



University Council

January 17, 2020

UNIVERSITY CURRICULUM COMMITTEE – 2019-2020

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Undergraduate Student Representative – Melissa Hevener

Graduate Student Representative – Jordan Henley

Dear Colleagues:

The attached proposal from the Grady College of Journalism and Mass Communication to offer the existing major in Journalism and Mass Communication (M.A. Non-Thesis) with an Area of Emphasis in Emerging Media online will be an agenda item for the January 24, 2020, Full University Curriculum Committee meeting.

Sincerely,

John Maerz, Chair

University Curriculum Committee

cc: Provost S. Jack Hu  
Dr. Rahul Shrivastav

# Proposal for an Online Program

## The University of Georgia

**Institution:** University of Georgia

**Date:** 9/12/2019

**College/School/Division:** Grady College of Journalism and Mass Communication

**Department:** Grady College of Journalism and Mass Communication

**Program:** Journalism and Mass Communication (M.A., Non-Thesis) with an Area of Emphasis in Emerging Media (Online)

**CIP Code:** 09049901

**Proposed Start Date:** Summer 2020

### 1. Assessment

We anticipate that there will be strong demand for this online program. The residential version of this program quickly became our largest interest area. According to a recent market analysis completed by Hanover Research, the proposed online Master of Arts in Journalism and Mass Communication with an Area of Emphasis in Emerging Media should be viable (i.e., the field is growing faster than average and market saturation of related degree programs is low). Degree completions in related fields have grown at annualized rates of 21.6 percent nationally, 10.9 percent in the Southeast region, and 20.9 percent in Georgia since 2011. In all cases, these growth rates are more than seven times as fast as the growth of all M.A. degrees at that geographic region. Though the number of degrees awarded in these fields each year is modest, minimal competitor saturation allows for a market opportunity. Hanover identified fewer than 10 institutions awarding online master's degrees in emerging media and related fields nationwide.

Employment projections for occupations related to emerging media are stable, anticipating average to slightly better than average growth in the United States and Georgia through 2024. However, the prevalence of digital media is rapidly increasing across a number of different platforms as Americans change the ways they consume information and advertising. Trends toward digitization across industries may indicate increasing demand for emerging media graduates that is not fully captured in the employment projections data. (The full market analysis report is attached.)

### 2. Admission Requirements

All requirements for admission to the online major in Journalism and Mass Communication (M.A.) with an Area of Emphasis in Emerging Media will be the same as those for the residential version of the program. Specific criteria for admission include a bachelor's degree from an accredited program with a 3.0 or higher grade point average in the B.A. program. In addition, we will look for GRE scores of 153 verbal and 144 quantitative or higher. Applicants whose primary language is not English must submit official TOEFL or IELTS scores that are not more than two years old. The minimum TOEFL score requirement: overall score of 80, with at least 20 on speaking and writing.

Minimum IELTS score requirement: overall band-width of 6.5, with no single band (score) below 6.0. Students will also be asked to complete a short statement of purpose, submit at least three letters of recommendation from former professors and/or employers, and a resume.

### 3. Program Content

The basic curriculum of the program will be equivalent to our residential major in Journalism and Mass Communication (M.A.) with an Area of Emphasis in Emerging Media. The program is non-thesis and requires 11 courses (33 credit hours) to complete. The criteria for electives or substitutions for specific requirements will also be equivalent.

<b>Required Classes</b>	
NMIX 6110E	New Media Productions (3 hours)
NMIX 6111E	New Media Design (3 hours)
JRMC 7010E	Emerging Media Design and Aesthetics (3 hours)
JRMC 7011E	Emerging Media Project Management and Innovation (3 hours)
NMIX 6310E (New)	Rich Media Production (3 hours)
NMIX 7110E	Advanced New Media Production (3 hours)
JRMC 7012E	Emerging Media Storytelling (3 hours)
JRMC 8010E	Research Methodology in Mass Communication Research (3 hours)
JRMC 8016E (New)	Media Interaction Design & Usability (3 hours)
JRMC 7015E	Emerging Media Capstone (3 hours)
<b>Choose one elective from the following:</b>	
ADPR 7750E (New)	Social Media Analytics, Listening, and Engagement (3 hours)
ADPR 7760E (New)	Digital and Social Communications Strategies (3 hours)
Other	Other courses inside or outside the Grady College as approved by advisor

### 4. Student Support Services

*Each proposal must describe how students will have access to appropriate learning and student support services to ensure full participation in the learning experience. Services to be considered include academic advising or an advisory committee, technology support financial aid advising, career*

*planning, and disability services. Any special accommodations made for distance education students must be described.*

A. Course Resource Module:

A “Course Resources” module is added to each course and contains important information to connect students to resources such as accessibility services, the academic honesty policy, library services, netiquette guidelines, online tutoring, and academic support. The module also connects students to technical support, including support for using eLearning Commons.

B. Academic Advising:

Each student in the online program will be assigned a faculty advisor. All advisors are committed to working with students to identify goals, discover their unique paths, and guide students from enrollment through to graduation. The process for advising is tailored to provide the best experience for the student. Advisors are trained and prepared to help students identify the best sequence of courses, thoroughly outline policy and procedures, and provide guidance throughout their experience.

C. Financial Advising for Graduate Students:

The University of Georgia Office of Student Financial Aid is the primary student resource for financial aid counseling and advice for online undergraduate and graduate students. The Graduate School offers a FREE Financial Education Program to all UGA Graduate students. Students and prospective students can contact [gradfineduc@uga.edu](mailto:gradfineduc@uga.edu) to learn more.

D. Office of Online Learning New Online Student Orientation:

The UGA Office of Online Learning offers a New Student Online Orientation for online graduate students. The orientation provides a Student Support Services and Engagement Module that informs students about various online resources provided by the UGA Student Veterans Resource Center, Distance Learning Library, Office of Financial Aid, Career Center Online Resources, Testing Services, Disability Resource Center (DRC), and the Division of Academic Enhancement. Visit the following link to view the New Online Student Orientation Module:  
<https://onlineorientation.ovpi.uga.edu>.

E. Additional Student Support Services:

The UGA Office of Online Learning offers resources to help online students connect and stay current on news, opportunities, and available online resources:

Social Media:

Facebook: <http://facebook.com/UGAOnlineEducation>

Twitter: <http://twitter.com/UGAOnline1>

Instagram: <http://instagram.com/UGAOnline>

## 5. Resident Requirements

There will be no residence requirements for this program. The program will not accept transfer credits.

## 6. Program Management

The program will be managed by Dr. Jeff Springston, the graduate coordinator and Associate Dean for Research and Graduate Studies. Program marketing and recruitment will begin as soon as the program is approved for online delivery.

Annually, applications for the program will be due on March 1. Students will be notified of acceptance by April 1, and classes begin in the summer term.

As an accelerated master's program, students are able to complete the program and graduate in as little as one year (summer, fall, spring). However, flexibility allows students to work at a pace best suited for them and can take as long as four years if needed. Below is a sample one-year track:

Summer 2020	Fall 2020	Spring 2021
NMIX 6110E: New Media Production (3 hours)	NMIX 6310E: Rich Media Production (3 hours) (New)	JRMC 7012E: Digital Media Storytelling (3 hours)
NMIX 6111E: New Media Design (3 hours)	NMIX 7110E: Advanced New Media Production (3 hours)	JRMC 8016E: Media Interaction Design (3 hours) (New)
JRMC 7010E: Digital Design and Aesthetics (3 hours)	JRMC 8010E: Media Research (3 hours)	JRMC 7015E: Emerging Media Capstone (3 hours)
JRMC 7011E: Project Management and Innovation (3 hours)	ADPR 7750E: Social Media Analytics <b>or</b> Optional Elective (3 hours) (New)	

### Program maintenance and quality assessment.

Assessment of the program will occur throughout the program, and data will be gathered from specific classes, as well as from an end of program evaluation. Data will be evaluated from student performance on exams and projects, and from evaluations from professors and from industry professionals who will judge student work performance and finished product quality. Student course evaluations will be collected in each course every semester. The program will also be included in the Grady graduate program's annual assessment activities in the same way our residential program is assessed.

Specific learning outcomes include the following:

1. Understanding the conceptual foundations of the processes, effects, and institutions of mass communication.
2. Understanding the role of digital media in society and the ethical dimensions of mass media practices.
3. Understanding the methods of inquiry in mass communication.

#### 4. Understanding of self-selected specialty in digital media.

##### Program Duplication in the Region

According to a recent Hanover Market Analysis there is little duplication of digital media programs in the area, and currently no online programs of this type in the area, as reflected in the following passage from the Hanover report:

“The data indicate a limited number of programs within the Southeast region – six institutions report Digital Communication and Media/Multimedia conferrals, and two institutions report master’s awards in Digital Arts. Only two institutions in Georgia reported relevant completions. Of the institutions in the Southeast region reporting conferral data, none offer an online option. Nationally, four institutions report online options for Digital Communication and Media/Multimedia programs and two institutions report a distance option for Digital Arts.”

### **7. Library and Laboratory Resources**

Online access to some library resources will be required, but no additional library resources will be necessary to offer the E-version of the program. We will use the current UGA online Learning Management System known as eLC (E Learning Commons, supported by Desire2Learn) to offer these courses. We have been working with colleagues from the UGA Office of Online Learning to outline the process of developing the online versions of the program courses and to ensure that instructional faculty are trained in the delivery of this content to ensure the ongoing quality of the program.

All courses are designed to be taken remotely with required software accessible to all students at a reasonable cost. However, the New Media Institute also houses a suite of available desktop computers on campus that are pre-equipped with the needed software for most EM courses. In addition, the NMI also offers additional technology such as camera equipment, microphones, mobile devices, IoT devices, etc that can be utilized for various projects throughout the EM program. This technology is available for EM student rental on campus as needs arise.

### **8. Budget**

The program will rely on existing resources in the Grady College. The program will be administered out of the Grady Graduate Studies office, and current faculty in the college will teach the courses. Existing courses have been developed for online delivery over the last year and a half through a grant from the UGA Office of Online Learning. Access to analytics software Crimson Hexagon will be paid for through the standard e-rate differential.

The college plans on earmarking \$20,000 each year to market the program. This will include online ads in Google and Facebook, geo-targeting, print ads, posters, program brochures, and some regional travel to HBCUs to recruit a diverse applicant pool. We anticipate 15 students in the first cohort, then 20 thereafter.

Cost	Year 1	Year 2	Year 3
Personnel (summer courses)	\$34,000	\$34,000	\$34,000
Analytics Software Access	\$600	\$800	\$800
Capital Outlays	\$0	\$0	\$0
Library Acquisitions	\$0	\$0	\$0
Marketing	\$20,000	\$20,000	\$20,000
Total Expenses	\$54,600	\$54,800	\$54,800
Tuition Revenue (based on standard e-rate return)	\$348,300	\$464,400	\$464,400
Number of Students	15	20	20

## 9. Program Costs Assessed to Students

The online major in Journalism and Mass Communication (M.A.) with an Area of Emphasis in Emerging Media will operate on the standard e-rate of \$275 per credit hour. While many courses leverage open access resources, some courses may occasionally require the purchase of software or textbooks.

## Approvals on File

**Proposal:** Offer the existing major in Journalism and Mass Communication (M.A. Non-Thesis) with an Area of Emphasis in Emerging Media online

**College:** Grady College of Journalism and Mass Communication

**Department:** Grady College of Journalism and Mass Communication

**Proposed Effective Term:** Summer 2020

### School/College:

- Grady College of Journalism and Mass Communication Associate Dean Dr. Jeffrey Springston, 9/12/2019

### Graduate School

- Graduate School Interim Dean, Dr. Ron Walcott, 11/22/2019