



**FORM A**  
**College of Arts and Sciences**

Revised 7/23/07

**PROPOSAL SUMMARY AND ROUTING FORM**

**Proposal Title: Journalism & Technical Communication (JTPC) –program revisions**

**Initiating Unit or Individual: Department of Languages and Literature**

**Contact Person's Name: Sandy Balkema e-mail: balkemas@ferris.edu phone: ext. 5631**

**Date or Term of Proposal Implementation: 201008 (Fall 2010)**

- Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
- Group I - B – New minors or concentrations
- Group II - A – Minor curriculum clean-up and course changes
- Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs

Group/Individual	Signature	Date	Vote/Action *
Program or Academic Unit Faculty	<i>Sandy Balkema</i>	1-18-10	<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Faculty	<i>Sandy Balkema</i>	1-18-10	<input type="checkbox"/> Support <b>15-0</b> <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Head	<i>Mark...</i>	1-18-10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
College Curriculum Committee	<i>...</i>	2/19/10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Dean	<i>Matthew...</i>	2-18-10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
University Curriculum Committee	<i>...</i>	3/1/10	<input checked="" type="checkbox"/> Support <b>8-0</b> <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Senate	<i>Richard...</i>	3/30/10	<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Academic Affairs	<i>Donald...</i>	3/31/10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support

\* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

**To be completed by Academic Affairs**

\_\_\_\_\_  
President (Date Approved)

\_\_\_\_\_  
Board of Trustees (Date Approved)

\_\_\_\_\_  
President's Council (Date Approved)

VPAA  
MAR 30 2010  
PROVOST

## **1. Proposal Summary**

(Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights. Additional rationale may be attached.)

This proposal recommends several minor curriculum revisions to the Journalism & Technical Communication (JTPC) B.S. Program:

### **1. Align program core requirements with main TPC program:**

- a. Replace COMM 301, Interviewing with ENGL 325, Advanced Business Writing
- b. Revise the combined requirement for JRNL 234 and ENGL 280 to equal a total of 3 credits

Rationale:

- a. Several years ago, all of the TPC concentrations replaced COMM 301 with ENGL 325 in order to increase the writing focus of the program, while maintaining the required 120-credit limit.
- b. The TPC program requires students to complete English 280 (a 1-credit course) 3 times for a total of 3 credits. The parallel requirement for JTPC is meant to be reflected in the requirement of JRNL 234 (a 2-credit on-campus internship) and one ENGL 280 (1-credit course). Thus, we wish to change (1) the number of credits for the JRNL 234 course from 3 to 2 credits, and (2) the JTPC check sheet to reflect a total of 3 credits for these requirements.

### **2. Revise the required courses within the concentration.**

- a. Currently (21 credit minimum content specialty)
  - JRNL 121: Writing for Mass Media
  - JRNL 122: Reporting
  - JRNL 230: Publication Editing
  - JRNL 228: Feature & Opinion Writing
  - Approved grouping of 4-5 courses in a technical area. 9 credit minimum)
- b. Proposed revision (21 credit minimum content specialty)
  - JRNL 121: Writing for Mass Media
  - JRNL 122: Reporting
  - JRNL 230: Publication Editing
  - JRNL 228: Feature & Opinion Writing
  - JRNL 251: Understanding Mass Media
  - JRNL 417: Multi-media Design and Writers
  - Choose one of the following:
    - COMM 385: Broadcast Writing
    - NMPP 330: Digital Multimedia Production
    - NMPP 420: World Wide Web Publishing

Rationale:

As the Journalism field changes with an increasing focus on web-based journalism, our graduates need to be prepared with the necessary skills and experience. In the past, our journalism students used the "grouping of 4-5 courses" to develop a content interest (such as sports journalism, political journalism, arts & entertainment, etc.). With these curricular changes, they will have a more rigorous journalism background, with the now-essential media skills.

*Note: The first revision (#1a) above should have been covered by an earlier curriculum revision and is simply not reflected accurately in the current check sheet and catalog description. When the TPC curriculum was revised, all of the concentrations were included in the revision. Somehow the JTPC program was not updated to reflect this change.*

## 2. Summary of All Course Action Required\*

### a. Newly Created Courses to FSU:

Prefix	Number	Title
--------	--------	-------

### b. Courses to be Deleted From FSU Catalog:

Prefix	Number	Title
--------	--------	-------

### c. Existing Course(s) to be Modified:

Prefix	Number	Title
--------	--------	-------

JRNL	234	Journalism Internship
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### d. Addition of existing FSU courses to program

Prefix	Number	Title
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JRNL	417	Multi-media Design and Writers
JRNL	251	Understanding Mass Media
COMM	385	Broadcast Writing
NMPP	330	Digital Multimedia Production
NMPP	420	World Wide Web Publishing

### e. Removal of existing FSU courses from program

Prefix	Number	Title
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## 3. Summary of All Consultations

Form Sent (B or C)	Date Sent	Responding Dept.	Date Received & by Whom
<input type="radio"/> Form B	1/18/10	Humanities	1/18/10 Grant Snyder
<input type="radio"/> Form B	1/18/10	NMPP	1/18/10 Pat Klarecki

## 4. Will External Accreditation be Sought? (For new programs or certificates only)

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

If yes, name the organization involved with accreditation for this program.

## 5. Program Check sheets affected by this proposal.

## CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, new degree, new program, new minor, or new course. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the chair/head of the department to be consulted.
2. The department must respond within 20 calendar days of receipt of this form to insure inclusion in the final proposal. The completed form is returned to the initiator and inserted into the proposal.

**Failure to respond is interpreted as support for the proposal.**

3. The Proposing Department must address any concerns raised by the department. This response will be in writing and be included in the proposal following the consultation form.

**RE: Proposal Title Journalism & Technical Communication (JTPC) – program revisions**

Initiator(s): Department of Languages and Literature

Proposal Contact: Sandy Balkema Date Sent: 1-18-10

Department: Languages and Literature Campus Address: 3080 ASC  
(Please print)

Responding Department: NMPP

Chair/Head/Coordinator: Pat Klarecki Date Returned: 1/19/10

Based upon department faculty review on 1/19/10 (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on scheduling, room assignments, faculty load, and prerequisites for your department. Use additional pages, if necessary.

## CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, new degree, new program, new minor, or new course. Potential duplication of coursework is reason for consultation.

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**RE: Proposal Title Journalism & Technical Communication (JTPC) – program revisions**

Initiator(s): Department of Languages and Literature

Proposal Contact: Sandy Balkema Date Sent: 1-18-10

Department: Languages and Literature Campus Address: 3080 ASC  
(Please print)

Responding Department: Communication

Chair/Head/Coordinator: Grant Snyder Date Returned: \_\_\_\_\_

*Not returned as of  
2-12-10*

Based upon department faculty review on \_\_\_\_\_ (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on scheduling, room assignments, faculty load, and prerequisites for your department. Use additional pages, if necessary.

**FORM D    CURRENT**  
**FORM D    PROPOSED**

**PROGRAM, MAJOR, OR MINOR CHECK SHEET(S)**

Insert both the current curriculum check sheet (if applicable) followed by proposed curriculum check sheet" and/or "academic program requirements" list.

- **LABEL CHECK SHEETS AS "FORM D CURRENT" and "FORM D PROPOSED."**
- **Checksheets should indicate total credits, General Education requirements per catalog guidelines (include course levels), and the minimum number of 300 and 400 level courses.**
- **Indicate all course prerequisites.**
- **Indicate any special admissions, continuation, or graduation requirements.**

***JOURNALISM and TECHNICAL COMMUNICATION***

**FERRIS STATE UNIVERSITY**

**PROGRAM COORDINATOR: SANDY BALKEMA**

**OFFICE: PRK 120A**

**PHONE: (231) 591-5631**

**E-MAIL: balkemas@ferris.edu**

Admission requirements: First year student admission is open to high school graduates (or equivalent) who demonstrate appropriate academic preparedness, maturity and seriousness of purpose. High school courses and grade point average, ACT composite score, and ACT Mathematics and Reading sub scores will be considered in the admission and course placement process. Transfer students must have at least 12 credits at the time of application with a minimum 2.0 overall GPA including an English and mathematics course or they will be considered as first year students.

**Graduation Requirements:**

1. 2.0 CUMULATIVE grade average in all courses.
2. 120 minimum semester credits including general education requirements.
3. Residency requirement: 30 minimum FSU semester credits.
4. Minimum of 40 credits numbered 300 or higher.
5. Portfolio Approval

**Student Name \_\_\_\_\_ Student Number \_\_\_\_\_**

REQUIRED		COURSE TITLE – FOR PREREQUISITES NOT INDICATED, SEE FSU CATALOG COURSE DESCRIPTIONS	FSU S.H.	GRADE
<b>Major Courses: 53 Minimum Total Credits Required</b>				
ENGL	311	Advanced Technical Writing (ENGL 250)	3	
ENGL	323	Proposal Writing (ENGL 250)	3	
COMM	121	Fundamentals of Public Speaking	3	
COMM	301	Interviewing	3	
COMM	332	Persuasive Speaking (COMM 121)	3	
COMM	336	Technical & Professional Presentation (COMM 121)	3	
PTEC	153	Digital Page Layout	4	
JRNL	234	Journalism Internship (req.: repeat min. 1 time)	3	
ENGL	280	Special Topics in Technical Communication (req.: repeat min. 3 times)	1	
ENGL	380	History of Rhetoric and Style (ENGL 231 OR 311)	3	
ENGL	411	Professional Technical Communication (ENGL 311 OR 321)	3	
ENGL	491	TPC Internship (ENGL 311 OR 321)	3	
ENGL	499	Technical Communication Seminar (ENGL 311 OR 321 AND 411)	3	
		Program Elective	3	
		Program Elective	3	
		Program Elective	3	
		Program Elective	3	
		Program Elective	3-4	
<b>PORTFOLIO APPROVAL</b>				
<b>21 Credit Minimum Content Specialty</b>				
JRNL	121	Writing for Mass Media	3	
JRNL	122	Reporting (JRNL 121)	3	
JRNL	230	Publication Editing (ENGL 150)	3	
JRNL	228	Feature & Opinion Writing (ENGL 150)	3	
<b>(Approved grouping of 4-5 courses in a technical area 9 credit minimum)</b>				
			3	
			3	
			3	

**Form D PROPOSED**

**DEPARTMENT OF SCIENCE IN  
TECHNICAL & PROFESSIONAL COMMUNICATION**

**JOURNALISM and TECHNICAL COMMUNICATION**

**FERRIS STATE UNIVERSITY**

Program Coordinator: SANDY BALKEMA

Office: PRK 120A

Telephone: (231) 591-5631

Email: balkemas@ferris.edu

**Admission requirements:** First year student admission is open to high school graduates (or equivalent) who demonstrate appropriate academic preparedness, maturity and seriousness of purpose. High school courses and grade point average, ACT composite score, and ACT Mathematics and Reading sub scores will be considered in the admission and course placement process. Transfer students must have at least 12 credits at the time of application with a minimum 2.0 overall GPA including an English and mathematics course or they will be considered as first year students.

**Graduation Requirements:**

1. 2.0 CUMULATIVE grade average in all courses; 3.0 cumulative grade average in all 300-level ENGL courses; 2.0 min. grade in all TPC upper-level courses (380, 411, 491, and 499)
2. 120 minimum semester credits including general education requirements.
3. Residency requirement: 30 minimum FSU semester credits.
4. Minimum of 40 credits numbered 300 or higher.
5. Portfolio Approval

**Student Name** \_\_\_\_\_ **Student Number** \_\_\_\_\_  
 Portfolio approval \_\_\_\_\_ (coordinator's initials) Date \_\_\_\_\_

REQUIRED		COURSE TITLE – FOR PREREQUISITES NOT INDICATED, SEE FSU CATALOG COURSE DESCRIPTIONS	FSU S.H.	GRADE
<b>Major Courses: 53</b>				
		<b>Minimum Total Credits Required</b>		
ENGL	311	Advanced Technical Writing (ENGL 250)	3	
ENGL	323	Proposal Writing (ENGL 250)	3	
COMM	121	Fundamentals of Public Speaking	3	
ENGL	325	Advanced Business Writing (ENGL 250)	3	
COMM	332	Persuasive Speaking (COMM 121)	3	
COMM	336	Technical & Professional Presentation (COMM 121)	3	
PTEC	153	Digital Page Layout	4	
JRNL	234	Journalism Internship	2	
ENGL	280	Special Topics in Technical Communication	1	
ENGL	380	History of Rhetoric and Style (ENGL 231 OR 311)	3	
ENGL	411	Professional Technical Communication (ENGL 311 OR 321)	3	
ENGL	491	TPC Internship (ENGL 311 OR 321)	3	
ENGL	499	Technical Communication Seminar (ENGL 311 OR 321 AND 411)	3	
		Program Elective	3	
		Program Elective	3	
		Program Elective	3	
		Program Elective	3	
		Program Elective	3-4	
<b>PORTFOLIO APPROVAL</b>				
<b>21 Credit Minimum Content Specialty</b>				
JRNL	121	Writing for Mass Media	3	
JRNL	122	Reporting (JRNL 121)	3	
JRNL	230	Publication Editing (ENGL 150)	3	
JRNL	228	Feature & Opinion Writing (ENGL 150)	3	
JRNL	251	Understanding Mass Media	3	
JRNL	417	Multimedia Design and Writers	3	
Select one:				
COMM	385	Broadcast Writing (COMM105 or COMM121 or COMM200 or COMM201)	3	
NMPP	330	Digital Multimedia Production	3	
NMPP	420	World Wide Web Publishing (NMPP 330)	3	

**MODIFY COURSE**  
**Course Data Entry Form**

**FORM F**

**Modify Course**  
**Rev. 07/23/07**

**I. ACTION TO BE TAKEN: MODIFY AN EXISTING COURSE**

Notes:

1. Complete all parts of Sections I and II; complete only those items in Section III that represent changes.
2. If either prefix or number is being changed, use 'Delete Course' and 'Create New Course' forms rather than this form.

a. List the changes to be made (**See Proposed Changes a through p below**): **G**

Explanation: Removing one credit from JRNL234 to align JTPC requirements w/ program requirements across TPC concentrations.

b. Term Effective (6 digit code only): **201005** Examples: 200801(Spring), 200805(Summer), 200808(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

**II. CURRENT:** Include information that is in the current course database.

a. Course Prefix

**JRNL**

b. Number

**234**

c. Enter Contact Hours per week in boxes.

LECTure  LAB  INDEpendent Study – Check (x)

Practicum:  Seminar:

d. Course Title: **Journalism Internship**

**III. PROPOSED CHANGES:** Complete only those boxes that represent proposed changes identified in Section I. Leave all other spaces blank.

a. Course Prefix

**JRNL**

b. Number

**234**

c. Enter Contact Hours per week in boxes.

LECTure  LAB  INDEpendent Study – Check (x)

Practicum:  Seminar:

d. Course Title: (Limit to 30 characters/spaces.)

e. College Code: f. Department Code:

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type:  Variable x Fixed h. Maximum Credit Hours  i. Minimum Credit Hours

j. May Be Repeated for Added Credit: Check  Yes x No

k. Levels: Check (x) Undergraduate  Graduate  Professional


l. Grade Method: Check (x) Normal Grading  Credit/No Credit only (Pass/Fail)

m. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

n. Term(s) Offered:  (See instructions for listing.) o. Max. Section Enrollment:

p. Prerequisites/Co-requisites/Restrictions: Limited to 100 spaces.

UCE Chair Signature/Date:

 3/11/10

Academic Affairs Approval Signature/Date:

 3/13/10

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)  General Education (GE)  Occupational Education (OC)  G.E. Codes

**Office of the Registrar use ONLY**

Date Rec'd: \_\_\_\_\_ Date Completed: \_\_\_\_\_ Entered: SCACRSE \_\_\_ SCADTL \_\_\_ SCARRES \_\_\_ SCAPREQ \_\_\_