

## **: MEDIA MINOR - UG**

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### **In Workflow**

1. U Program Review (dforgacs@illinois.edu; eastuby@illinois.edu; aledward@illinois.edu)
2. 1408 Committee Chair (jpchambe@illinois.edu)
3. 1408 Head (mzyao@illinois.edu)
4. 1642 Head (scraft@illinois.edu)
5. 1436 Head (jturnock@illinois.edu)
6. KT Dean (keclark@illinois.edu; tsulkin@illinois.edu)
7. KT Dean (keclark@illinois.edu; tsulkin@illinois.edu)
8. KT Committee Chair (bkj@illinois.edu; keclark@illinois.edu)
9. KT Dean (keclark@illinois.edu; tsulkin@illinois.edu)
10. University Librarian (jpwilkin@illinois.edu)
11. Provost (kmartens@illinois.edu)
12. Senate EPC (bjlehman@illinois.edu)
13. Senate (jtempel@illinois.edu)
14. U Senate Conf (none)
15. Board of Trustees (none)
16. IBHE (none)
17. DMI (eastuby@illinois.edu; aledward@illinois.edu; dforgacs@illinois.edu)

### **Approval Path**

1. Mon, 14 Oct 2019 16:39:46 GMT  
Deb Forgacs (dforgacs): Approved for U Program Review
2. Thu, 19 Dec 2019 21:45:55 GMT  
Jason Chambers (jpchambe): Approved for 1408 Committee Chair
3. Fri, 14 Feb 2020 01:56:19 GMT  
Mike Yao (mzyao): Approved for 1408 Head
4. Fri, 14 Feb 2020 15:14:36 GMT  
Stephanie Craft (scraft): Approved for 1642 Head
5. Fri, 14 Feb 2020 15:15:13 GMT  
Julie Turnock (jturnock): Approved for 1436 Head
6. Fri, 14 Feb 2020 15:21:45 GMT  
Tracy Sulkin (tsulkin): Approved for KT Dean
7. Fri, 14 Feb 2020 15:22:02 GMT  
Tracy Sulkin (tsulkin): Approved for KT Dean
8. Fri, 10 Apr 2020 16:25:03 GMT  
Katie Clark (keclark): Approved for KT Committee Chair
9. Fri, 10 Apr 2020 16:41:12 GMT  
Katie Clark (keclark): Approved for KT Dean
10. Fri, 10 Apr 2020 17:26:49 GMT  
John Wilkin (jpwilkin): Approved for University Librarian
11. Fri, 10 Apr 2020 18:47:14 GMT  
Kathy Martensen (kmartens): Approved for Provost

### **New Proposal**

Date Submitted: Mon, 14 Oct 2019 16:21:03 GMT

### **Viewing:: Media Minor - UG**

Changes proposed by: Katie Clark

## Proposal Type

**Proposal Type:**

Minor (ex. European Union Studies)

**Proposal Title:**

**if this proposal is one piece of a multi-element change please include the other impacted programs here. *example: A BS revision with multiple concentration revisions***

Minor in Media in the College of Media

**EP Control Number**

EP:20.169

**Official Program Name**

Media Minor - UG

**Effective Catalog Term**

Fall 2020

**Sponsor College**

College of Media

**Sponsor Department**

Advertising

**Sponsor Name**

Stephanie Craft; Julie Turnock; Mike Yao

**Sponsor Email**

scraft@illinois.edu; jturnock@illinois.edu; mzyao@illinois.edu

**College Contact**

Katie Clark

**College Contact Email**

keclark@illinois.edu

## Program Description and Justification

Provide *abrief* description and justification of the program, including highlights of the program objectives, and the careers, occupations, or further educational opportunities for which the program will prepare graduates, when appropriate.

The objective of the minor is to offer students across campus an introduction to the study of media in the 21st century, and to provide them with in-depth advanced-level study of a particular interdisciplinary theme within media that crosses at least two departments in the College of Media. Some illustrative examples include, but are not limited to, digital storytelling, documentary film, social media analysis, media and technology, and diversity and the media.

We expect that the minor will provide students across the University with education and training that will open the door to a variety of career opportunities after graduation. For example, students in the natural or physical sciences could combine their substantive interests with training in writing and storytelling to become effective science communicators, translating scientific findings to a broader audience. Those with interests in social work or education could learn about the power of film to raise attention to social problems and to advance solutions, and could work with students and community organizations to produce such films. Those with majors in the social sciences could gain an in-depth understanding of how media usage affects individuals and groups. Those with plans to start a company or patent an invention could focus on how to understand audiences and how to effectively collect and analyze data to help make decisions about reaching those audiences.

Please include how the proposed minor requires some depth in the subject, but not as extensive as the major.

The minor is designed to offer students both breadth and depth in the study of media. All students in the minor will take an introductory course (a total of 9 hours) in each of the three departments in the College (Advertising, Journalism, and Media & Cinema Studies), which will provide them with a comprehensive introduction to the history, structure, and norms of media industries; practice in the skills and modes of analysis employed in each of the disciplines; and an appreciation of the role of media in modern society. To build a depth of understanding, each student will also take three advanced-level courses (a total of 9 hours) that must come from at least two departments within the College of Media.

There will be suggested themes so that students may focus their minor coursework if desired. These themes are meant to provide guidance to students but choosing a theme is not a requirement of the minor. The advanced course requirement will ensure that students leave the minor with some depth in the subject, but the curriculum for the minor differs from those of our majors within the College, which have historically trained students to become practitioners in the fields of Advertising, Journalism, and, more recently, Media & Cinema Studies. The minor is designed to meet the needs of a broad group of students with varying interests and career goals, and is also distinct from other minors offered by departments within the College that have a preprofessional (i.e., our existing minors in Journalism and Public Relations).

Is this program interdisciplinary?

Yes

Interdisciplinary Colleges and Departments (list other colleges/departments which are involved other than the sponsor chose above)

Students enrolled in the minor will be advised by academic advisors in the College of Media Student Services Center. One advisor will serve as the dedicated point of contact for minors.

College

Media, College of

Department

Journalism

Do you need to add an additional interdisciplinary relationship?

Yes

**College**

Media, College of

**Department**

Media & Cinema Studies

**Is this minor?**

An interdisciplinary study focusing on a single theme

**Academic Level**

Undergraduate

**Is This a Teacher Certification Program?**

No

**Will specialized accreditation be sought for this program?**

No

**Enrollment****Will the department limit enrollment to the minor?**

No

**Describe how the department will monitor the admission to/enrollment in the minor.**

The College of Media has a centralized student services system for students in all of its majors. The College of Media Student Services Center will be responsible for coordinating the admissions process for the minor. There will be no prerequisites or requirements for admission. Students with a major in the College of Media are not eligible to complete a minor in Media.

**Are there any prerequisites for the proposed minor?**

No

**Number of Students in Program (estimate)****Year One Estimate**

15

**5th Year Estimate (or when fully implemented)**

50

## Delivery Method

**This program is available:**

On Campus

**Other than certification via the students' degree audits, is there any additional planned mechanism to award/honor successful completion of the minor?**

No

## Budget

**Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?**

No

### Additional Budget Information

- a. No additional dollars needed
- b. Introductory classes can be adjusted upward in response to the demand for the minor
- c. No effect on course enrollment in other departments
- d. No impact on library, computer use, laboratory use, equipment, etc.

## Resource Implications

Facilities

**Will the program require new or additional facilities or significant improvements to already existing facilities?**

No

Technology

**Will the program need additional technology beyond what is currently available for the unit?**

No

Non-Technical Resources

**Will the program require additional supplies, services or equipment (non-technical)?**

No

## Resources

### Library Resources

**Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.**

No impact on the library, computer use, etc.

### Instructional Resources

**Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?**

No

**Does this new program/proposed change result in the replacement of another program?**

No

**Does the program include other courses/subjects impacted by the creation/revision of this program?**

No

## Financial Resources

**How does the unit intend to financially support this proposal?**

No additional dollars needed.

**Will the unit need to seek campus or other external resources?**

No

## Program Regulation and Assessment

**Briefly describe the plan to assess and improve student learning, including the program's learning objectives; when, how, and where these learning objectives will be assessed; what metrics will be used to signify student's achievement of the stated learning objectives; and the process to ensure assessment results are used to improve student learning. (Describe how the program is aligned with or meets licensure, certification, and/or entitlement requirements, if applicable).**

The Media Minor will contribute to the student learning objective of Intellectual Reasoning and Knowledge. The minor will provide students a breadth and depth of knowledge related to overall field of media and focused on advertising, journalism and the study of media and cinema.

Courses within the Media minor will encourage student learning related to social and cultural differences. These will address the Social Awareness and Cultural Understanding learning objective.

Successful completion of the minor will be used to signify achievement of these learning outcomes.

Is the career/profession for graduates of this program regulated by the State of Illinois?

No

## Program of Study

"Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses" (source: <https://www.ibhe.org/assets/files/PrivateAdminRules2017.pdf>). For proposals for new bachelor's degrees, if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.

**An undergraduate minor should consist of at least 16 - and no more than 21 hours - of course work, with at least 6 hours of 300- or 400- level courses. Except clearly remedial offerings, prerequisite courses within the sponsoring unit count towards the total; prerequisite courses outside the sponsoring unit do not count toward this total. The unit sponsoring the minor and that unit's college may set educationally necessary prerequisites for eligibility for the minor within these constraints. Does this proposal meet these criteria?**

Yes

**All proposals must attach the new or revised version of the Academic Catalog program of study entry. Contact your college office if you have questions.**

**For new programs, attach Program of Study**

MediaMinor\_UpdatedCatalogEntry.docx

Catalog Page Text

**Catalog Page Text: Description of program for the catalog page. This is not official content, it is used to help build the catalog pages for the program. Can be edited in the catalog by the college or department.**

The minor in media offers students breadth and depth in the study of media in the 21<sup>st</sup> century. Students take one introductory course in each of three disciplines in the College of Media (Advertising, Journalism, and Media & Cinema Studies), for a total of 9 hours. Completion of the minor requires an additional 9 hours of advanced (300 and 400 level) courses coming from at least two different departments within the College of Media. Thematic areas have been designed to help students pursuing the Media Minor choose classes that align with student interest and career goals.

Prerequisite courses will be enforced for advanced-level courses. Students pursuing a major in the College of Media are not eligible for a minor in Media.

### Statement for Programs of Study Catalog

The minor in media offers students both breadth and depth in the study of media in the 21<sup>st</sup> century. Students take one introductory course in each of three disciplines in the College of Media (Advertising, Journalism, and Media & Cinema Studies), for a total of 9 hours. Completion of the minor requires an additional 9 hours of advanced (300 and 400 level) courses. The advanced courses must cross at least two departments within the College of Media. Students may choose to follow a thematic area, but are not required to do so. Please see the College of Media website for thematic areas and related courses.

Code	Title	Hours
100- or 200-level Advertising Course		3
100- or 200-level Journalism Course		3

100- or 200-level Media and Cinema Studies Course

3

Additional 300- or 400-level Courses - Must be from at least two different College of Media departments

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## EP Documentation

### Attach Rollback/Approval Notices

FW\_ Your proposal for a Media Minor, our 20169.pdf

## DMI Documentation

### Program Reviewer Comments

**Kathy Martensen (kmartens) (Mon, 27 Apr 2020 19:54:15 GMT):**K. Martensen: Revised catalog entry attachment added in that section, email exchange in which that entry was received and transmitted to EPC added to EP Documentation section.

Key: 752



**From:** [Lehman, Barbara J](#)  
**Subject:** FW: Your proposal for a Media Minor, our 20.169  
**Date:** Monday, April 27, 2020 11:43:29 AM  
**Attachments:** [MediaMinor\\_UpdatedCatalogEntry.docx](#)  
[ATT00001.htm](#)  
[image001.png](#)

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Dear All:

Please see the email below from Steve Michael.

Barb



**Barbara Lehman**

Office of the Senate | University of Illinois at Urbana-Champaign  
228 English Building, MC-461  
608 South Wright Street | Urbana, IL 61801  
**Office:** 217-333-0170 | **Fax:** 217-333-4848  
**Website:** [www.senate.illinois.edu](http://www.senate.illinois.edu)

*Under the Illinois Freedom of Information Act, any written communication to or from university employees regarding university business is a public record and may be subject to public disclosure.*

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**From:** Michael, Steven C <[smichael@illinois.edu](mailto:smichael@illinois.edu)>  
**Sent:** Monday, April 27, 2020 10:24 AM  
**To:** Lehman, Barbara J <[bjlehman@illinois.edu](mailto:bjlehman@illinois.edu)>; Meyer, Eric K <[ekmeyer@illinois.edu](mailto:ekmeyer@illinois.edu)>  
**Cc:** Michael, Steven C <[smichael@illinois.edu](mailto:smichael@illinois.edu)>  
**Subject:** Fwd: Your proposal for a Media Minor, our 20.169

Hello,

Below is the response from Media. It helps although it still seems a little less structured than some on the subcommittee might like.

Please help me communicate this to the committee.

Thanks,  
Steve

Sent from my iPad.

Begin forwarded message:

**From:** "Clark, Katie" <[keclark@illinois.edu](mailto:keclark@illinois.edu)>  
**Date:** April 27, 2020 at 8:44:00 AM CDT  
**To:** "Michael, Steven C" <[smichael@illinois.edu](mailto:smichael@illinois.edu)>

**Subject: RE: Your proposal for a Media Minor, our 20.169**

Hi Steve,

I have attached an updated catalog entry for the Media Minor.

The sponsoring departments want students to be able to craft a minor that is most meaningful for them which is why there are categories and not necessarily required courses. In the updated catalog entry, you'll see we have added designated courses for all three departments. The departments would like to leave room for additional introductory courses as there are several being created right now.

The sponsoring units recognize that media impacts all majors, careers and facets of life. They want students to be able to pursue a minor that will have the most benefit to their academic and career goals. As a result, the minor is not prescriptive but allows students to choose courses of interest to them and their growth.

Please let me know what other information we can provide!

All the best,  
Katie

-----Original Message-----

From: Michael, Steven C <[smichael@illinois.edu](mailto:smichael@illinois.edu)>

Sent: Thursday, April 23, 2020 10:42 AM

To: Clark, Katie <[keclark@illinois.edu](mailto:keclark@illinois.edu)>; Craft, Stephanie <[scraft@illinois.edu](mailto:scraft@illinois.edu)>

Cc: Michael, Steven C <[smichael@illinois.edu](mailto:smichael@illinois.edu)>

Subject: Your proposal for a Media Minor, our 20.169

Greetings!

I am Steve Michael, the subcommittee chair charged with shepherding your proposal for a Media minor through the Senate Educational Policy committee. Our preliminary discussion has been positive but a question has arisen.

The structure as outlined seems incredibly vague. For example, the program says "any 100 level course" and yet there are two courses, Intro to Journalism and Intro to Advertising. Are not these the logical first courses? And Journalism appears to have many possible courses but Advertising has only two open to non majors.

I believe your campus colleagues on the committee would like to see more detail in what courses you expect the students to take, and some explanation about why you are not prescriptive at all in your overall curriculum.

Thanks for your time and trouble. We hope to discuss this next Monday the 27th.

All the best,

Steve Michael  
Professor of Business Administration

Sent from my iPad.