

**FACULTY AGENDA ITEM NO 17-8**

Date: 3-8-17

Submitted by: *Kathy Menzie, ext. 1865*

SUBJECT: *NEW MASS MEDIA MINOR*

Description: *The Minor in Applied Media allows students to develop knowledge and skills in media arts, with a strong emphasis on different forms of media writing and visual communication, as well as planning and executing media campaigns, both on traditional and new media channels.*

Rationale: *Undergraduates with majors outside of Mass Media often pursue careers that require skills taught in Mass Media courses, such as crafting effective mediated messages, managing social media campaigns or shooting and editing videos. The Minor in Applied Media would allow students to gain knowledge about digital tools and acquire hands-on skills that they will use to pursue the requirements of careers in their chosen majors.*

Financial Implications: *None*

Proposed Effective Date: *August 2017*

Request for Action: *Approval by **AAC/FAC/FS/Gen Fac/BOR***

Approved by: *AAC on April 10, 2017*

*Faculty Senate on April 17, 2017*

Attachments **Yes:** *New Program Form and Pro Forma*