

NEW PROGRAM PROPOSAL FORM

Name of Institution: Coastal Carolina University

Name of Program (include degree designation and all concentrations, options, or tracks): Journalism and Sports Media, Bachelor of Arts

Program Designation:

- | | |
|-----------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <input type="checkbox"/> Associate's Degree | <input type="checkbox"/> Master's Degree |
| <input checked="" type="checkbox"/> Bachelor's Degree: 4 Year | <input type="checkbox"/> Specialist |
| <input type="checkbox"/> Bachelor's Degree: 5 Year | <input type="checkbox"/> Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA) |
| <input type="checkbox"/> Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.) | |

Consider the program for supplemental Palmetto Fellows and LIFE Scholarship awards?

- ☐ Yes
☒ No

Proposed Date of Implementation: Fall 2023

CIP Code: 09.0400

Delivery Site(s): Coastal Carolina University

Delivery Mode:

- | | |
|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Traditional/face-to-face
*select if less than 25% online | <input type="checkbox"/> Distance Education |
| | <input type="checkbox"/> 100% online |
| | <input type="checkbox"/> Blended/hybrid (50% or more online) |
| | <input type="checkbox"/> Blended/hybrid (25-49% online) |
| | <input type="checkbox"/> Other distance education (explain if selected) |

Program Contact Information (name, title, telephone number, and email address):

Kyle J. Holody, Chair, 843-349-2946, kholody@coastal.edu

Institutional Approvals and Dates of Approval (include department through Provost/Chief Academic Officer, President, and Board of Trustees approval):

Department: December 6, 2022

Edwards College Curriculum:

Academic Affairs:

Provost:

President:

Board of Trustees:

Background Information

State the nature and purpose of the proposed program, including target audience, centrality to institutional mission, and relation to the strategic plan.

Students in Coastal Carolina’s (CCU) current Communication major choose Interactive Journalism from among five concentrations. While updating curricula across the major, the Department of Communication, Media, and Culture found students and potential employers are confused when students study Interactive Journalism but earn a *Communication* degree. This proposal is for the concentration to become a standalone bachelor of arts program, so that journalism students graduate with a *Journalism and Sports Media* degree. The proposed program updates the journalism curriculum generally and adds a focus on *Sports Journalism* specifically (along with another suggested area of focus: *News and Editorial Journalism*), based in part on significant student and applicant interest in the area. It also provides students a wider set of opportunities for engagement, such as working with the Department’s WCCU Radio station, the Edwards College’s television production studio, and CCU’s *The Chanticleer* newspaper, University Marketing and Communication, Athletics, and the Chanticleer Athletics Network—both through classwork and through paid or internship opportunities. Like many of the proposed program’s courses, its capstones specifically require direct application of students’ overall knowledge- and theory-based education, meaning graduates of the program will be both knowledgeable and able to apply that knowledge.

Assessment of Need

Provide an assessment of the need for the program for the institution, the state, the region, and beyond, if applicable.

The proposed program will provide students more direct experiences with news coverage of sports; introduces or furthers their understanding of journalism on campus, in South Carolina, in the United States, and beyond; will grow their knowledge in their chosen field; and will help them become productive, responsible, healthy citizens with a global perspective. Students specifically conduct journalism within CCU’s campus, Horry County, the state of South Carolina, and the Southeast region. Traits most sought by employers, including *communication (verbal and written)*, *ability to work in a team*, *collaboration*, and *video production* (American Association of Colleges and Universities, 2021; Linkedin, 2021; National Association of College and Employers, 2021), are built into the program. The program also offers a broad range of journalism experiences for students (e.g., broadcast journalism, digital journalism, magazine and editorial journalism) as well as sports journalism. The current Communication major, with 473 students, is among the largest programs on campus. It is expected that the number of students in the current Interactive Journalism concentration (*N* = 94) will stay consistent in the proposed program. Because of the increased clarification the proposed program will provide about degree outcomes, it is expected for the number of students in Journalism to increase.

Transfer and Articulation

Identify any special articulation agreements for the proposed program. Provide the articulation agreement or Memorandum of Agreement/Understanding.

Not applicable.

Employment Opportunities

Occupation	State	National	Data Type and Source
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	Expected Number of Jobs	Employment Projection (Annual)	Expected Number of Jobs	Employment Projection (2020-2030)	
Announcers and DJs	240	12%	40,300	-13%	BLS Occupational Outlook Handbook (2021)
Editors	690	16%	108,400	5%	BLS Occupational Outlook Handbook (2021)
Film and Video Editors and Camera Operators	70 (Camera Operators) 270 (Editors)	20% (Camera Operators) 21% (Editors)	81,700	12%	BLS Occupational Outlook Handbook (2021)
News Analysts, Reporters, and Journalists	80	10%	47,100	-9%	BLS Occupational Outlook Handbook (2021)
Producers and Directors	810	10%	166,200	8%	BLS Occupational Outlook Handbook (2021)
Proofreaders and Copy Markers	N/A	N/A	10,500	2%	BLS Occupational Outlook Handbook (2021)
Technical Writers	390	11%	55,400	6%	BLS Occupational Outlook Handbook (2021)
Writers and Authors	410	15%	142,800	4%	BLS Occupational Outlook Handbook (2021)

Supporting Evidence of Anticipated Employment Opportunities

Graduates of the current Interactive Journalism concentration have worked for ESPN's *SportsCenter*, ESPN3, the Brandon Agency in Horry County, and as producers or on-air journalists for WMBF, WBTW, WPDE, *My Horry News*, and other local and regional news organizations. Other students work at *Grand Strand Golf Magazine*, in sports media at The Citadel, for the Bridgeport Islanders hockey team, and as CCU's Assistant Athletic Director of Digital Initiatives and Branding.

Description of the Program

Projected Enrollment			
Year	Fall Headcount	Spring Headcount	Summer Headcount
2023-2024	108	109	0
2024-2025	116	116	0
2025-2026	122	121	0
2026-2027	126	125	0
2027-2028	130	129	0

Explain how the enrollment projections were calculated.

The table is based on enrollment of 20 new students Fall 2023 and 30 new students each subsequent fall and 20 new students each spring. Years one through five total headcounts based on 90% returning fall to spring and 90% returning spring to fall and a 40% graduation rate of returning students.

Besides the general institutional admission requirements, are there any separate or additional admission requirements for the proposed program? If yes, explain.

☐ Yes

☒ No

Curriculum

Degree Requirements (120 Credits)

Core Curriculum Requirements

Core Curriculum (38-40 Total Credit Hours)

Graduation Requirements

- UNIV 110 - The First-Year Experience (3 credits)
- HIST 201 - History of the United States from Discovery to the Present: Discovery through Reconstruction (3 credits) *or* POLI 201 - Introduction to American Government (3 credits)

Major Courses (11 to 18 credits)

Students must earn a grade of 'C' or better in each of the courses used to satisfy Major Courses requirements. Final responsibility for satisfying degree requirements, as outlined in the University Catalog, rests with the student. For Journalism and Sports Media majors, no course can be counted for Major Courses and Major Requirements and no more than six credits can be counted for Major Courses, Major Requirements, and Minor requirements.

- COMM 101 - Introduction to Communication (3 credits)
- COMM 150 - Media, Self and the World (3 credits)*
- COMM 275 - Communication Theory (3 credits)
- COMM 276 - Communication Research (3 credits)
- Any COMM, JOUR, or PRSC course at the 300-400 level (1 to 3 credits)
- Any COMM, JOUR, or PRSC course at the 300-400 level (1 to 3 credits)

*Course credit hours only count once toward the total University graduation credit hour requirements. Click on [Credit Sharing](#) for more information.

Major Requirements (20 to 24 credits)

Students must earn a grade of 'C' or better in each of the courses used to satisfy Major Requirements. Final responsibility for satisfying degree requirements, as outlined in the University Catalog, rests with the student. For Journalism and Sports Media majors, no course can be counted for Major Courses and Major Requirements and no more than six credits can be counted for Major Courses, Major Requirements, and Minor requirements.

- COMM 302 - Communication Law and Ethics (3 credits) *or* JOUR 306 - Journalism Law and Ethics (3 credits)
- JOUR 200 - Introduction to Journalism (3 credits)
- JOUR 201 - Principles of Journalism (3 credits)
- Complete 4 (10 to 12 credits; at least 9 credits must be from COMM or JOUR courses)
 - COMM 206 - Introduction to Sports Communication (3 credits)

- COMM 306 - Sports Media (3 credits)
- COMM 451 - Interactive Media and Society (3 credits)
- JOUR 304 - Print and Online News Writing (3 credits)
- JOUR 305 Advanced News Reporting (3 credits)
- JOUR 310 - Broadcast News Writing (3 credits)
- JOUR 314 Q - Broadcast News and Sports Television Reporting (3 credits)
- JOUR 317 - Television Studio (3 credits)
- JOUR 320 - Broadcast News (3 credits)
- JOUR 340 Q* - Broadcast News and Sports Radio Reporting (3 credits)
- JOUR 361 - News Features and Magazine Writing (3 credits)
- JOUR 489 - Special Topics in Journalism (3 credits)
- JOUR 495 Q - Journalism Internship (1 to 3 credits)
- RSM 394 - Sport Technology (3 credits)
- Complete 1 (3 credits)
 - COMM 491 - Communication Capstone: Thesis (3 credits)
 - COMM 492 Q* - Communication Capstone: Project (3 credits)

Suggested Foci

The Department of Communication, Media, and Culture strongly suggests students work to complete one of the following focus areas within this major: *News and Editorial Journalism* or *Sports Journalism*. Neither is required, but students are encouraged to work with their advisors to complete a suggested pathway.

News and Editorial Journalism focus (10 to 12 credits)

- Complete 1 (3 credits):
 - JOUR 304 - Print and Online News Writing (3 credits)
 - JOUR 310 - Broadcast News Writing (3 credits)
- Complete 1 (3 credits):
 - JOUR 305 Advanced News Reporting (3 credits)
 - JOUR 314 Q - Broadcast News and Sports Television Reporting (3 credits)
- Complete 1 (3 credits):
 - COMM 451 - Interactive Media and Society (3 credits)
 - JOUR 317 - Television Studio (3 credits)
 - JOUR 320 - Broadcast News (3 credits)
 - JOUR 340 Q* - Broadcast News and Sports Radio Reporting (3 credits)
 - JOUR 361 - News Features and Magazine Writing (3 credits)
- Complete 1 (1 to 3 credits):
 - JOUR 489 - Special Topics in Journalism (3 credits)
 - JOUR 495 Q - Journalism Internship (1 to 3 credits)

Sports Journalism focus (10 to 12 credits)

- JOUR 304 - Print and Online News Writing (3 credits) or JOUR 310 - Broadcast News Writing (3 credits)
- JOUR 314 Q - Broadcast News and Sports Television Reporting (3 credits)
- JOUR 495 Q - Journalism Internship (1 to 3 credits)
- Complete 1 (3 credits):
 - COMM 206 - Introduction to Sports Communication (3 credits)
 - COMM 306 - Sports Media (3 credits)
 - COMM 451 - Interactive Media and Society (3 credits)
 - JOUR 317 - Television Studio (3 credits)

- JOUR 320 - Broadcast News (3 credits)
- JOUR 340 Q* - Broadcast News and Sports Radio Reporting (3 credits)
- JOUR 361 - News Features and Magazine Writing (3 credits)
- RSM 394 - Sport Technology (3 credits)

Minor Requirements (18 Credits)

Final responsibility for satisfying degree requirements, as outlined in the University Catalog, rests with the student. Students select a minor in consultation with their advisors. They choose from any minors listed in the Coastal Carolina University Catalog, including, but not limited to: Communication, Film and Production Studies, Graphic Design Minor (For Non-Art Studio Majors), Health Communication, New Media and Digital Culture, Photography, Social Media, or Sport Studies.

Journalism and Sports Media majors may not minor in Journalism and no more than six credits can be counted for Major Courses, Major Requirements, and Minor requirements.

Electives (14-16 Credits)

Total Credits Required: 120

New Courses

List and provide course descriptions for new courses.

N/A

Total Credit Hours Required: 120

Curriculum by Year					
Course Name	Credit Hours	Course Name	Credit Hours	Course Name	Credit Hours
Year 1					
Fall		Spring		Summer	
ENGL 101	3	ENGL 102	3		
COMM 160	3	EDLL 200	3		
UNIV 110A	3	COMM 101	3		
COMM 101	3	COMM 275	3		
COMM 150	3	Elective	3		
Total Semester Hours	15	Total Semester Hours	15	Total Semester Hours	
Year 2					
Fall		Spring			
SCIE 101	3	MATH 139	4		
SCIE 101L	1	RSM 201	3		
ARTH 110	3	JOUR 305	3		
DCD 231	3	Minor requirement	3		
COMM 276	3	Minor requirement	3		
JOUR 304	3				
Total Semester Hours	16	Total Semester Hours	16	Total Semester Hours	
Year 3					
Fall		Spring		Summer	
SPAN 115	5	JOUR 317	3		
POLI 201	3	JOUR 495	3		
COMM 275	3	JOUR 310	3		
Minor requirement	3	Minor requirement	3		
Elective	1	Minor requirement	3		
Total Semester Hours	15	Total Semester Hours	15	Total Semester Hours	
Year 4					
Fall		Spring		Summer	
COMM 491 or COMM 492Q*	3	COMM 334	3		
Minor requirement	3	COMM 345	3		
Minor requirement	3	Elective	3		
Elective	3	Elective	3		
Elective	3	Elective	3		

Curriculum by Year					
Course Name	Credit Hours	Course Name	Credit Hours	Course Name	Credit Hours
Total Semester Hours	15	Total Semester Hours	15	Total Semester Hours	
Year 5					
Fall		Spring		Summer	
Total Semester Hours		Total Semester Hours		Total Semester Hours	

Similar Programs in South Carolina offered by Public and Independent Institutions

Identify the similar programs offered and describe the similarities and differences for each program.

Program Name and Designation	Total Credit Hours	Institution	Similarities	Differences
BAJMC: Advertising BAJMC: Broadcast Journalism BAJMC: Journalism BAJMC: Mass Communication BAJMC: Public Relations	48	University of South Carolina-Columbia	- USC-C programs offer BAJMC: Broadcast Journalism and BAJMC: Journalism - BAJMC concentration in sports media is similar to proposed Sports and Popular Culture focus	- CCU proposed program focuses on sports journalism, in addition to sports media - CCU proposed program covers other journalism types
BA: Communication BA: Sports Communication	33	Clemson University	- Clemson program offers BA: Sports Communication - Clemson programs contain some courses similar to CCU proposed program's Major Courses foundation, electives	- CCU proposed program focuses on sports journalism specifically, not sports communication more generally
BA: Communication	37+	College of Charleston	- CofC program contains some courses similar to CCU proposed program's Major Courses foundation	- CCU proposed program focuses on other topics, learning outcomes
BA: Mass Communication <i>Concentrations</i> - Broadcast Journalism - Convergence Journalism - Public Relations	36	Francis Marion University	- FMU program contains some courses similar to CCU proposed program's Major Courses foundation - FMU program offers Broadcast Journalism and Convergence Journalism concentrations in BA: Mass Communication	- CCU proposed program covers other journalism types
BA: Communication BA: Emerging Media	43; 42	University of South Carolina- Aiken	- USC-A program contains some courses similar to CCU proposed program's Major Courses foundation, capstones	- USC-A program does not focus on journalism
BA: Communication Studies	42	University of South Carolina- Beaufort	- USC-B program contains some courses similar to CCU proposed program's Major Courses foundation	- USC-B program does not focus on journalism
BA: Communications <i>Concentrations</i> - Communication Studies		University of South Carolina-Upstate	- USC-U program contains some courses similar to CCU proposed program's Major Courses foundation	- USC-U program offers courses but does not focus on journalism

- Mass Media - Public Relations				
BA: Communication BA: Journalism and Mass Communication <i>Concentrations</i> - Journalism - Multimedia Journalism - Public Relations	36, 37	Bob Jones University	- BJU program contains some courses similar to CCU proposed program's Major Courses foundation - BJU program offers Journalism and Multimedia Journalism concentrations in BA: Journalism and Mass Communication	- CCU proposed program is a full degree, not a concentration - BJU programs offer experiences in church-based organizations
Minor: Communication	N/A	Coker University	- CU program contains some courses similar to CCU proposed program's Major Courses foundation	- CU program does not focus on journalism - CU program is a minor
BA: Communication Studies <i>Concentrations</i> - Rhetoric & Advocacy - Media Studies	36	Furman University	- FU program contains some courses similar to CCU proposed program	- FU program does not focus on journalism
BA: Professional Communication	51	Limestone University	- LU program contains some courses similar to CCU proposed program	- LU program does not focus on journalism
BA: Communications <i>Concentrations</i> - Broadcasting - Journalism - Public Relations & Advertising - Sports Communications	47	Newberry College	- NC program offers Broadcasting concentration, Journalism concentration, and Sports Communication concentration in BA: Communications - NC program contains some courses similar to CCU proposed program's Major Courses foundation	- NC concentration in broadcast is about broadcast media generally, not broadcast journalism - CCU proposed program is a full degree, not a concentration - CCU proposed program focuses on sports journalism specifically, not sports communication more generally
BA: Communication BA: Broadcast Media BA: Digital Media BA: Media Ministry	36-60	North Greenville University	- NGU program contains some courses similar to CCU proposed program, capstones	- NGU BA: Broadcast Media and BA: Digital Media are about media generally, not broadcast or digital journalism
BA: Media Communication <i>Concentrations</i> - Mass Media Studies - Media Production	33	Southern Wesleyan University	- SWU program contains some courses similar to CCU proposed program, capstones	- SWU concentration in media production is about media production generally, not journalism

Faculty

Rank and Full- or Part-time	Courses Taught for the Program	Academic Degrees and Coursework Relevant to Courses Taught, Including Institution and Major	Other Qualifications and Relevant Professional Experience (e.g., licensures, certifications, years in industry, etc.)
Professor, Full	<ul style="list-style-type: none"> - Communication Capstone: Project - Electives 	<p>PhD in Communication (University of Colorado Boulder)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Public Media & Entertainment - Personnel Management 	<p>Associated Graduate Faculty</p> <p>Former Vice Provost, Acting Dean, Interim Provost, Director of Graduate School at previous institutions</p>
Professor, Full	<ul style="list-style-type: none"> - Electives 	<p>PhD in Spanish Culture & Literature (Syracuse University)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Semiotics courses - Rhetoric courses 	<p>Associated Graduate Faculty</p> <p>Latin American literature and film, semiotics of culture and cinema, linguistics and foreign language pedagogy, intermodal and intercultural communication, new media studies</p>
Professor, Full	<ul style="list-style-type: none"> - Media, Self, & The World - Communication Theory - Communication Research - Communication Capstone: Project - Communication Capstone: Thesis - Electives 	<p>PhD in Communication (University of Kentucky)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Seminar in Health Communication - Health Communication Campaigns - Social Support/ Interpersonal Health Communication - Aging and Family Values - Hospice/End of Life Care - Health Communication Research Methods - Quantitative Methods in Communication Research - Qualitative Methods in Communication Research - Basic Statistical Analysis - Research Design and Analysis - Regression and Correlation 	<p>Associated Graduate Faculty</p> <p>Co-development and analysis of on-campus and South Carolina health campaigns</p> <p>Multiple awards for teaching distance learning courses</p>
Professor, Full	<ul style="list-style-type: none"> - Media, Self, & The World - Communication Theory - Communication Research - Communication Capstone: 	<p>PhD in Media & Communication (Bowling Green State University)</p>	<p>Associated Graduate Faculty</p>

	Thesis - Electives	<u>Relevant courses taken:</u> - Media Effects - Human Rights - Social Movements - Politics and Mass Media - Interpersonal Communication - Religion and Communication - Social Science Research - Mixed Methods Research - Advanced statistics cognate -	Co-development and analysis of on-campus and South Carolina health campaigns
Associate Professor, Full	- Media, Self, & The World - Communication Theory - Communication Research - Electives	PhD in Communication Science (University of Alabama) Relevant courses taken: - Human Communication Theory - Entertainment & Communication Theory - Attention and Communication - Mass Communication Theory - Communication Research Methods - Qualitative Research Epistemology Communication Pedagogy	Associated Graduate Faculty Experience in information technology and management
Associate Professor, Full	- Media, Self, & The World - Communication Theory - Communication Research - Communication Capstone: Project - Communication Capstone: Thesis - Interactive Media & Society - Electives	PhD in Communication & Media Studies (Rutgers University) Relevant courses taken: - Foundations in Organizational Communication - Mediated Communication in Organizations - Communication Research in Organizations - Knowledge Management in Organizations - Information & Communication Processes - Research Foundations - Qualitative Research Methods - Quantitative Research Methods - Mediated Communication	Graduate Coordinator Communication Specialist for the Marine and Coastal Sciences at Rutgers University Jacques Cousteau National Estuarine Research Reserve
Associate Professor, Full	- Communication Theory - Communication Research	PhD in Mass Communication & Media	Associated Graduate Faculty

	<ul style="list-style-type: none"> - Communication Capstone: Project - Communication Law & Ethics - Introduction to Journalism - Principles of Journalism - Journalism Law & Ethics - Print and Online News Writing - Journalism News Writing and Reporting for Media (Print and Online) - Special Topics in Journalism - Electives 	<p>Arts (Southern Illinois University Carbondale)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Qualitative Research - Inferential Statistics - Discourse Analysis - Phenomenology - Rhetoric - Visual Rhetoric - Philosophies of Gender - Political Economy of Media - Gender & Anthropology 	<p>Associated Women's & Gender Studies Faculty</p> <p><i>Chanticleer</i> student newspaper faculty advisor</p> <p>LGBTQ Resource Center Coordinator</p> <p><u>Certifications:</u></p> <ul style="list-style-type: none"> - Women, Gender, & Sexuality Studies
Associate Professor, Full	<ul style="list-style-type: none"> - Media, Self, & The World - Communication Theory - Electives 	<p>PhD in Communication Studies (University of Iowa)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Ethnography courses - Film & Culture courses - Communication theory courses - Rhetoric courses 	<p>Associated Graduate Faculty</p> <p>Wide variety of diversity, equity, inclusivity, and open educational resources training</p> <p>Multiple training seminars in film, including founder and co-director of "The Artist as an Evolving Process"</p> <p>International and national presentations of films</p>
Associate Professor, Full	<ul style="list-style-type: none"> - Media, Self, & The World - Communication Theory - Communication Research - Communication Capstone: Project - Communication Capstone: Thesis - Electives 	<p>PhD in Communication (University of Massachusetts Amherst)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Media Effects - Mass Communication Theory - Advanced Quantitative Methods - Gender/Intersectionality (Race, Class, Gender) - Communication Theory 	<p>Associated Graduate Faculty</p> <p>Director of the Women in Leadership Certificate Program</p>
Associate Professor, Full	<ul style="list-style-type: none"> - Communication Theory - Communication Research - Introduction to Sports Communication - Sports Media - Electives 	<p>PhD in Media & Communication (Bowling Green State University)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Introduction to Media and Communication - Philosophical Foundations of Communication Theory 	<p>Associated Graduate Faculty</p> <p>YWCA Development Director</p> <p>Diversity & Inclusion Consultant for the Classroom (community pre-school)</p>

		<ul style="list-style-type: none"> - Social Scientific Research Methods - Humanistic Research Methods - Topics in Rhetoric - Theory of Race/Ethnicity/Multiculturalism <p>Race and Communication</p>	
Assistant Professor, Full	<ul style="list-style-type: none"> - Communication Capstone: Project - Electives - Internships 	<p>PhD in Mass Communication (University of South Carolina-Columbia)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Public Relations courses - Strategic Communication courses 	<p>Associated Graduate Faculty</p> <p>Founder of Center for Strategic Communication</p> <p>Founder of the Carolina Agency</p>
Assistant Professor, Full	<ul style="list-style-type: none"> - Media, Self, & The World - Introduction to Journalism - Principles of Journalism - Journalism Law & Ethics - Print and Online News Writing - Journalism News Writing and Reporting for Media (Print and Online) - News Features and Magazine Writing - Special Topics in Journalism - Electives 	<p>PhD in Journalism and Mass Communication (University of Oklahoma)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - International Media Systems - Teaching Mass Communications - Book Writing - Communication & Technology - Advanced Reporting - Advanced Editing - Advanced Qualitative and Quantitative Methods <p>Maximum Likelihood Estimation</p>	<p>Associated Graduate Faculty</p> <p>11 years' experience in intentionally-award winning magazine journalism (<i>Time, People</i>) and publishing</p> <p>23 years' experience in internationally award-winning newspaper and magazine journalism (Highlights: <i>Time, People, Village Voice Media, Dallas Morning News</i>)</p>
Assistant Professor, Full	<ul style="list-style-type: none"> - Media, Self, & The World - Communication Theory - Introduction to Sports Communication - Sports Media - Electives 	<p>PhD in Communication and Information Sciences (University of Alabama)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Mass Communication Theory - Theory Construction and Epistemology - Quantitative Communication Research Methods - Media Processes & Effects - Sports Media - Sports Business Management - Political Communication - Social Media Research 	McNair Scholar
Associate Professor, Full	<ul style="list-style-type: none"> - Communication Theory - Communication Research 	<p>PhD in Journalism (University of Missouri)</p>	Associated Graduate Faculty

	<ul style="list-style-type: none"> - Introduction to Journalism - Principles of Journalism - Print and Online News Writing - Journalism News Writing and Reporting for Media (Print and Online) - Special Topics in Journalism - Electives 	Relevant courses taken: <ul style="list-style-type: none"> - Philosophy of Journalism -Quantitative Research Methods in Journalism -Advanced Topics in Quantitative Methods -Strategic Conflict Management -Topics in Communication (Persuasion) 	Online content management 4 years' experience in journalism & PR Brand and media consultant
Senior Lecturer, Full	<ul style="list-style-type: none"> - Media, Self, & The World - Introduction to Journalism - Principles of Journalism - Journalism Law and Ethics - Broadcast News Writing - Broadcast News and Sports Television Reporting - Broadcast News - Broadcast News and Sports Radio Reporting - TV News Reporting - Electives 	MA in Television/Radio (Syracuse University) Relevant courses taken: <ul style="list-style-type: none"> - Broadcasting/Public Interest - Beginning Multi-Camera Production - Broadcast Newswriting - International Broadcasting - Social Effects of TV - Law of the Press - Public Opinion and Communication - TV News and Public Affairs - TV Principles & Practices - Broadcast News Reporting - Writing for TV & Radio 	16 years' professional experience as a news anchor, locally and in other media markets
Senior Lecturer, Full	<ul style="list-style-type: none"> - Communication & Public Speaking - Media, Self, & The World - Electives 	MA in Communication Management (Webster University) Relevant courses taken: <ul style="list-style-type: none"> - Media Communications - Strategic Communication - Media and Culture - Media Organization and Research - Organizational Communication - Media Production Management - Managing Human Resources 	14 years' service to local community
Senior Lecturer, Full	<ul style="list-style-type: none"> - Communication & Public Speaking - Media, Self, & The World - Electives 	EdD in Adult and Community College Education MA in Communication, Technology, & Society (Clemson University) Relevant courses taken:	7 years' professional experience with Toastmasters, for public presentation and public relations 8 years' professional experience with Enveritas Group for content

		<ul style="list-style-type: none"> - Methods of Professional Communication - Communication and Culture Social Networks - Communication Theory 	<p>marketing and digital solutions</p> <p>3 years' professional experience with AirBnB for hosting webinars</p> <p>Regular participation at national higher education pedagogy conference</p>
Senior Lecturer, Full	<ul style="list-style-type: none"> - Media, Self, & The World - Communication Theory - Communication Research - Electives 	<p>PhD in Political Science (University of Washington)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Social Change - Public Opinion - Political Communication 	More than 18 credits in Communication from MA and PhD coursework
Lecturer, Full	<ul style="list-style-type: none"> - Communication & Public Speaking - Media, Self, & The World - Electives 	<p>MA in Communication (East Carolina University)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Communication Theory - Organizational Communication - Introduction to Health Communication - Media and Health Communication 	
Lecturer, Full	<ul style="list-style-type: none"> - Media, Self, & The World - Introduction to Journalism - Principles of Journalism - Journalism Law and Ethics - Broadcast News Writing - Broadcast News and Sports Television Reporting - Radio News & Entertainment - Electives 	<p>MA in New Media Journalism (Full Sail University)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - New Media & Communications - Writing for Interactive Media - Legal Aspects of Media - Multimedia Development and Editing - Research and Investigation Skills Development - Digital News Production - Multimedia Reporting - Social Media and Online Engagement - News Media Publishing and Distribution 	<p>22 years' professional experience as a news producer, locally and in other media markets</p> <p>Faculty Course Mentor for distance learning and online learning</p>
Lecturer, Full	<ul style="list-style-type: none"> - Media, Self, & The World - Introduction to Journalism - Journalism News Writing and Reporting for Media - Principles of Journalism - Electives 	<p>MA in Communication: Journalism & Public Affairs (American University)</p> <p>Relevant courses taken:</p> <ul style="list-style-type: none"> - Audio Storytelling - Video Storytelling 	

		<ul style="list-style-type: none"> - Legal Aspects of Communication - Online News Production - Reporting of Public Affairs - Data-Driven Journalism - Backpack Video Journalism - Backpack Documentary - Foreign Policy & The Press 	
Teaching Associate, Part	<ul style="list-style-type: none"> - Media, Self, & The World - Electives 	MS in Advertising (University of Tennessee, Knoxville) Relevant courses taken: <ul style="list-style-type: none"> - Advertising & Society - Advertising Research - Advertising Planning - Advertising/Communication Theory 	
Teaching Associate, Part	<ul style="list-style-type: none"> - Communication & Public Speaking - Electives 	MA in Communication Management (University of Alabama—Birmingham) Relevant courses taken: <ul style="list-style-type: none"> - Source Credibility - Message Construction - Nonverbal Communication - Communication and the Law 	
Teaching Associate, Part	<ul style="list-style-type: none"> - Media, Self, & The World - Electives 	MA in Public Relations/Advertising (DePaul University) Relevant courses taken: <ul style="list-style-type: none"> - Strategic Communications - Public Relations - Special Topics: Corporate Communication - Communication Law and Ethics 	14 years' experience in marketing & public relations

Total FTE needed to support the proposed program: 22.19

Faculty: 26

Staff: .14

Administration: .14

Faculty, Staff, and Administrative Personnel

Discuss the Faculty, Staff, and Administrative Personnel needs of the program.

Because the program already exists in a form, the necessary staff and administrative personnel already exist. Most courses in this proposal already exist, and the new ones can be taught by existing faculty or from the result of current faculty searches. Otherwise, additional faculty will be needed only through program growth and natural attrition. Faculty in this program will also continue contributing to the shared Foundation of classes in the overall Department.

Resources

Library and Learning Resources

Explain how current library/learning collections, databases, resources, and services specific to the discipline, including those provided by PASCAL, can support the proposed program. Identify additional library resources needed.

In response to the changing nature of information, the library provides access to resources in various formats, including print, audiovisual, electronic, and streaming media materials. Library holdings are supplemented with other library collections available through the statewide consortia (PASCAL, DISCUS) and interlibrary loan. Journals are provided via publisher and aggregator databases and direct subscription. In addition to general subject databases, Communication Source specifically supports the proposed program. All content owned or provided by the library is accessible via the library's online catalog, through a discovery service (EDS) and through the A- Z journal list. Access to full-text serial content is provided via an open-URL link resolver. The library's webpage can be accessed via: <http://www.coastal.edu/library>. Because these services are already sufficient, there will be no additional costs.

Student Support Services

Explain how current academic support services will support the proposed program. Identify new services needed and provide any estimated costs associated with these services.

Students in this program will have access to an extensive network of support services currently in existence at the university. These include, but are not limited to, library services and technology support (e.g., the main help desk, student computing services, and distance learning resources). In addition, accessibility and disability services are currently available for any student who might need them. Because these services are already sufficient, there will be no additional costs.

Physical Resources/Facilities

Identify the physical facilities needed to support the program and the institution's plan for meeting the requirements.

The program will continue to be supported by CCU's current facilities. No extraordinary physical facilities will be needed to support this proposed program. The program will continue to be housed Brittain Hall, a 49,146 square-foot building that contains most of the classrooms and faculty offices that will support this program. Brittain Hall includes 103 faculty/staff offices, three large classrooms with tiered seating, and twelve 25- to 30-seat classrooms. The Department of Communication, Media, and Culture is working with Edwards College and university-wide units to provide additional spaces tied directly to the program; no additional resources or facilities are requested here because of this work internal to CCU.

Equipment

The program will continue to be supported by CCU's current equipment, updated and upgraded for attrition of and progression of media technologies (e.g., video cameras for several course offerings are regularly purchased to keep up with professional standards in media and journalism fields). Teaching, research, and writing within this program is supported with software packages and available instructional technologies. Teaching spaces on campus already include current technologies with regularly upgraded software. All classrooms to be used are connected to the Internet and have video projectors and/or Smart board/Promethean technology.

Impact on Existing Programs

Will the proposed program impact existing degree programs or services at the institution (e.g., course offerings or enrollment)? If yes, explain.

☒ Yes

☐ No

One of the areas of focus, *sports journalism*, contains courses offered by the Department of Recreation and Sport Management (RSM). These courses are electives, not required, and were chosen in collaboration or consultation with RSM. Our students will benefit from courses offered by other programs but we do not expect seats to be held for our students. We will also encourage our students to minor in relevant areas, such as Sport Studies.

Financial Support

Sources of Financing for the Program by Year												
Category	1 st		2 nd		3 rd		4 th		5 th		Grand Total	
	New	Total	New	Total	New	Total	New	Total	New	Total	New	Total
Tuition Funding	\$2,107,836	\$2,107,836	\$2,309,251	\$2,309,251	\$2,456,964	\$2,456,964	\$2,588,950	\$2,588,950	\$2,725,232	\$2,725,232	\$12,188,233	\$12,188,233
Program-Specific Fees											\$0	\$0
Special State Appropriation											\$0	\$0
Reallocation of Existing Funds											\$0	\$0
Federal, Grant or Other Funding											\$0	\$0
Total	\$2,107,836	\$2,107,836	\$2,309,251	\$2,309,251	\$2,456,964	\$2,456,964	\$2,588,950	\$2,588,950	\$2,725,232	\$2,725,232	\$12,188,233	\$12,188,233
Estimated Costs Associated with Implementing the Program by Year												
Category	1 st		2 nd		3 rd		4 th		5 th		Grand Total	
	New	Total	New	Total	New	Total	New	Total	New	Total	New	Total
Program Administration and Faculty/Staff Salaries	\$278,912	\$278,912	\$302,675	\$302,675	\$322,331	\$322,331	\$338,869	\$338,869	\$355,938	\$355,938	\$1,598,726	\$1,598,726
Facilities, Equipment, Supplies, and Materials		\$0		\$0		\$0		\$0		\$0	\$0	\$0
Library Resources		\$0		\$0		\$0		\$0		\$0	\$0	\$0
Other												
Total	\$278,912	\$278,912	\$302,675	\$302,675	\$322,331	\$322,331	\$338,869	\$338,869	\$355,938	\$355,938	\$1,598,726	\$1,598,726
Net Total (Sources of Financing Minus	\$1,828,924	\$1,828,924	\$2,006,576	\$2,006,576	\$2,134,633	\$2,134,633	\$2,250,081	\$2,250,081	\$2,369,294	\$2,369,294	\$10,589,507	\$10,589,507

Estimated Costs)											
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Note: New costs - costs incurred solely as a result of implementing this program. Total costs - new costs; program's share of costs of existing resources used to support the program; and any other costs redirected to the program.

Budget Justification

Provide an explanation for all costs and sources of financing identified in the Financial Support table. Include an analysis of cost-effectiveness and return on investment and address any impacts to tuition, other programs, services, facilities, and the institution overall.

Program cost-effectiveness and return-on-investment are evaluated institutionally using an induced revenue/expense model. As shown in the Financial Support table, tuition revenues are based on a 15-credit course load for each student projected to enroll in the program. These revenues represent course revenues derived from all courses taken by the student, including both departmental-fielded courses and cross-department electives. The expenses shown in the Financial Support table represent only direct expenses necessary for delivering program courses and administration. The university uses a 50% gross academic margin assessment to ensure that new graduate and certificate programs will provide sufficient revenues to support their expense impact on institutional operations.

To derive gross academic margin, total induced revenue (\$12,188,233 for the period) is calculated minus total direct expenses (\$1,598,726 for the period) divided by total induced revenue (\$12,188,233 for the period). [(Revenue-Expenses)/Revenue]

For a program to be considered cost-effective, the University looks for undergraduate and certificate programs to produce a gross academic margin of 50% or better. This program's gross academic margin is 86.88% for the period, which indicates that this program has a high likelihood of producing sustainable revenue.

Evaluation and Assessment

Program Objectives	Student Learning Outcomes Aligned to Program Objectives	Methods of Assessment
PO1 Understand the processes of human interaction	<ul style="list-style-type: none">- demonstrate familiarity with and comprehension of communication theories, principles, and concepts- recognize the field of communication as "the study of human interaction" in a variety of contexts- identify communication problems	30-item survey assessed using Goal 1 rubric <ul style="list-style-type: none">- Pre-Test: COMM 101 (introduction course in Major Courses foundation)- Post-Test COMM 491/COMM 492 (capstone course options Major Courses foundation)
PO2 Engage in the study of human interaction	<ul style="list-style-type: none">- evaluate communication processes and messages for their effectiveness, strengths, and weaknesses- think critically about human interaction and how professional and popular use of communication and media affect society- analyze principles of communication, identifying underlying values and assumptions	Final papers/Final portfolios from a random sampling of students assessed using PO2 rubric <ul style="list-style-type: none">- COMM 491/COMM 492 (Capstone course options in Major Courses foundation)
PO3 Demonstrate effective communication practices	<ul style="list-style-type: none">- apply principles and best practices to engage audiences and solve communication problems- research, create and deliver effective, strategic, and ethical messages or stories appropriate for the communication professions- demonstrate competence in journalism	Final presentations from a random sampling of students assessed using PO3 rubric <ul style="list-style-type: none">- COMM 491/COMM 492 (Capstone course options in Major Courses foundation)

		A selection of the students' final presentations from the capstone courses will be assessed using the PO3 rubric.
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Note: COMM 491 = Communication Capstone: Thesis; COMM 492 = Communication Capstone: Project

Explain how the proposed program, including all program objectives, will be evaluated, along with plans to track employment. Describe how assessment data will be used.

The Department of Communication, Media, and Culture intends to evaluate and assess this and two other proposed degree programs using the same objectives, student learning outcomes, and methods of assessment currently utilized in its existing Communication major. These are intentionally designed to account for the variety of degrees and suggested areas of focus the Department offers and with the proposed degrees' shared Foundation and capstone courses. A Foundation of classes exists in the current form of the Communication major and this set of courses will be shared across all proposed degrees. All students in the Department would have the same Foundation requirements, including an introduction course (COMM 101). Further, each degree ends with a required choice between two capstone options (COMM 491 or COMM 492). Each year, Program Objective 1 is assessed with a pre-test given to all students enrolled in COMM 101 and a post-test given to all students enrolled in COMM 491 and COMM 492. The data from the capstone courses is compared to COMM 101 data from three years prior. Each year, the major's Program Objective 2 and Program Objective 3 are assessed using a random sampling of students in COMM 491 and COMM 492, following rubrics designed based on each program objective's goals. These assessments are used to determine successful education for students in the degrees and to identify any needed adjustments to their curricula. Employment data is tracked through the post-test given in capstone classes, direct contact with alumni via survey and social media, the Coastal Carolina Alumni Association, and the office of Advancement and Alumni Engagement. The Department has created a shared database with alumni contact and employment information that is regularly updated. This database has been used to stay in contact with alumni, but will be used in the future to track employment rates among alumni.

Accreditation and Licensure/Certification

Will the institution seek program-specific accreditation (e.g., CAEP, ABET, NASM, etc.)? If yes, describe the institution's plans to seek accreditation, including the expected timeline.

☐ Yes

☒ No

Will the proposed program lead to licensure or certification? If yes, identify the licensure or certification.

☐ Yes

☒ No

Explain how the program will prepare students for this licensure or certification.

Not applicable.

If the program is an Educator Preparation Program, does the proposed certification area require national recognition from a Specialized Professional Association (SPA)? If yes, describe the institution's plans to seek national recognition, including the expected timeline.

- ☐ Yes
- ☒ No