total required hours for the concentration (36 credits)

Required Courses (27 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 173 - Introduction to Advertising and IMC

COMS 223 - Advertising Copywriting \*

COMS 226 - Digital Imaging

COMS 231 - Research Methods in Communication

COMS 373 - Advertising Media Planning

COMS 400 - Communication Law and Ethics

COMS 473 - Advertising Production

COMS 483 - Applied Strategic Communication Campaigns

COMS 499 - Communication Internship \*\*

Note:

\*Advertising concentration students must complete COMS 223 with a grade of "C" or higher.

**\*\*Students wishing to complete an internship must have a 2.0 GPA in the major and must apply and interview for the privilege of participating in an internship experience.**

Electives (9 credits)

Choose nine credit hours of elective credits from School of Communication courses. Six of those hours must be at the 300 or 400 level.

Recommended Courses Outside Major:

ARTS 261 - Photography I

ARTG 280 - Introduction to Graphic Design

ARTG 281 - Graphic Design Production Techniques

ARTS 361 - Stop Motion Animation

ARTG 480 - Publication Design

ARTG 485 - Portfolio Preparation and Studio Management for Graphic Designers

COMS 225 - Introduction to Public Relations

COMS 333 - Persuasion

COMS 408 - Public Relations Management

COMS 411 - Public Relations Media and Campaigns

COMS 433 - Communication and Social Change

ENGL 306 - Professional Writing

ENGL 307 - Business Writing

ENGL 309 - Fiction Writing

ENGL 406 - Topics in Professional Writing

ENGL 407 - Professional Editing

ENGL 409 - Advanced Fiction Writing

MKTG 340 - Principles of Marketing

MKTG 341 - Advertising Strategy

MKTG 343 - Retailing

MKTG 442 - International Business

MKTG 452 - International Marketing

PSYC 282 - Consumer Psychology

PSYC 343 - Social Psychology

PSYC 361 - Psychology of Personality

PSYC 377 - Introduction to Sensation and Perception

Journalism Concentration

The Journalism Concentration prepares students for careers in researching, writing, preparing and disseminating public information through conventional and digitally-transmitted media, including newspapers, magazines, the Internet, radio, television, and cable.

Total required hours for the concentration (36 credits)

Required Courses (27 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 104 - Basic News Writing \*

COMS 204 - News Reporting \*

COMS 226 - Digital Imaging

COMS 146 - Media Production 1: Foundations or

COMS 236 - Publication Planning and Design

COMS 304 - Electronic News Gathering

COMS 326 - Web Production

COMS 400 - Communication Law and Ethics

COMS 404 - Specialized Journalism

COMS 481 - Journalism Portfolio

Note:

\*Journalism concentration students must complete COMS 104 and COMS 204 with a grade of "C" or higher.

Electives (9 credits)

Choose 9 credit hours of elective credits from School of Communication courses. Six (6) of these credit hours must be at the 300 or 400 level.

#### Recommended Courses Outside Major

Some of which may satisfy Core Curriculum requirements:

CRJU 100 - Introduction to Criminal Justice

CRJU 233 - Courts and the Criminal Process

CRJU 235 - Police and Society

CRJU 315 - Constitutional Rights and the Criminally Accused

CRJU 320 - Criminal Investigative Theory

CRJU 360 - Criminal Law and Evidence

ECON 101 - Economics in Everyday Life

ECON 105 - Principles of Macroeconomics

ECON 106 - Principles of Microeconomics

ENGL 306 - Professional Writing

ENGL 307 - Business Writing

ENGL 406 - Topics in Professional Writing

ENGL 407 - Professional Editing

GEOG 103 - Introduction to Human Geography

HIST 316 - Colonial Latin America (GL) (WI)

HIST 355 - American Social History II (US) (WI)

HIST 364 - American Slavery (US) (WI)

GEOS 241 - Environmental Regulation

#### Production Technology Concentration

The Production Technology Concentration prepares students for positions in creative production in corporate, industrial and professional environments, utilizing the Web, multimedia, radio, television, and field production.

Total required hours for the concentration (36 credits)

Required Courses (27 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 146 - Media Production 1: Foundations

COMS 226 - Digital Imaging

COMS 246 - Media Production 2A: Audio \*

COMS 247 - Media Production 2B: Writing \*

COMS 346 - Media Production 3A: Cinematography

COMS 347 - Media Production 3B: Editing

COMS 400 - Communication Law and Ethics

COMS 446 - TV Studio Production

COMS 482 - Production Technology Portfolio

Note:

\*Production Technology concentration students must complete COMS 246 and COMS 247 with a grade of "C" or higher.

Electives (9 credits)

Choose 9 credit hours of elective credits from School of Communication courses. Six (6) of these credit hours must be at the 300 or 400 level.

Recommended Courses Outside Major

Some of which may satisfy Core Curriculum requirements:

ARTS 261 - Photography I

ARTG 280 - Introduction to Graphic Design

ARTG 281 - Graphic Design Production Techniques

ARTS 360 - Video Art

ARTS 361 - Stop Motion Animation

ARTG 382 - Branding Design

ARTG 480 - Publication Design

ARTG 485 - Portfolio Preparation and Studio Management for Graphic Designers

ENGL 306 - Professional Writing

ENGL 307 - Business Writing

ENGL 407 - Professional Editing

MUSC 104 - Survey of the Music Industry

MUSC 127 - Introduction to Computer Music

MUSC 227 - Computer Music Applications

MUSC 308 - Social Media in the Music Industry

MUSC 373 - Computer Music Composition

THEA 180 - Introduction to World Cinema

THEA 236 - Makeup I

THEA 350 - Directing I

THEA 480 - Film Theory and Criticism

THEA 482 - Documentary/Nonfiction Film

#### Graduation Requirements

To graduate with a major in Media Studies, a student must have a grade point average of 2.25 or higher for all courses taken with a COMS prefix.



## SCIENTIFIC AND QUANTITATIVE REASONING

<p><b>R Area:</b>  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
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<p><b>R Area:</b>  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be)</p>	

<p><b>R Area:</b>  Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.</p>	
<p>Learning Outcome 1: Students apply scientific and quantitative information to test problems and draw conclusions.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students evaluate the quality of data, methods, or inferences used to generate scientific and quantitative knowledge.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## HUMANISTIC OR ARTISTIC EXPRESSION

<p>E Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>E Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>E Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>E Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be)</p>	

<p>E Area:  Learning Goal: To explore humanistic or artistic expression through inquiry or creativity.</p>	
<p>Learning Outcome 1:  Students demonstrate understanding of diverse ideas, languages, products, or processes of humanistic inquiry or artistic expression.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students critically evaluate, synthesize, or create forms of human expression or inquiry.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

CULTURAL OR BEHAVIORAL ANALYSIS

<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
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<p><b>A Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be)</b></p>	

<p><b>A Area:</b>                  Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s).</p>	
<p>Learning Outcome 1: Students describe behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students analyze the interactions of behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## APPLIED LEARNING

<p>L Area:  Course Prefix: COMS  Course Number: 173  Course Title: Introduction to Advertising &amp; IMC  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 60</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area:  Course Prefix: COMS  Course Number: 373  Course Title: Advertising Media Planning  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 20</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area:  Course Prefix: COMS  Course Number: 483  Course Title: Applied Strategic Communication Campaigns  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 50</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be)</p>	

<p>L Area:  Learning Goal: To explore professional practice through the application of knowledge, skills, and critical reflection.</p>	
<p>Learning Outcome 1: Students apply acquired knowledge and skills to develop professional identity or professional practice.</p>	<p>The School of Communication will explore the use of the university-wide REAL assessment program to assess learning outcomes for the Bachelor of Arts in Media Studies, Advertising concentration.</p>
<p>Learning Outcome 2: Students critically reflect on their learning, abilities, experiences, or role within professional contexts.</p>	<p>The School of Communication will explore the use of the university-wide REAL assessment program to assess learning outcomes for the Bachelor of Arts in Media Studies, Advertising concentration.</p>
<p>Additional information for REAL Council consideration:</p>	

Are existing material resources adequate to support this program alignment proposal?

Yes  No If not, what additional material resources would be needed?

Are existing space resources adequate to support this program alignment proposal?

Yes  No If not, what additional space resources would be needed?

Are existing human resources adequate to support this program alignment proposal?

Yes  No If not, what additional human resources would be needed?

Department Curriculum Committee Recommendation:	Signature:	Date:
Chair/Dean on Behalf of Dept/School:	Signature:	Date:
College Curriculum Committee Approval:	Signature:	Date:
Dean/AVP Approval:	Signature:	Date:
REAL Council Recommendation:	Signature:	Date:
Faculty Senate Curriculum Committee Recommendation:	Signature:	Date:
Faculty Senate Approval:	Signature:	Date:
Provost Approval:	Signature:	Date:

# REAL Curriculum Program Alignment Proposal

Department or School: School of Communication

Date: 29 January 2021

Degree type: BS BA BBA BSN BM BFA BSW Minor Certificate

Program: Media Studies - Advertising

REAL Area Program Designation Sought (check all that apply):  R  E  A  L

Dept/School Contact: Sandy French, sfrench5@radford.edu

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Working closely with their advisors, students will understand the Bachelor of Science degree requires six to eight semester hours (in addition to the Core Curriculum requirements) selected from any of the following: mathematical science, natural and physical sciences, social and behavioral sciences, in any combination.

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Concentrations

Advertising Concentration

The Advertising Concentration prepares students for positions in advertising by providing both theoretical and aesthetic elements as well as skills in the production of advertisements in a variety of media.

Total required hours for the concentration (36 credits)

Required Courses (27 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 173 - Introduction to Advertising and IMC

COMS 223 - Advertising Copywriting \*

COMS 226 - Digital Imaging

COMS 231 - Research Methods in Communication

COMS 373 - Advertising Media Planning

COMS 400 - Communication Law and Ethics

COMS 473 - Advertising Production

COMS 483 - Applied Strategic Communication Campaigns

COMS 499 - Communication Internship \*\*

Note:



\*Advertising concentration students must complete COMS 223 with a grade of "C" or higher.

\*\*Students wishing to complete an internship must have a 2.0 GPA in the major and must apply and interview for the privilege of participating in an internship experience.

#### Electives (9 credits)

Choose nine credit hours of elective credits from School of Communication courses. Six of those hours must be at the 300 or 400 level.

#### Recommended Courses Outside Major:

ARTS 261 - Photography I

ARTG 280 - Introduction to Graphic Design

ARTG 281 - Graphic Design Production Techniques

ARTS 361 - Stop Motion Animation

ARTG 480 - Publication Design

ARTG 485 - Portfolio Preparation and Studio Management for Graphic Designers

COMS 225 - Introduction to Public Relations

COMS 333 - Persuasion

COMS 408 - Public Relations Management

COMS 411 - Public Relations Media and Campaigns

COMS 433 - Communication and Social Change

ENGL 306 - Professional Writing

ENGL 307 - Business Writing

ENGL 309 - Fiction Writing

ENGL 406 - Topics in Professional Writing

ENGL 407 - Professional Editing

ENGL 409 - Advanced Fiction Writing

MKTG 340 - Principles of Marketing

MKTG 341 - Advertising Strategy

MKTG 343 - Retailing

MKTG 442 - International Business

MKTG 452 - International Marketing

PSYC 282 - Consumer Psychology

PSYC 343 - Social Psychology

PSYC 361 - Psychology of Personality

PSYC 377 - Introduction to Sensation and Perception

Journalism Concentration

The Journalism Concentration prepares students for careers in researching, writing, preparing and disseminating public information through conventional and digitally-transmitted media, including newspapers, magazines, the Internet, radio, television, and cable.

Total required hours for the concentration (36 credits)

Required Courses (27 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 104 - Basic News Writing \*

COMS 204 - News Reporting \*

COMS 226 - Digital Imaging

COMS 146 - Media Production 1: Foundations or

COMS 236 - Publication Planning and Design

COMS 304 - Electronic News Gathering

COMS 326 - Web Production

COMS 400 - Communication Law and Ethics

COMS 404 - Specialized Journalism

COMS 481 - Journalism Portfolio

Note:

\*Journalism concentration students must complete COMS 104 and COMS 204 with a grade of "C" or higher.

Electives (9 credits)

Choose 9 credit hours of elective credits from School of Communication courses. Six (6) of these credit hours must be at the 300 or 400 level.

Recommended Courses Outside Major

Some of which may satisfy Core Curriculum requirements:

CRJU 100 - Introduction to Criminal Justice

CRJU 233 - Courts and the Criminal Process

CRJU 235 - Police and Society

CRJU 315 - Constitutional Rights and the Criminally Accused

CRJU 320 - Criminal Investigative Theory

CRJU 360 - Criminal Law and Evidence

ECON 101 - Economics in Everyday Life

ECON 105 - Principles of Macroeconomics

ECON 106 - Principles of Microeconomics

ENGL 306 - Professional Writing

ENGL 307 - Business Writing

ENGL 406 - Topics in Professional Writing

ENGL 407 - Professional Editing

GEOG 103 - Introduction to Human Geography

HIST 316 - Colonial Latin America (GL) (WI)

HIST 355 - American Social History II (US) (WI)

HIST 364 - American Slavery (US) (WI)

GEOS 241 - Environmental Regulation

Production Technology Concentration

The Production Technology Concentration prepares students for positions in creative production in corporate, industrial and professional environments, utilizing the Web, multimedia, radio, television, and field production.

Total required hours for the concentration (36 credits)

Required Courses (27 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 146 - Media Production 1: Foundations

COMS 226 - Digital Imaging

COMS 246 - Media Production 2A: Audio \*

COMS 247 - Media Production 2B: Writing \*

COMS 346 - Media Production 3A: Cinematography

COMS 347 - Media Production 3B: Editing

COMS 400 - Communication Law and Ethics

COMS 446 - TV Studio Production

COMS 482 - Production Technology Portfolio

Note:

\*Production Technology concentration students must complete COMS 246 and COMS 247 with a grade of "C" or higher.

Electives (9 credits)

Choose 9 credit hours of elective credits from School of Communication courses. Six (6) of these credit hours must be at the 300 or 400 level.

## Recommended Courses Outside Major

Some of which may satisfy Core Curriculum requirements:

ARTS 261 - Photography I

ARTG 280 - Introduction to Graphic Design

ARTG 281 - Graphic Design Production Techniques

ARTS 360 - Video Art

ARTS 361 - Stop Motion Animation

ARTG 382 - Branding Design

ARTG 480 - Publication Design

ARTG 485 - Portfolio Preparation and Studio Management for Graphic Designers

ENGL 306 - Professional Writing

ENGL 307 - Business Writing

ENGL 407 - Professional Editing

MUSC 104 - Survey of the Music Industry

MUSC 127 - Introduction to Computer Music

MUSC 227 - Computer Music Applications

MUSC 308 - Social Media in the Music Industry

MUSC 373 - Computer Music Composition

THEA 180 - Introduction to World Cinema

THEA 236 - Makeup I

THEA 350 - Directing I

THEA 480 - Film Theory and Criticism

THEA 482 - Documentary/Nonfiction Film

## Graduation Requirements

To graduate with a major in Media Studies, a student must have a grade point average of 2.25 or higher for all courses taken with a COMS prefix.

## SCIENTIFIC AND QUANTITATIVE REASONING

<p><b>R Area:</b>  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>R Area:</b>  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>R Area:</b>  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>R Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework:</b> (please list at least one, can also be listed above but does not need to be)</p>	

<p><b>R Area:</b>  Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.</p>	
<p>Learning Outcome 1: Students apply scientific and quantitative information to test problems and draw conclusions.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students evaluate the quality of data, methods, or inferences used to generate scientific and quantitative knowledge.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## HUMANISTIC OR ARTISTIC EXPRESSION

<p><b>E Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>E Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>E Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>E Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be)</b></p>	

<p><b>E Area:</b>                  Learning Goal: To explore humanistic or artistic expression through inquiry or creativity.</p>	
<p>Learning Outcome 1:                  Students demonstrate understanding of diverse ideas, languages, products, or processes of humanistic inquiry or artistic expression.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students critically evaluate, synthesize, or create forms of human expression or inquiry.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

CULTURAL OR BEHAVIORAL ANALYSIS

<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Area:</b>                  Course Prefix:                  Course Number:                  Course Title:                  Credit Hours:                  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No                  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No                    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective                  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No                  If no, collaborating dept/school must also complete the remaining elements, and must sign below.                    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)                    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other                    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>A Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be)</p>	

<p><b>A Area:</b>                  Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s).</p>	
<p>Learning Outcome 1: Students describe behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students analyze the interactions of behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	



## APPLIED LEARNING

<p>L Area:  Course Prefix: COMS  Course Number: 173  Course Title: Introduction to Advertising &amp; IMC  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 60</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area:  Course Prefix: COMS  Course Number: 373  Course Title: Advertising Media Planning  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 20</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area:  Course Prefix: COMS  Course Number: 483  Course Title: Applied Strategic Communication Campaigns  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 50</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input checked="" type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be)</p>	

<p>L Area:  Learning Goal: To explore professional practice through the application of knowledge, skills, and critical reflection.</p>	
<p>Learning Outcome 1: Students apply acquired knowledge and skills to develop professional identity or professional practice.</p>	<p>The School of Communication will explore the use of the university-wide REAL assessment program to assess learning outcomes for the Bachelor of Arts in Media Studies, Advertising concentration.</p>
<p>Learning Outcome 2: Students critically reflect on their learning, abilities, experiences, or role within professional contexts.</p>	<p>The School of Communication will explore the use of the university-wide REAL assessment program to assess learning outcomes for the Bachelor of Arts in Media Studies, Advertising concentration.</p>
<p>Additional information for REAL Council consideration:</p>	

Are existing material resources adequate to support this program alignment proposal?

Yes  No If not, what additional material resources would be needed?

Are existing space resources adequate to support this program alignment proposal?

Yes  No If not, what additional space resources would be needed?

Are existing human resources adequate to support this program alignment proposal?

Yes  No If not, what additional human resources would be needed?

Department Curriculum Committee Recommendation:	Signature:	Date:
Chair/Dean on Behalf of Dept/School:	Signature:	Date:
College Curriculum Committee Approval:	Signature:	Date:
Dean/AVP Approval:	Signature:	Date:
REAL Council Recommendation:	Signature:	Date:
Faculty Senate Curriculum Committee Recommendation:	Signature:	Date:
Faculty Senate Approval:	Signature:	Date:
Provost Approval:	Signature:	Date: