CALIFORNIA STATE UNIVERSITY, EAST BAY
REQUEST FOR APPROVAL OF NEW OPTION OR MINOR IN Multimedia Journalism
[Type in name of Option or Minor it should appear in the university catalog.]

Quarter: FALL Year: 2016
Catalog: 2015-2016 Date Submitted to APGS: 10/15/2013

1. Department: Communication
   [Enter name of department or program which will offer the new Option or Minor].

2. Full and exact title of the Option, along with the degree and major program which it will be offered:
   Multimedia Journalism Option, B.A. Communication

3. Full and exact title of the Minor:
   [For example, Minor in Creative Writing.]

4. Options or Minors already existing under the major program for which the new aggregate of courses is proposed.
   Professional, Public and Organizational Communication Option

5. Purpose of the proposed aggregate of courses [Why does the department need this new Option or Minor? Will there be any effect on the other programs in your department as a result of this new Option or Minor?]:
   This option will replace Media Production option. The new option titled Digital Journalism and Media Production both meets the curricular and industry demands in the media production fields, but also emphasizes the convergence of media productions in digital journalism.

6. List of all requirements including the courses, by catalog prefix number, title, and units of credit, as well as total units to be required under the proposed option or minor.

   A. Multimedia Journalism (44 units)
      
      Required Media Production Studies (12 units):
      o COMM 2400 Introduction to Journalism (4)
      o COMM 2410 News and Media Literacy (4)
      o COMM 2430 Photojournalism and Visual Storytelling (4)

      Required Media Production Skills (28 units):
      o COMM 2420 Writing Across Platforms I (4)
      o COMM 2710 Video/Audio Production I (4)
      o COMM 2800 Techniques in Research, Reporting and Interviewing (4)
      o COMM 3420 Writing Across Platforms II (4)
      o COMM 3440 Pioneer Print News Production (4)
      o COMM 3710 Video/Audio Production II (4)
      o COMM 3720 Pioneer Video/Audio News Production (4)

      Media Concentration Electives (4 units): Select 4 units from the following
      o COMM 2600 Documentary Film Studies (4)
      o COMM 2898 Media Internship (2)
- COMM 3450 Pioneer Print: Writing Blog (1)
- COMM 3451 Pioneer Print: Writing the Magazine Story (1)
- COMM 3452 Pioneer Print: Writing the Profile (1)
- COMM 3470 Pioneer Media Production Services (1)
- COMM 3640 Documentary Film: Researching the Documentary (1)
- COMM 3641 Documentary Film: Pre-Producing Documentary (1)
- COMM 3642 Documentary Film Production (1)
- COMM 3740 Pioneer Video/Audio: News Package (1)
- COMM 3741 Pioneer Video/Audio: Magazine Feature (1)
- COMM 3742 Pioneer Video/Audio: Two-Part Series (1)
- COMM 3850 Production Practicum (1)
- COMM 4150 Media and Government (4)
- COMM 4899 Senior Portfolio (2)

Total Units for Option or Minor: 44

7. For a new option, list all requirements including courses, by catalog prefix, number, title, and units of credit, as well as total units to be required for the major in which the proposed option is to be included.

Required Core Courses (52 units)

- COMM 2201 Argumentation and Debate (4)
- COMM 2300 21st Century Communication (4)
- COMM 2320 Communication Writing and Design (4)
- COMM 3000 History and Criticism of Communication (4) (if not used to satisfy a requirement in the Professional, Public and Organizational Communication or Media Production Options)
  or COMM 3003 Philosophy and Theory of Communication (4) (if not used to satisfy a requirement in the Professional, Public and Organizational Communication Option)
- COMM 3002 Communication, Media and Culture (4)
- COMM 3004 Quantitative Communication Research Methods (4)
- COMM 3005 Qualitative Communication Research Methods (4)
- COMM 3107 Introduction to Organizational Communication (4)
- COMM 3510 Small Group Communication (4)
- COMM 3530 Interviewing Principles and Practices (4)
- COMM 4205 Ethics and Law in Communication (4)
- COMM 4300 Intercultural & International Communication (4),
  or COMM 4500 Gender Identity and Representation in Media (4)
- COMM 4510 Public Relations Theory and Practice (4)

Options (44 units)

Students must complete one of the two following options in addition to completing the prerequisites and required core courses listed above:

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B. Professional, Public and Organizational Communication (44 units)

[Details omitted. Existing Option with no change.]

| Total Units Major | 96 |

8. Are there other options in this major that are approved as “similar” under the STAR Act (SB 1440)? Yes No
   If yes, has this option been reviewed and determined as “similar”? Yes No
   If no, please provide explanation and evidence as to why this option will not be a “similar” degree?

   In worst case scenario this major can be completed in 66 quarter units as confirmed by Michelle LaCentra, Articulation Officer.

9. Effects, if any, on department’s Program Learning Outcomes. [Will the addition of this new Option or Minor result in any changes to your department’s Program Learning Outcomes?]

   Not at this time.

10. List of new courses that were developed and existing courses that needed modification as a result of this new Option or Minor, if any, submitted along with this proposal: [Be sure to include all such course proposals and list in the following format: ABCD 1234, Introduction to Curriculum (4) – New EFGH 5678, Elementary Curriculum (3) – Modification (title, units)]
<table>
<thead>
<tr>
<th>Course Title</th>
<th>Units</th>
<th>Notes</th>
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Enter Courses to be Modified here

11. **RESOURCE IMPLICATIONS** of the proposed new Option or Minor, if any: [Include the need for student fees and other resources such as faculty, facilities, equipment, and library that will not be covered by the department budget. List all resources needed for the first five years beyond those currently projected, including specific resources, cost, and source of funding.]

None. The new option has the same unit requirements as the old one that will be discontinued, both requiring 44 units. The budget analysis of this proposal by the College office indicates that this modification will reduce the cost as compared to the old Option, since the new Option has some large sized courses and the other courses with reduced K-factor as compared with the old Option. New courses will be developed by the regular faculty, and all courses will be taught by the faculty teaching in the Communication Department.

12. **CONSULTATION** with other affected departments and program committee:

a) The following **department(s)** has (have) been consulted and raise **no objections**:

All Academic Departments and Programs at CSUEB were consulted using the Sharepoint Curriculum site and there were no objections.

b) The following **department(s)** has (have) been consulted and **raised concerns**:

None
13. Certification of **DEPARTMENT APPROVAL** by the chair and faculty.

Chair: ____________________________ Date: 5/24/2013

[Print Department chair’s name here. Chair shall sign a hard copy for the College Office files.]

14. Certification of **COLLEGE APPROVAL** by the dean and college curriculum committee.

Dean/Associate Dean: ____________________________ Date: 10/15/2013

[Print Dean or Associate Dean’s name here. A hard copy shall be signed for the College Office files.]