

**Northwestern Oklahoma State University – RUSO  
Program Modification – Program Requirement Change; Program Name Change  
BS, Mass Communication, 052**

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PROGRAM INFORMATION

Official Degree Designation and Program Title (e.g., Associate in Science in Cybersecurity, Bachelor of Fine Arts in Music Performance, Master of Science in Accounting):  
Bachelor of Science in Mass Communication

Program Code (3-digit OSRHE program code): 052

Approved Program Options (List all current options): N/A

Is this program part of a cooperative agreement?  Yes  No

Does this change impact an embedded certificate?  Yes  No

**NOTE:** A separate Modification(s) to Existing Program form is needed for each embedded certificate if the modification of the main program effects the certificate.

Does the CIP Code for this program need to be updated?  Yes  No

Enter the new CIP code for this program (6-digits): N/A

TYPE OF REQUEST(S)

**Program Requirement Change(s)** -changes formerly classified as substantive and non-substantive will now be combined as program requirement changes e.g., course credit hour changes, changes in courses required for graduation, changing credit hours required for electives, course prefix changes, course title changes, removing courses from list of electives)  
 Yes  No

Total Credit Hour Change:  Yes  No

Explanation of Changes -provide a brief summary:

- Adding five new courses: MCOM-2043 Writing for Media Professionals, MCOM-3173 Media Literacy, MCOM-4243 Social Media Strategy, MCOM-4333 Advanced Reporting, and MCOM-4373 Special Topics in Communication.
- Removing three courses: MCOM-2023, MCOM-3103, MCOM-3222.
- Prescribed electives list: adding four courses and eliminating eight courses.
- Changed course level on three courses, credit hours on one course and updated course titles to align the program requirements and reflect updated industry standards.

Justification for program requirement changes -provide a brief summary:

- The proposed modifications will enhance alignment with evolving industry standards. These changes will enhance the educational framework, ultimately better equipping students with the skills and knowledge necessary for success in their professional endeavors.

Program Requirement Change Documentation -attach program requirements, showing the current and proposed curriculum. Highlight all changes.

See current and proposed curriculum below

**Program Name Change**

Yes  No

Current Program Name: Mass Communication

New Program Name: Media and Communication

Justification for program name change -provide a brief summary:

- The title Media and Communication is a better representation of our academic program as our program encompasses mass media as well as strategic communication.

**Current and Proposed changes:**

Current: Bachelor of Science in Mass Communication (052)

Proposed: Bachelor of Science in **Media and** Communication (052)

**Current program requirements:**

Major Track:

MCOM-2023	Media History	3
MCOM-2113	News Reporting	3
MCOM-2123	Intro to Mass Communication	3
MCOM-3053	Prin Advert & Marketing	3
MCOM-3103	News Editing	3
MCOM-3113	Intro Audio & Video Prod	3
MCOM-3203	Media Photography	3
MCOM-3213	Business & Profess Comm	3
MCOM-3222	Feature Writing	2
MCOM-3363	Multimedia Journalism	3
MCOM-3463	Intro Strategic Comm	3
MCOM-3521	Strategic Comm Practicum	1
MCOM-3541	Print & Online Media Pract	1
MCOM-3803	Broadcast Writing & Announ	3
MCOM-3833	Strategic Comm Writing	3
MCOM-3901	Broadcast Practicum	1
MCOM-4103	Publication Design & Prod	3
MCOM-4213	Mass Comm Law & Ethics	3
MCOM-4442	Mass Media Internship	2
MCOM-4463	Mass Comm Senior Seminar	3
	Total hours	52

**Proposed program requirements:**

Major Track:

<del>MCOM-2023</del>	<del>Media History</del>	<del>3</del>
<b>MCOM-2043^</b>	<b>Writing for Media Professionals</b>	<b>3</b>
MCOM-2123	Intro to Mass Communication	3
MCOM-3053	Prin Advertising & Marketing	3
<del>MCOM-3103</del>	<del>News Editing</del>	<del>3</del>
MCOM-3113	<b>Audio &amp; Video Production</b>	3
MCOM- <b>3163</b>	News Reporting	3
MCOM-3203	Media Photography	3
MCOM-3213	Business & Professional Comm	3
<del>MCOM-3222</del>	<del>Feature Writing</del>	<del>2</del>
MCOM-3463	Intro Strategic Communication	3
MCOM-3521	Strategic Comm Practicum	1
MCOM-3541	<b>Journalism Practicum</b>	1
MCOM-3803	Broadcast Writing & Announcing	3
MCOM-3833	Strategic Comm Writing	3
MCOM- <b>3853</b>	Publication Design & Prod	3
MCOM-3901	Broadcast Practicum	1
MCOM- <b>4163</b>	Multimedia Journalism	3
MCOM-4213	<b>Media</b> Law & Ethics	3
MCOM- <b>4243^</b>	<b>Social Media Strategy</b>	<b>3</b>
MCOM-4443	<b>Media &amp; Comm Internship</b>	<b>3</b>
MCOM-4463	<b>Senior Seminar</b>	<b>3</b>
	Total hour s	<b>51</b>

### Major/Minor track:

MCOM-2023	Media History	3
MCOM-2113	News Reporting	3
MCOM-2123	Intro to Mass Communication	3
MCOM-3053	Prin Advert & Marketing	3
MCOM-3103	News Editing	3
MCOM-3113	Intro Audio & Video Prod	3
MCOM-3203	Media Photography	3
MCOM-3213	Business & Profess Comm	3
MCOM-3222	Feature Writing	2
MCOM-3363	Multimedia Journalism	3
MCOM-3463	Intro Strategic Comm	3
MCOM-3521	Strategic Comm Practicum	1
MCOM-3541	Print & Online Media Pract	1
MCOM-3803	Broadcast Writing & Announ	3
MCOM-3833	Strategic Comm Writing	3
MCOM-3901	Broadcast Practicum	1
MCOM-4103	Publication Design & Prod	3
MCOM-4213	Mass Comm Law & Ethics	3
MCOM-4442	Mass Media Internship	2
MCOM-4463	Mass Comm Senior Seminar	3
	Prescribed Electives	18
	Total hours	70

Prescribed electives – choose from:

ART-3173	Digital Illustr/Graphic Design
ENGL-3513	Technical Writing
ENGL-4113	Creative Writing
ENGL-4173	Modern English Gram/Usage
MCOM-3303	Intro Mod Theories
MCOM-3313	Broadcast News
MCOM-3343	Sports Reporting
MCOM-3521	Strategic Comm Pract*
MCOM-3541	Print & Online Media Pract*
MCOM-3812	Photojournalism
MCOM-3901	Broadcast Practicum*
MCOM-4123	Adv Strategic Comm
MCOM-4413	Adv Audio/Video Prod
MCOM-4432	Intro Media Research
MCOM-4442	Mass Media Internship**
MRKT-3043	Principles of Marketing
MRKT-3313	Technology & Marketing
MRKT-3453	Sports Marketing
PSYC-3163	Motivation & Emotion
SCOM-2763	Voice & Phonetics
SCOM-3113	Advanced Speech
SCOM-3123	Argumentation & Advocacy
SCOM-3133	Interpersonal Communication
SCOM-3613	Small Group Communication
SCOM-4023	Nonverbal Communication
SOC-2123	Social Problems & Issues

\*Must be taken for major, may be taken up to three additional times for credit within prescribed electives.

\*\*Must be taken for major, may be taken one additional time for credit within prescribed electives.

### Major/Minor track:

<del>MCOM-2023</del>	<del>Media History</del>	<del>3</del>
<b>MCOM-2043^</b>	<b>Writing for Media Professionals</b>	<b>3</b>
MCOM-2123	Intro to Mass Communication	3
MCOM-3053	Prin Advert & Marketing	3
<del>MCOM-3103</del>	<del>News Editing</del>	<del>3</del>
MCOM-3113	<b>Audio &amp; Video Production</b>	3
MCOM-3163	News Reporting	3
MCOM-3203	Media Photography	3
MCOM-3213	Business & Profess Comm	3
<del>MCOM-3222</del>	<del>Feature Writing</del>	<del>2</del>
MCOM-3463	Intro Strategic Comm	3
MCOM-3521	Strategic Comm Practicum	1
MCOM-3541	<b>Journalism Practicum</b>	1
MCOM-3803	Broadcast Writing & Announ	3
MCOM-3833	Strategic Comm Writing	3
MCOM-3853	Publication Design & Prod	3
MCOM-3901	Broadcast Practicum	3
MCOM-4163	Multimedia Journalism	3
MCOM-4213	<b>Media Law &amp; Ethics</b>	3
<b>MCOM-4243^</b>	<b>Social Media Strategy</b>	<b>3</b>
MCOM-4443	<b>Media &amp; Comm Internship</b>	<b>3</b>
MCOM-4463	<b>Senior Seminar</b>	3
	Prescribed Electives	19
	Total hours	70

Prescribed electives – choose from:

ART-3173	Graphic Design I
<b>ART-4273</b>	<b>Graphic Design II</b>
<del>ENGL-3513</del>	<del>Technical Writing</del>
<del>ENGL-4113</del>	<del>Creative Writing</del>
<del>ENGL-4173</del>	<del>Modern English Gram/Usage</del>
<del>MCOM-3303</del>	<del>Intro Mod Theories</del>
<b>MCOM-3173^</b>	<b>Media Literacy</b>
MCOM-3313	Broadcast News
MCOM-3343	Sports Reporting
MCOM-3521	Strategic Comm Practicum*
MCOM-3541	<b>Journalism Practicum*</b>
<del>MCOM-3812</del>	<del>Photojournalism</del>
MCOM-3901	Broadcast Practicum*
MCOM-4123	Adv Strategic Comm
<b>MCOM-4333^</b>	<b>Advanced Reporting</b>
<b>MCOM-4373^</b>	<b>Special Topics in Comm</b>
<del>MCOM-4432</del>	<del>Intro Media Research</del>
MCOM-4413	<b>Advanced Video Production</b>
MCOM-4443	<b>Media &amp; Comm Internship**</b>
MRKT-3043	Principles of Marketing
MRKT-3313	Technology & Marketing
MRKT-3453	Sports Marketing
<del>PSYC-3163</del>	<del>Motivation &amp; Emotion</del>
SCOM-2763	Voice & Phonetics
SCOM-3113	Advanced Speech Comm
SCOM-3123	Argumentation & Advocacy
SCOM-3133	Interpersonal Communication
SCOM-3613	Small Group Communication
SCOM-4023	Nonverbal Communication
<del>SOC-2123</del>	<del>Social Problems &amp; Issues</del>

\*Must be taken for major, may be taken up to three additional times for credit within prescribed electives.

\*\*Must be taken for major, may be taken one additional time for credit within prescribed electives.

^New courses:

MCOM-2043 Writing for Media Professionals  
MCOM-3173 Media Literacy  
MCOM-4243 Social Media Strategy  
MCOM-4333 Advanced Reporting  
MCOM-4373 Special Topics in Communication

Title changes:

MCOM-3113 Audio & Video Production  
MCOM-3541 Journalism Practicum  
MCOM-4213 Media Law & Ethics  
MCOM-4413 Advanced Video Production  
MCOM-4443 Media & Communication Internship  
MCOM-4463 Senior Seminar

Change course level:

MCOM-2113 News Reporting MCOM-3163  
MCOM-3363 Multimedia Journalism MCOM-4163  
MCOM-4103 Publication Design & Production MCOM-3853

Change credit hours:

MCOM-4442 Media & Communication Internship MCOM-4443

Total hours for the degree will remain 120 hours.

Major track: 120  
General Education: 45  
Major: 51  
Minor: 20  
Electives: 4

Major/Minor track: 120  
General Education: 45  
Major/minor 70  
Electives: 5