



UNIVERSITY OF
GEORGIA

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University Council

January 18, 2019

UNIVERSITY CURRICULUM COMMITTEE – 2018-2019

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Dear Colleagues:

The attached proposal from the Grady College of Journalism and Mass Communication for a new Area of Emphasis in Emerging Media under the major in Journalism and Mass Communication (M.A., Non-Thesis) will be an agenda item for the January 25, 2019, Full University Curriculum Committee meeting.

Sincerely,

John Maerz, Chair

University Curriculum Committee

cc: Interim Provost Libby V. Morris
Dr. Rahul Shrivastav

PROPOSAL FOR AREA OF EMPHASIS

1. **School/College:** Grady College of Journalism and Mass Communication
2. **Department/Division:** Grady College of Journalism and Mass Communication
3. **Major:** Journalism and Mass Communication (M.A., Non-Thesis)
4. **Major Requirements:** See below
5. **Area of Emphasis Title:** Emerging Media
6. **Proposed starting date:** Summer 2019
7. **Area of Emphasis Description:**

The Area of Emphasis in Emerging Media is designed for students who wish to gain understanding of emerging media, developing content, and strategically managing emerging media to further personal career goals and those of their employers. The degree is designed to accommodate students from a variety of different undergraduate backgrounds (e.g., business, communications, computer science, engineering, public health).

Major Requirements:

Students must complete 11 courses (33 credit hours) and maintain at least a 3.0 cumulative GPA to graduate. No grade below a "C" may be counted in the student's program of study, and students may have no more than two "C" course grades on their program of study. Grady graduate students must complete JRMC 8050, Research and Directed Readings in Mass Communication (3 credit hours), and specialized courses in their area of emphasis that cover theory, digital analytics, management, and design (see Area of Emphasis Description).

Area of Emphasis Required Courses (24 hours):

ADPR 7750, Social Media Analytics, Listening, and Engagement (3 hours) **OR**
JRMC 7250, Applied Network Analysis of Social Media (3 hours)
ADPR 7760, Digital and Social Communication Strategies (3 hours)
JRMC 7010E, Emerging Media Design and Aesthetics (3 hours)
JRMC 7011E, Emerging Media Project Management and Innovation (3 hours)
JRMC 7012E, Emerging Media Storytelling (3 hours)
JRMC 7015E, Emerging Media Capstone (3 hours)
JRMC 8016, Emerging Media Interaction Design and Usability (3 hours)
NMIX 6110E, New Media Productions (3 hours)

Electives (6 hours):

Students must take two elective courses (total of 6 hours). Examples of electives include COMM 6350E, Scientific Communication (3 hours), MNPO 7123E, Theory and Management of Nonprofit Organizations (3 hours), or JRMC 8050, Research and Directed Readings in Mass Communication (1-6 hours).

Approvals on File

Proposal: New Area of Emphasis in Emerging Media under the major in Journalism and Mass Communication (M.A., Non-Thesis)

College: Grady College of Journalism and Mass Communication

Proposed Effective Term: Summer 2019

School/College:

- Grady College of Journalism and Mass Communication Dean, Dr. Charles Davis, 11/14/2018
- Grady College of Journalism and Mass Communication Associate Dean, Dr. Jeffrey Springston, 11/14/2018

Graduate School

- Graduate School Dean, Dr. Suzanne Barbour, 11/19/2018