

New Proposal

Date Submitted: 08/02/24 12:03 pm

Viewing: : **Media, BA (online)**

Last edit: 11/07/24 3:59 pm

Changes proposed by: Katie Clark

- In Workflow
1. U Program Review

2. 1646 Committee Chair

3. 1646 Head

4. 1408 Committee Chair

5. 1642 Committee Chair

6. 1436 Committee Chair

7. 1408 Head

8. 1642 Head

9. 1436 Head

10. KT Committee Chair

11. KT Dean

12. University Librarian

13. COTE Programs

14. Provost

15. Senate EPC

16. Senate

17. U Senate Conf

18. Board of Trustees

19. IBHE

20. HLC

21. DMI

- Approval Path
1. 08/19/24 4:44 pm  
Donna Butler  
(dbutler):  
Approved for U  
Program Review

2. 08/22/24 1:45 pm  
Katie Clark  
(keclark):  
Approved for 1646  
Committee Chair

3. 08/22/24 1:48 pm  
Michelle Nelson

- (nelsonmr):  
Approved for 1646  
Head
4. 09/09/24 4:58 pm  
Ewa Maslowska  
(ehm): Approved  
for 1408  
Committee Chair
5. 09/09/24 8:07 pm  
Charles Ledford  
(stretch):  
Approved for 1642  
Committee Chair
6. 09/09/24 9:40 pm  
Derek Long  
(drlong):  
Approved for 1436  
Committee Chair
7. 09/10/24 6:25 am  
Michelle Nelson  
(nelsonmr):  
Approved for 1408  
Head
8. 09/10/24 7:37 am  
Mira Sotirovic  
(sotirovi):  
Approved for 1642  
Head
9. 09/18/24 2:09 pm  
Cheryl Cole  
(clcole): Approved  
for 1436 Head
10. 09/24/24 11:53  
am  
Jenny Oyallon-  
Koloski (joyallon):  
Approved for KT  
Committee Chair
11. 09/27/24 4:04 pm  
Katie Clark  
(keclark):  
Approved for KT  
Dean
12. 10/11/24 12:50  
pm  
Claire Stewart  
(clairest):  
Approved for

- University Librarian
13. 10/11/24 1:43 pm  
Suzanne Lee (suzannel):  
Approved for COTE Programs
14. 10/16/24 1:48 pm  
Brooke Newell (bsnewell):  
Approved for Provost

## Proposal Type

Proposal Type:  
Major (ex. Special Education)

## Administration Details

Official Program Name	Media, BA (online)	
Diploma Title	Bachelor of Arts in Media	
Sponsor College	Media, College of	
Sponsor Department	Media Programs	
Sponsor Name	Katie Clark	
Sponsor Email	keclark@illinois.edu	
College Contact	Katie Clark	College Contact Email
	keclark@illinois.edu	
College Budget Officer	Dinah Stillwell	
College Budget Officer Email	ddanielk@illinois.edu	

List the role for rollbacks (which role will edit the proposal on questions from EPC, e.g., Dept Head or Initiator) and/or any additional stakeholders. Purpose: List here who will do the editing work if proposal needs rolled back. And any other stakeholders.

KT Dean

Does this program have inter-departmental administration?  
Yes

Interdisciplinary Colleges and Departments (list other colleges/departments which are involved other than the sponsor chose above)

Please describe the oversight/governance for this program, e.g., traditional departmental/college governance. Inclusion of/roles of elected faculty committees? Inclusion of/roles of any advisory committees.

This is a degree jointly administered by all three departments within the College of Media. There will be a faculty director of the degree, chosen from among the current faculty by the department heads of the participating departments--the Charles H. Sandage Department of Advertising, the Department of Journalism, and the Department of Media & Cinema Studies. The elected College of Media Courses and Curriculum Committee, consisting of representatives from these departments, will serve as the governing body of the major, providing updates and changes to the program as necessary.

College                      Media, College of  
Department                Advertising

Is there an additional department involved in governance?  
Yes

College                      Media, College of  
Department                Journalism

Is there an additional department involved in governance?  
Yes

College                      Media, College of  
Department                Media & Cinema Studies

Is there an additional department involved in governance?  
No

Proposal Title

Effective Catalog        Fall 2025  
Term

Proposal Title (either Establish/Revise/Eliminate the Degree Name in Program Name in the College of XXXX, i.e., Establish the Bachelor of Science in Entomology in the College of Liberals Art and Sciences, include the Graduate College for Grad Programs)

Establish the Bachelor of Arts in Media in the College of Media

Does this proposal have any related proposals that will also be revised during the next 6 weeks? Consider Majors, Minors, Concentrations & Joint Programs in your department. Please know that this information is used administratively to move related proposals through workflow efficiently. Example: If you are revising the BS proposal and one related concentration within the next 6 weeks, "This BS proposal (key 567) is related to the Concentration A proposal (key 145)."

No

Program Justification

Provide a brief justification of the program, including highlights of the program objectives, and the careers, occupations, or further educational opportunities for which the program will prepare graduates, when appropriate.

The BA in Media is an online degree completion program. This program is designed for students who have some college but did not complete a bachelor's degree [i.e., it is limited to transfer students and those applying for re-entry to the University of Illinois Urbana-Champaign and is not open to enrollment by first-year students or by current students seeking an intercollegiate transfer (ICT)]. The BA in Media is designed to meet the needs of a wide range of learners including those seeking a degree for career advancement, career change, or personal development and enrichment.

Media skills and knowledge are in high demand in the workforce, and an interdisciplinary, flexible, online degree option for students in this area is an important addition to the College of Media and University of Illinois Urbana-Champaign's portfolio. By removing barriers for access to a College of Media education at the University of Illinois, this program will advance our collective land grant mission and will serve the State of Illinois by providing additional opportunities for upskilling and re-skilling.

Students in the BA in Media will take classes across all three of the departments within the College of Media, in addition to completing general education courses and other campus requirements. The program is designed with flexibility in mind and the understanding that students will be arriving to the program with a wide range of experiences and coursework. The objective of this program is to provide students with a high-quality education that includes both liberal arts and pre-professional components and prepares them for future career advancement. Graduates of the program will be poised for successful careers in the media industry and in positions in the business, government, education, and non-profit sectors that utilize media and communication skills.

40 hours of upper-division coursework:

MDIA 498 capstone course - 1 hour

Media electives at the 300-level or higher - 12 hours

Total of above: 13 hours

The remaining 27 hours can be chosen from upper-division College of Media electives (12 hours), general education requirements or free electives. There are currently 48 hours of free electives after accounting for all program requirements, including general education and LOTE requirements.

New course proposal for MDIA 498, Media Capstone, will be in workflow soon and will populate in the Program of Study once fully approved.

UProgram Review Comments mention 12 entries for Gen Eds in the Sample Sequence. All general education requirements are accounted for when considering courses required for the program. All of the "choose from" courses required for the program are general education courses. They will count toward the major and general education requirements. When including ADV 150 or ADV 175, MACS 100 or MACS 101 and JOUR 101 or JOUR 200 (the "choose from" courses) in the gen ed count, there are 12 gen ed courses listed.

Note: MDIA 498 has been approved, effective Fall 2025, and will show as course not found until the Academic Catalog rolls to the next Academic Year, in early 2025. See CIM Course approval documents in the Program of Study section.

## Instructional Resources

Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?

No

Does this new program/proposed change result in the replacement of another program?

No

Does the program include other courses/subjects outside of the sponsoring department impacted by the creation/revision of this program?

No

## Program Regulation and Assessment

### Plan to Assess and Improve Student Learning

*Illinois Administrative Code: 1050.30(b)(1)(D) Provision is made for guidance and counseling of students, evaluations of student performance, continuous monitoring of progress of students toward their degree objectives and appropriate academic record keeping.*

List the program's student learning outcomes. Each outcome should identify what students are expected to know and/or be able to do upon completing this program.

Students in the BA in Media will be able to:

- Understand concepts, theories, and methods in the fields of advertising, journalism, and media & cinema studies
- Use cutting edge tools and technology to analyze and evaluate the media landscape
- Create ethical and culturally relevant media content

Describe how, when, and where these learning outcomes will be assessed.

Describe here:

Evaluation of student learning in the BA in Media will accord with the guidelines and procedures established by the campus Council on Learning Outcomes Assessment. It will include review of samples of student work for all courses in the major by the faculty director of the program, a biennial review of syllabi for these courses by the College Courses & Curriculum committee, and evaluation of the placement and success of students in high-impact experiential learning opportunities such as internships, research with faculty, and participation in the College's public engagement activities. Students in the BA in Media will also be included in the campus Illini Success Survey, providing the departments and college with data about students' first destinations after graduation.

Identify faculty expectations for students' achievement of each of the stated student learning outcomes. What score, rating, or level of expertise will signify that students have met each outcome? Provide rating rubrics as necessary.

Faculty will expect that student performance in courses will align with those of students in other majors within the College of Media and that students' projects and other applied work will be of sufficient quality to obtain employment in the media industry and related fields.

Explain the process that will be implemented to ensure that assessment results are used to improve student learning.

The faculty director of the program will meet annually with faculty who teach courses that are part of the major to review learning objectives and, where necessary, to make recommendations to enhance student learning.

Program

Description and

Requirements

Attach Documents

Is the career/profession for graduates of this program regulated by the State of Illinois?

No

## Program of Study

*Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses" (source: <https://www.ibhe.org/assets/files/PublicAdminRules2017.pdf>). For proposals for new bachelor's degrees, if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.*

Attach Program of Study-related information such as sample sequences (for undergraduate programs) or college-level forms. [SampleSequence\\_MDIA.pdf](#)  
[MDIA498\\_Approval.pdf](#)

### Catalog Page Text - Overview Tab

Description of program for the catalog page. This is not official content, it is used to help build the new catalog page for the program. Can be edited in the catalog by the college or department.

The Bachelor of Arts in Media provides students with a well-rounded interdisciplinary education in fields associated with the media industry. Students take coursework in advertising, journalism, and media & cinema studies. The remaining coursework, after completing general education courses, is comprised of free electives, to allow for maximum flexibility for students. The program is offered online, and students take online coursework to complete degree requirements.

Statement for

Programs of Study Catalog      **Graduation Requirements**  
Minimum hours required for graduation: 120 hours

### University Requirements

Minimum of 40 hours of upper-division coursework, generally at the 300- or 400-level. These hours can be drawn from all elements of the degree. Students should consult their academic advisor for additional guidance in fulfilling this requirement.

The University and residency requirements can be found in [Student Code](#) (§ 3-801) and in the [Academic Catalog](#).

### General Education Requirements

Follows the [campus General Education \(Gen Ed\) requirements](#). Some Gen Ed requirements may be met by courses required and/or electives in the program.

Course List		
Code	Title	Hours
Composition I		4-6
Advanced Composition		3
Humanities & the Arts (6 hours)		6
Natural Sciences & Technology (6 hours)		6
Social & Behavioral Sciences (6 hours)		6
Cultural Studies: Non-Western Cultures (1 course)		3
Cultural Studies: US Minority Cultures (1 course)		3
Cultural Studies: Western/Comparative Cultures (1 course)		3
Quantitative Reasoning (2 courses, at least one course must be Quantitative Reasoning I)		6-10
Language Requirement (Completion of the third semester or equivalent of a language other than English is required)		0-15

### Major Requirements

Course List		
Code	Title	Hours
<a href="#">MDIA 100</a>	College of Media Orientation	1
<a href="#">ADV 150</a>	Introduction to Advertising	3
or <a href="#">ADV 175</a>	Introduction to Multicultural Advertising	
<a href="#">JOUR 101</a>	Interactive Media & You	3
or <a href="#">JOUR 200</a>	Introduction to Journalism	
<a href="#">MACS 100</a>	Intro to Popular TV & Movies	3
or <a href="#">MACS 101</a>	Introduction to the Media	
<a href="#">MDIA 498</a>	<a href="#">Course MDIA 498 Not Found</a>	1
Media Electives - 300- or 400-level		12
Advertising (ADV), Journalism (JOUR), Media and Cinema Studies (MACS), or Media (MDIA) coursework at the 300- or 400-level		
Media Electives - Any Level		12
Any Advertising (ADV), Journalism (JOUR), Media and Cinema Studies (MACS), or Media (MDIA) course not already counting toward a requirement above.		
Total Hours		120

Corresponding Degree      BA Bachelor of Arts

## Program Features



Academic Level Undergraduate

Does this major have transcripted concentrations? No

What is the typical time to completion of this program?  
4 years

What are the minimum Total Credit Hours required for this program?  
120

CIP Code 090909 - Communication Management and Strategic Communications.

Is This a Teacher Certification Program?  
No

Will specialized accreditation be sought for this program?  
  
No

## Delivery Method

This program is available:

Online Only - The entire program is delivered online, students are not required to come to campus.

Describe the use of this delivery method:

This program is an online degree completion program. Students must complete all classes online, allowing them to remain in their current location and maintain their employment while completing the bachelor's degree. There are online courses available to complete all major requirements as well as all general education requirements.

## Admission Requirements

Desired Effective Admissions Term Fall 2025

Provide a brief narrative description of the admission requirements for this program. Where relevant, include information about licensure requirements, student background checks, GRE and TOEFL scores, and admission requirements for transfer students.

The program is open to transfer students or students applying for re-entry to the University of Illinois Urbana-Champaign. It is not available for first-year admission or on-campus intercollegiate transfer (ICT). Students previously enrolled at Illinois must have been away for one or more semesters in order to apply for this program.

Applicants must have a minimum college GPA of 2.5 on a 4.0 scale.

TOEFL scores should be a minimum of 100.

Number of Students in Program (estimate)

Year One Estimate	5	5th Year Estimate (or when fully implemented)	35
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Estimated Annual Number of Degrees Awarded

Year One Estimate	0	5th Year Estimate (or when fully implemented)	12
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What is the matriculation term for this program?

Spring/Summer/Other

Please give an explanation of why fall matriculation is not applicable:

This program will be available for Fall, Spring, or Summer matriculation.

## Budget

Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?

No

Additional Budget Information

Recruitment of new students, delivery of instruction, and academic and career advising can all be accomplished with the College of Media's current staffing structure.

Attach File(s)

## Financial Resources

How does the unit intend to financially support this proposal?

Courses offered in this program are either already offered online or are currently being developed for online delivery. Support for the development and redevelopment of online courses in the College of Media is provided by our eLearning Specialist, who is already on staff.

This program will be supported through the College of Media's budgetary allocation process, which covers faculty and staff salaries centrally and flows to departments additional resources for instructional support. External financial support will not be required.

Will the unit need to seek campus or other external resources?

No

Attach letters of support

What tuition rate do you expect to charge for this program? e.g, Undergraduate Base Tuition, or Engineering Differential, or Social Work Online (no dollar amounts necessary)

## IBHE

### Degree Program Title and Overview

What is the specific title of the proposed degree program as it would be listed in the IBHE Program Inventory? The name should be what typically is used for similar programs nationally. Provide a short description of the program, including highlights of the program objectives, and the careers, occupations, or further educational opportunities for which the program will prepare graduates.

The proposed degree program is a Bachelor of Arts in Media. This is an online degree completion program intended for students who have some college but did not complete a bachelor's degree. Students in the program will take online classes across the departments of advertising, journalism, and media and cinema studies within the College of Media and will also enroll in orientation and capstone courses specifically for students in the BA in Media. The program is designed with flexibility in mind to meet student needs and with the understanding that students will come to the degree with a wide range of experiences and coursework. The objective is to provide students with a high-quality, interdisciplinary education in media that can prepare them for careers in the industry.

*Illinois Administrative Code: 1050.30(a)(1): A) The objectives of the unit of instruction, research or public service are consistent with the mission of the college or university; B) The objectives of the unit of instruction, research or public service are consistent with what the unit title implies.*

### Institutional Context

University of Illinois at Urbana-Champaign

Describe the historical and university context of the program's development. Include a short summary of any existing program(s) upon which this program will be built.

Explain the nature and degree of overlap with existing programs and, if such overlap exists, document consultation with the impacted program's home department(s).

This program offers a new, online interdisciplinary undergraduate degree in Media, jointly administered by the three academic departments of the College of Media--the Charles H. Sandage Department of Advertising, the Department of Journalism, and the Department of Media & Cinema Studies. The new degree program will build on the approach of the very successful Minor in Media, launched by the three departments in 2020.

Students in the BA in Media will enroll in courses that are also offered to students in the departments' residential Bachelor of Science majors, but the focus of the BS and BA degrees differs significantly, with the latter offering a broad, cross-departmental education in media-related fields. Accordingly, the BA in Media is a distinct degree and will provide a unique education different from those programs already available in the College of Media.

The proposal for the BA in Media is jointly sponsored by all three departments involved. The creation of the program was discussed by faculty across units in the Fall 2023 College Assembly and subsequently approved by the faculty of each of the three departments.

## University of Illinois

Briefly describe how this program will support the University's mission, focus and/or current priorities. Demonstrate the program's consistency with and centrality to that mission.

The University of Illinois Urbana-Champaign seeks to transform lives through education. The proposed BA in Media aligns with this goal by offering an opportunity to complete an innovative, interdisciplinary college degree at the University of Illinois Urbana-Champaign for a group of learners who otherwise may not have been able to do so due to geographic, financial, and other barriers.

Discuss projected future employment and/or additional educational opportunities for graduates of this program. Compare estimated demand with the estimated supply of graduates from this program and existing similar programs in the state. Where appropriate, provide documentation by citing data from such sources as employer surveys, current labor market analyses, and future workforce projections. (Whenever possible, use state and national labor data, such as that from the Illinois Department of Employment Security at <http://lmi.ides.state.il.us/> and/or the U.S. Bureau for Labor Statistics at <http://www.bls.gov/>).

There is high demand for prospective employees with skills and knowledge provided by the BA in Media, including writing and speaking, data analysis, content creation, and project management. The U.S. Bureau of Labor Statistics (BLS) projects 114,300 job openings per year over the next decade in media and communication fields. The interdisciplinary training education offered through the BA in Media prepares students for careers in many of the areas identified by the BLS and the Illinois Department of Employment Security as the highest growth areas within these fields--public relations, film and video editing and camera operations, market research and analysis, and science/technical communication.

Media-related skills are also in high demand in other sectors, including business, education, government and public policy, and non-profit organizations, and prospective students working in these sectors will find that the BA in Media degree will facilitate moving up in their organizations.

What resources will be provided to assist students with job placement?

All students within the College of Media, including students in the BA in Media, have access to Media Career Services. This office sponsors events related to career exploration and preparation, as well as one-on-one appointments with a career services professional to provide students with support for their career search. These opportunities are all available both in-person and virtually, which will allow full access to resources for students in this online degree program.

If letters of support are available attach them here:

## Comparable Programs in Illinois

*Illinois Administrative Code: 1050.30(a)(6): B) The unit of instruction, research or public service meets a need that is not currently met by existing institutions and units of instruction, research or public service. For additional information about similar programs, check the Degree Program Inventory on the IBHE website ([https://www.ibhe.org/ProgInv\\_Prog.aspx](https://www.ibhe.org/ProgInv_Prog.aspx)) and review the Notice of Intent website for programs being planned (<https://legacy2.ibhe.org/ODA/tracking/NOI/NOISearch.asp>).*

Identify similar programs and sponsoring institutions in the state, at both public and private colleges and universities. Compare the proposed program with these programs, and discuss its potential impact upon them. Provide complete responses, do not reference website links.

According to the IBHE Degree Program Inventory, there are no bachelor's degree programs with the CIP code Communications Management and Strategic Communication, which is the proposed code for this program.

The IBHE Degree Program Inventory shows that there are nine institutions with bachelor's degree programs with the CIP Code Communication and Media Studies, Other. However, none of these programs are located within the Prairie Region, as designated by IBHE, and a number focus on areas that differ from the foci for the BA in Media (e.g., theater, communication systems).

A search of Illinois institutions with online degrees shows that there are some online degrees related to communication and media, but these programs differ from the proposed BA in Media in important ways. For example, some focus on a single discipline within the field (e.g., Southern Illinois University's bachelor's degree in journalism) whereas the BA in Media program will be interdisciplinary, covering advertising, journalism, and media & cinema studies. Others are more theoretical in nature, such as the University of Illinois Springfield's BA in Communication and DePaul University's Communication and Media BA, which do not have the applied media focus of the proposed BA in Media program.

Based on analysis of available options in the state of Illinois, it appears that the addition of the BA in Media will be complementary to existing offerings, and there will be no negative impacts on these programs. The BA in Media at the University of Illinois Urbana-Champaign will provide an opportunity unlike others currently available in the state.

Comparable  
Programs in  
Illinois Attach  
Documents

## A Thriving Illinois: Higher Education Paths to Equity, Sustainability, and Growth

IBHE is charged to develop a strategic plan to address the present and future aims and needs and requirements of higher education in Illinois (110 ILCS 205/6) (from Ch. 144, par. 186) Sec. 6). Illinois Administrative Code:

1050.30(a)(6): A) The unit of instruction, research or public service is educationally and economically justified based on the educational priorities and needs of the citizens of Illinois Respond to the following questions about how the proposed program will support the three goals of A Thriving Illinois: Higher Education Paths to Equity, Sustainability, and Growth Strategic Plan.

## Equity

Describe institutional-level plans to close equity gaps in access, progression, completion, and attainment and the implications for the proposed program. More specifically, provide institutional-level plans for attracting, recruiting, retaining, and completing a diverse group of students including working adults, students of color, transfer and low-income students and implications for the proposed program. Explain how progress will be monitored.

The College of Media prioritizes access and equity, with this focus driving decisions about admissions, curricular and co-curricular activities, and the development of new programming and initiatives at the college and department levels. The College aligns its actions with efforts at the institutional level that will help close equity gaps for members of traditionally underrepresented groups.

This degree completion program will intersect with the University of Illinois system Access 2030 plan to increase graduates from underrepresented groups by 50 percent by 2030. By removing the barrier of physically being on-campus, students from all backgrounds can enroll, expanding the representation within the University of Illinois. Moreover, this will enable the program to attract and retain groups of students for whom completing traditional, residential college degrees has proven challenging.

The BA in Media will be an excellent option for students who qualify for the UI System Transfer Guarantee Program. An online bachelor's degree option allows students to earn an Illinois education without relocating physically. This will help provide additional background and location diversity for Illinois students. Hence, students from urban and rural backgrounds will have an equal chance to complete the BA in Media. In addition, by attracting a diverse range of students, this program will support the University of Illinois's land-grant mission to contribute to the public good of the state across all communities.

This online degree completion program is designed with working adults in mind. It will help address the financial barrier to education, as students can work full-time while completing their coursework. Classes will be offered at various times, allowing individuals to take classes around their work schedule and other commitments. This expansion in access to a bachelor's degree program will help to address the achievement gap for students from low-income, minority, and first-generation backgrounds. Accordingly, this expansion in the number of degreed persons will benefit the individual earning the degree and the communities in which they live.

The College of Media has reviewed college policies that may inadvertently be problematic for students in the BA Media program. The College has removed the policy that limits the number of transfer hours students can count toward their major requirements so that students can apply their past college coursework to the BA in Media (conditional on the articulation of this coursework with degree requirements). Students in this program will not be required to be full-time students, as is the requirement for residential students.

The BA in Media also aligns with many of the transfer pathways programs at the University. Moreover, the College of Media plans to establish connections with community colleges across Illinois to assist with recruiting students of all backgrounds. The College will track the past institutions of all students in the BA in Media to evaluate

if efforts are practical or should be re-focused to create new partnerships and relationships with Illinois community colleges. This focused outreach and recruitment will enable the program to attract students who may have traditionally not considered the University a viable choice.

Describe program and institution-based high-impact practices and wrap-around student support services ensuring equitable access and success for students enrolled in the proposed program.

The College of Media leadership team includes an Associate Dean for Diversity, Equity, and Inclusion. This leadership role connects the college to campus diversity efforts through the Office of the Vice Chancellor for Diversity, Equity, and Inclusion (OVCDEI). This presence of the Associate Dean also demonstrates a commitment to diversity within the College of Media. The Associate Dean, working together with the College of Media Diversity Committee, consisting of faculty, staff, and student representatives, also coordinates diversity-focused training and workshops for members of the College of Media community. Many of these events are presented virtually to allow participation from any physical location.

A signature component of the College's wrap-around student support services is the New Voices Internship program, initiated in 2021. This program is designed to offer mentorship, community-building, and media-related work experience to first-generation students, via paid internships in the College's Office of Communications. The students, who are invited to join the program when they are admitted to the College, meet weekly as a group in a 1-credit course led by the Assistant Director of Career Services. In this course, they meet with faculty and administrators from across the College of Media, work on communications projects, are introduced to campus resources, and reflect on their shared experiences as new students. The program has been successful in providing students with the sense of community and connection that supports retention and timely progress toward the degree and helps to close the experience gap that often exists between students from better-resourced high schools and those that provide more limited programs and facilities. In turn, this enables these students to compete successfully for prestigious internships and related opportunities outside of the University of Illinois.

The College also facilitates an Alumni Mentoring Program for African American and LatinX students. Evidence-based research has shown that students with access to professionals working in the careers they aspire to have a greater chance of entering and succeeding in that career. All sophomore, junior, and senior students identifying as African American or LatinX are invited to join the program and are matched with a mentor from our alumni community. The mentor pairs interact at least once monthly throughout the academic year. Students are asked to commit to one year in the program but are invited to return for future years. The program is in the fourth year and averages 23 mentor pairings yearly. The Alumni Mentoring Program will be open to students in the BA in Media program.

An important feature of an education in a small college like the College of Media is that each student receives personalized and individualized advising. To support the unique needs of students in the BA in Media, all students in the online degree program will be assigned to the same advisor, a program coordinator who will be their point of contact

from the first inquiry about the program to graduation. This staff member has participated in professional development to learn about best practices for advising students in online degree programs. They will provide students with intensive advising, information regarding classes, degree requirements, registration processes, resources, and more.

The academic advisor will also make referrals and introductions when necessary to entities within the College of Media and across the University of Illinois Urbana-Champaign. An important connection for students will be to Media Career Services. This unit within the College of Media supports all Media students in their internship and career search process. Students can make virtual appointments with the Assistant Director of Career Services, who will conduct career coaching, resume review, cover letter review, and job search support. Media Career Services also provides virtual events such as the monthly Media Career Nights, where students hear from a panel of Media alumni who share their career experiences and journeys. These virtual opportunities enhance student understanding of media careers and professional roles. Additionally, these events have consistently featured a diverse group of panelists and presenters.

All Media students are provided opportunities to participate in experiential learning opportunities. These opportunities include programs that travel to domestic and international locations to interact with industry leaders and Media alumni. Programs include everything from industry visits in Chicago to faculty-led study abroad programs in London. To support participation of a diverse array of students, the College of Media

Explain institutional strategies being implemented to increase and retain faculty, staff, and administrators of color and the implications for the proposed program. Explain how progress will be monitored.

Like the broader University, the College of Media is focused on recruiting and retaining a diverse faculty and staff. The Associate Dean for DEI serves as the equal opportunity officer in the college and participates in all relevant job searches. The Associate Dean also facilitates college and departmental participation in the University's Targets of Opportunity (TOP) and Dual Career Program (DCP) that support recruiting diverse faculty.

The Associate Dean coordinates the development and implementation of various workshops and training programs to enhance equity and access in the college. These programs have included creating accessible documents and classrooms, writing the Diversity Statement for promotion and tenure, and identifying ways to attract and retain a diverse faculty and staff.

The Associate Dean for DEI will work closely with other College of Media staff to support the BA in Media program. For example, working with the faculty director and program coordinator, the Associate Dean will monitor DFW rates to analyze student course performance and completion, and will meet regularly with the Courses and Curriculum committee as it considers the development and revision of the program's courses.

## Sustainability



Describe strategies and initiatives the institution plans to implement that makes the proposed program and college more generally affordable for students and their families, including those who have been historically underserved.

The College of Media shares the commitment of the University of Illinois Urbana-Champaign and the University of Illinois System to access and affordability. The College awards over \$500,000 a year in undergraduate scholarships to new and returning students. In addition, the College offers a signature initiative, the New Voices Program, which offers mentoring and paid internships in its Office of Communications, for new first-year and transfer students who are first generation college students and also offers grants for experiential learning and internship support for students with financial need.

Provide tuition  
cost analysis for  
comparable  
programs and  
institutions in  
Illinois.

The College of Media proposes a rate of \$424 per credit hour for students in the BA in Media degree program. This is the current campus base rate for per-credit hour tuition and is in line with other online undergraduate programs at the University of Illinois Urbana-Champaign, including the Bachelor of Liberal Studies degree completion program currently being proposed by the College of Liberal Arts and Sciences (\$424 per credit hour), and the iBSW program in the School of Social Work (\$490 per credit hour).

The proposed tuition per credit hour is also within the range of tuition for other comparable programs in Illinois offering online courses in the fields of media and communication:

Southern Illinois University--\$321.50 per credit hour  
Western Illinois University--\$326.70 per credit hour  
Eastern Illinois University--\$330.10 per credit hour  
University of Illinois Springfield--\$367.50 per credit hour  
Southern Illinois University, Edwardsville--\$430.75 per credit hour  
DePaul University--\$796 per credit hour

Growth

Provide a supply and demand analysis for the proposed program that, at minimum, does the following: a) Provides evidence of student interest in the proposed program including any strategies to incentivize students to stay in Illinois. b) Identifies and provides evidence of a high-quality credential with viability for future careers.

The College of Media launched an undergraduate minor in Media in 2020. This minor, like the proposed online degree completion program, includes core introductory courses from all three academic departments in the College (Advertising, Journalism, Media & Cinema Studies) and offers students the opportunity to chart their own path through the departments' curricula with few restrictions once core requirements are met. The success of the Media minor – 230 students have declared the minor since 2020 – is evidence of student interest in a broad-based education in media industries and the skills needed to succeed in them.

Current Media minors are a diverse group majoring in disciplines across most of the colleges and schools on campus. Given this demonstrated interest and the flexibility of the proposed program, we anticipate that a B.A. in Media will be attractive to degree completion students whose previous coursework was in another discipline as well as those who majored in or completed coursework in media-related fields previously.

Degrees in Media or media-related fields are baseline credentials for a wide variety of jobs – both inside and outside the media industry – that require skills in writing, editing, audio production, videography, strategy and media research and analysis. For example, College of Media graduates work in public relations and advertising firms; create newsletters, web content and media campaigns in corporate, government and non-profit settings; work as journalists across a range of platforms; and conduct audience research for media and advertising clients. The knowledge and skills attained in a Media degree offers graduates the tools to launch a career, change their path or be promoted in their current jobs.

Explain how the program engaged with business and industry in its development and how it will spur the state's economy by leveraging partnerships with local, regional, and state industry, business leaders and employers.

The B.A. in Media was developed with an eye toward meeting the needs of the state for workers with digital media knowledge and skills. The College of Media's Alumni Leadership Council, which actively contributes to College programming and resources related to career development, networking and mentoring, offered helpful feedback about the proposed degree completion program. Once approved, the College plans to explore partnerships with the Office of Corporate Relations, Flyover Film Studios (a soundstage in nearby Rantoul that recently received \$1.1 million in state funding), and the OVCRI, which can help connect the program with opportunities in the Discovery Partners Institute.

Describe how the proposed program will expand access and opportunities for students through high-impact practices including research opportunities, internships, apprenticeships, career pathways, and other field experiences.

As an online program, the B.A. in Media can benefit from and leverage the familiarity with remote learning and remote work students gained during the COVID-19 pandemic. The College anticipates many students will remain employed, perhaps full-time, while pursuing the degree. Therefore, the program plans to incorporate students' employment experience in building industry immersion, research, and internship opportunities appropriate to their situations. The proposed program includes a capstone course (MDIA 498) that brings student knowledge and experiences – whether gained in the classroom, through independent research, or via virtual internships – to bear on questions related to current challenges in media.

Explain how the proposed program will expand its models of teaching and learning, research, and/or public service and outreach that provide opportunity for students to succeed in the work of the future.

The College of Media is fortunate to have models of success in online education at the graduate level on which to build and innovate in the proposed undergraduate program. Specifically, the master's degree in Strategic Brand Communication offered in the Department of Advertising and the online modules developed for the Department of Journalism's science journalism emphasis in its master's program are examples of high-quality online instruction offered in a variety of formats (synchronous, hybrid and asynchronous) and term lengths (16-, 8- and 4-week options).

Beyond workforce need, describe how the program broadly addresses societal needs (e.g., cultural or liberal arts contribution, lifelong learning of Illinois residents, or civic participation).

The online B.A. in Media addresses societal needs in at least two ways. First, media literacy is central to today's most pressing societal issues—from public health to climate change to the development and maintenance of democratic institutions at home and abroad. Spurred by the rapid development and proliferation of new media technologies and platforms, the public's access to, engagement with, and information about the world is mediated to an extent that might have been difficult to imagine even 10 years ago. The abundance of media options supports citizens' ability to learn and connect, but it also creates an assortment of challenges, including the ease with which mis- and disinformation about everything from voting by mail to vaccines spreads. Greater media literacy is a bulwark against those dangers.

Second, people who started but did not finish a four-year degree face challenges in accessing and advancing in careers, even while trying to pay off the student debt they incurred. An online degree completion program like the B.A. in Media meets people where they are, offering a flexible option to complete a degree without having to disrupt their work and family arrangements.

A Thriving Illinois:  
Higher Education  
Paths to Equity,  
Sustainability, and  
Growth - Attach

## Program Description and Requirements

### Illinois Administrative Code:

*1050.30(b)(1) A) The caliber and content to the curriculum assure that the objectives of the unit of instruction will be achieved; B) The breadth and depth of the curriculum are consistent with what the title of the unit of instruction implies; C) The admission and graduation requirements for the unit of instruction are consistent with the stated objectives of the unit of instruction.*

*1050.30(b)(3): Appropriate steps shall be taken to assure that professional accreditation needed for licensure or entry into a profession as specified in the objectives of the unit of instruction is maintained or will be granted in a reasonable period of time.*

*1050.50 (a)(2)(C) Requirement for Programs in which State Licensure is Required for Employment in the Field: In the case of a program in which State licensure is required for employment in the field, a program can be found to be in good standing if the institution is able to provide evidence that program graduates are eligible to take the appropriate licensure examination and pass rates are maintained as specified in the objectives of the unit of instruction. If there is no such evidence, the institution shall report the program as flagged for review.*

## Program Description

Provide a description of the proposed program and its curriculum, including a list of the required core courses and short ("catalog") descriptions of each one. (This list should identify all courses newly developed for the program).

Provide Program Description here:

The Bachelor of Arts in Media is an online degree completion program intended for students who have some college but did not complete a college degree. The curriculum is interdisciplinary, including coursework from advertising, journalism, and media & cinema studies. It is designed with flexibility in mind to meet the needs of students and provides a broad foundation for understanding the contemporary media landscape, along with applied training in skills necessary for success in careers in media-related fields.

Students are required to take the following courses:

ADV 150 (Introduction to Advertising) or ADV 175 (Introduction to Multicultural Advertising)

JOUR 101 (Interactive Media & You) or JOUR 200 (Introduction to Journalism)

MACS 100 (Introduction to Popular TV & Movies) or MACS 101 (Introduction to the Media)

MDIA 100 (College of Media Orientation)

MDIA 498 (Media Capstone)

12 hours of Media electives at the 300 level or higher

12 hours of Media electives at any level

Course Descriptions for Required Courses are Listed Below:

ADV 150

Introduction to the practice and profession of advertising. Course material covers various functional areas of advertising and integrated brand promotion, including account planning, creative, media, research, consumer behavior, sales promotion and interactive advertising. Topics also include how advertising relates to society in cultural, social, ethical and regulatory contexts. Open to all undergraduate majors.

ADV 175

Examines the multifaceted role diversity (including racial, gender, orientation, ability status) plays in the delivery and reception of advertising. Additionally, it examines the development of diversity as a marketplace practice and on the development of the advertising industry. We'll analyze advertising using a historical, cultural, and social perspective and address issues of diversity in the industry. We will also critically review current issues of multicultural, transcultural and multidimensional advertising and marketing. In the process we'll grapple with current theories on race and implicit / explicit bias and prejudice and their impact upon the production of advertising and consumer communications.

JOUR 101

Introduces students to research and theory surrounding new media and technology. We will examine the impacts of interactive media (e.g., social media, video games) on society and, ultimately, our everyday lives. We will look beyond "good/bad" classifications of new media in favor of seeking a more balanced understanding of the significance of these evolving technologies. A goal of the course is to reflect on the role interactive media technologies play in our increasingly digital society/lives and how we can leverage them for positive purposes while minimizing the potential for negative

consequences.

#### JOUR 200

Discussion of the history, freedom, technologies, ethics, and functions of the news media. Training in clear, descriptive writing techniques, using journalistic models.

#### MACS 100

The goal of this course is for students to begin to develop a critical understanding of the role of popular movies and television in their own lives and in U.S. culture. The course looks at issues of the relationship of media to social violence, gender identities, sexual identities, adolescents, minority cultures, and the role of the U.S. media globally. It also considers some of the major media genres that characterize U.S. popular television and movies.

#### MACS 101

Introduces students to core issues in communication, ranging from the role of language in human history to political questions posed by electronic and digital technologies. Exploring key contemporary problems through timely readings, students learn and write about how the media affect everyday life.

#### MDIA 100

College of Media Orientation is designed to build academic and social integrity and to give students the resources they need to be responsible members of the University of Illinois community who earn degrees in a timely manner.

#### MDIA 498

Capstone course focusing on cultural, economic, historical, political, and social themes and issues that influence or are influenced by the media.

Attach Program

Description Files if  
needed

## Graduation Requirements

Provide a brief narrative description of all graduation requirements, including, but not limited to, credit hour requirements, and, where relevant, requirements for internship, practicum, or clinical. For a graduate program, summarize information about the requirements for completion of the thesis or dissertation, including the thesis committees, and the final defense of the thesis or dissertation. If a thesis or dissertation is not required in a graduate program, explain how the functional equivalent is achieved.

Students in the BA in Media are required to earn a total of 120 credit hours, including general education requirements, the university's residency requirement of 45 hours of UIUC coursework of which 21 hours are 300- or 400-level courses and a minimum of 40 hours total of upper division coursework. All courses counting toward major or general education requirements must be taken for a letter grade.

## Specialized Program Accreditation

Describe the institution’s plan for seeking specialized accreditation for this program. Indicate if there is no specialized accreditation for this program or if it is not applicable.

There is no specialized accreditation for this program.

## Licensure or Certification for Graduates of the Program

If this program prepares graduates for entry into a career or profession that is regulated by the State of Illinois, describe how it is aligned with or meets licensure, certification, and/or entitlement requirements.

There are no licensure, certification, or entitlement requirements for this program.

## Plan to Evaluate and Improve the Program

Describe the program’s evaluation plan.

The College of Media will conduct holistic review of the BA in Media program, including ongoing evaluation and a more formal program progress report at the end of its third year. Elements of the evaluation will include the learning outcomes assessment described previously in this proposal; an analysis of data comparing BA in Media student participation in experiential learning opportunities (e.g., internships, research with faculty, public engagement projects) and College and department events (e.g., Media Career Services programming, virtual talks and film screenings, and the like) with those of students in other degree programs in the College of Media; and an assessment of program outcomes, including time to degree, graduation rates, and job placement/career advancement. The College will also incorporate student feedback via student satisfaction surveys and more informal focus groups.

Plan to Evaluate  
and Improve the  
Program  
Attachments

## Budget Narrative

### Fiscal and Personnel Resources

*Illinois Administrative Code: 1050.30(a)(5): A) The financial commitments to support the unit of instruction, research or public service are sufficient to ensure that the faculty and staff and support services necessary to offer the unit of instruction, research or public service can be acquired and maintained; B) Projections of revenues necessary to support the unit of instruction, research or public service are based on supportable estimates of state appropriations, local tax support, student tuition and fees, private gifts, and/or governmental grants and contracts.*

Budget Rationale

Provide financial data that document the university’s capacity to implement and sustain the proposed program and describe the program’s sources of funding.

Is the unit's (Department, College, School) current budget adequate to support the program when fully implemented? If new resources are to be provided to the unit to support the program, what will be the source(s) of these funds? Is the program requesting new state funds? (During recent years, no new funds have been available from the state (IBHE) to support new degree programs).

The College of Media's current budget is adequate to support the program when fully implemented.

## Faculty Resources

Will current faculty be adequate to provide instruction for the new program or will additional faculty need to be hired? If additional hires will be made, please elaborate.

Current faculty numbers will support instruction for the new program. With the exception of the capstone course, all major courses required for the BA in Media are already offered by current faculty members and are able to be scaled as necessary to accommodate the addition of students from the program.

Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc.

Given the anticipated modest size of the program, there will be no significant effect on faculty numbers and teaching loads or class size and student-faculty ratios. Should the BA in Media grow beyond projections, the additional tuition revenue generated by the program would allow for growth in faculty numbers to support instruction.

Describe how the unit will support student advising, including job placement and/or admission to advanced studies. Will current staff be adequate to implement and maintain the new program or will additional staff be hired? Will current advising staff be adequate to provide student support and advisement, including job placement and or admission to advanced studies? If additional hires will be made, please elaborate.

The College of Media recently hired a program coordinator whose duties will include serving as a point person and academic advisor for students in the BA in Media. They will support onboarding of new students, aid them in the selection of courses, ensure that they are making adequate progress toward the degree, and, where appropriate, connect them with campus resources. Students will also have access to Media Career Services, including group programming and one-on-one appointments, both of which are available in online/virtual formats.

Are the unit's current facilities adequate to support the program when fully implemented? Will there need to be facility renovation or new construction to house the program?

Classes in this program will be offered entirely online, so physical classroom spaces are not necessary. Faculty will utilize existing production and studio spaces in Gregory Hall and with the Center for Innovation in Teaching & Learning (CITL) to develop and revise their online courses.

Gregory Hall is located at 810 S. Wright St., Urbana, IL 61801. CITL is located in 249 Armory Building, 505 E. Armory Ave., Champaign, IL 61820.

## Library Resources



Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.

Current Library collections, resources, and services are sufficient to support the BA in Media program. College of Media leadership met with Lisa Romero, Communications Librarian, who confirmed that impact on the Library will be minimal given the nature and size of the program. Professor Romero indicated that it would be straightforward to meet the needs of students in the BA in Media program since they will be enrolled in courses that the Library already supports and because the Communications Library already offers robust virtual support services.

Summarize information about library resources for the program, including a list of key textbooks, a list of key text and electronic journals that will support this program, and a short summary of general library resources of the University that will be used by the program’s faculty, students, and staff.

Most courses within the BA in Media will not require standard textbooks. Of the courses on the required lists, only ADV 175 requires a text--Multicultural Intelligence by David R. Morse (ISBN: 9781941688526). Other courses rely on e-texts or digital materials curated by the instructors. Professor Romero of the Communications Library indicated that the courses identified as part of the program do not rely heavily on electronic journals.

Library resources for the BA in Media program by faculty and students will be identical to those utilized by the College of Media more generally, as only a single course (the capstone) will be unique to the BA in Media. In addition, given the small projected size of the program, there should be no noticeable increase in the use of these resources.

Are any sources of funding temporary (e.g., grant funding)? If so, how will the program be sustained once these funds are exhausted?

There is no temporary funding for this program.

- Budget Narrative
- Fiscal and
- Personnel
- Resources
- Attachments

## Personnel Budget

Please complete all lines below; all fields are required. For fields where there is no anticipated cost or need, enter 0 or NA.

Category	Year One	Year Five	Notes
Faculty (FTE)			
Faculty FTE Year1	Faculty FTE Year 5	Faculty FTE Notes	
3	3	Faculty in the College of Media teach 4-6 courses per year. 8-12 courses per year will be offered online by faculty already part of the College of Media to accommodate the needs of students in the BA in	

Faculty FTE Year1	Faculty FTE Year 5	Faculty FTE Notes
		Media program and in the College's other programs. Thus, this number does not reflect the addition of new faculty, nor will the FTE be devoted solely to instruction of BA in Media students. In short, there will be no additional cost to the College of Media.

#### Faculty (\$)

Faculty Year 1	Faculty Year 5	Faculty Notes
\$275,000	\$300,000	This reflects the salary expenses for 3 FTE. As noted above, courses will be taught by faculty already on staff in the College of Media, and therefore these figures do not reflect additional outlays.

#### Advising Staff (\$)

Advising Staff Year 1	Advising Staff Year 5	Advising Staff Notes
69,000	75,000	A current program coordinator in the College of Media Student Services office will provide advising support to students in the program. This does not reflect the addition of new staff.

#### Graduate Students (\$)

Graduate Students Year 1	Graduate Students Year 5	Graduate Students Notes
0	0	NA

#### Other Personnel Costs

Other Personnel Costs Year 1	Other Personnel Costs Year 5	Other Personnel Costs Notes
0	0	NA

#### Budget Narrative Attachments

## Facilities and Equipment

*Illinois Administrative Code: 1050.30(a)(4): A) Facilities, equipment and instructional resources (e.g., laboratory supplies and equipment, instructional materials, computational equipment) necessary to support high quality academic work in the unit of instruction, research or public service are available and maintained;*

*B) Clinical sites necessary to meet the objectives of the unit of instruction, research or public service;*

*C) Library holdings and acquisitions, owned or contracted for by the institution, that are necessary to support high quality instruction and scholarship in the unit of instruction, research and public service, are conveniently available and accessible, and can be maintained.*

Describe the facilities and equipment that are available, or that will be available, to develop and maintain high quality in this program. Summarize information about buildings, classrooms, office space, laboratories and equipment, and other instructional technologies for the program.

All faculty teaching courses in this program have office spaces in Gregory Hall. Existing equipment and production spaces in Gregory Hall and those available via the campus Center for Innovation in Teaching and Learning (CITL) will support high quality instruction in the program.

Will the program require new or additional facilities or significant improvements to already existing facilities?

No

Will the program need additional technology beyond what is currently available for the unit?

No

Are there other costs associated with implementing the program?

No

Facilities and  
Equipment  
Attachments

## Faculty and Staff

*Illinois Administrative Code: 1050.30(a)(3): A) The academic preparation and experience of faculty and staff ensure that the objectives of the unit of instruction, research or public service are met; B) The academic preparation and experience of faculty and staff, as evidenced by level of degrees held, professional experience in the field of study and demonstrated knowledge of the field, ensure that they are able to fulfill their academic responsibilities; C) The involvement of faculty in the unit of instruction, research or public service is sufficient to cover the various fields of knowledge encompassed by the unit, to sustain scholarship appropriate to the unit, and to assure curricular continuity and consistency in student evaluation; D) Support personnel, including but not limited to counselors, administrators, clinical supervisors, and technical staff, which are directly assigned to the unit of instruction, research or public service, have the educational background and experience necessary to carry out their assigned responsibilities.*

Describe the personnel resources available to develop and maintain a high quality program, including faculty (full- and part-time, current and new), staff (full- and part-time, current and new), and the administrative structure that will be in place to oversee the program. Also include a description of faculty qualifications, the faculty evaluation and reward structure, and student support services that will be provided by faculty and staff.

The BA in Media program will be developed and maintained by current faculty and staff. The program will be jointly administered by the College's three academic departments via a faculty director to be selected from among the current faculty; the college-level Courses and Curriculum committee with representatives from all three departments and, as ex officio, the Associate Dean for Student Services; and will be supported by a program coordinator in the College's shared-services Student Services Center who will serve as point person and advisor for all BA in Media students.

Faculty instructors in the program come from the College of Media's tenure-stream and specialized faculty. Tenure-stream faculty who will teach in the BA in Media have PhDs in media and communication and are renowned experts in the field with dedication to classroom teaching. Specialized faculty generally have master's degrees and a number of years of applied experience in the field. The departments of the College of Media take quality teaching very seriously and provide ongoing mentoring and assessments of instruction, including in annual reviews and in evaluations for promotion.

Student support services will be provided by members of the College of Media's Student Services Center, primarily by a program coordinator/academic advisor and by the Assistant Director of Media Career Services. These staff have master's degrees in fields related to student personnel administration and many years of experience in working with students.

Summarize the major accomplishments of each key faculty member, including research/scholarship, publications, grant awards, honors and awards, etc. Include an abbreviated curriculum vitae or a short description.

Key faculty will teach courses in the program include:

Dr. Christopher Ball--Assistant Professor of Journalism; PhD in Media & Information Studies from Michigan State University; expert in influence of new technologies on society, with a focus on augmented and virtual reality, recipient of Instructional Innovations Program grant and VR@Illinois seed grant.

Dr. Jason Chambers--Professor of Advertising and Associate Dean for Diversity, Equity, and Inclusion; PhD in History from Ohio State University; expert on the history of advertising and the African American consumer market; past member of the University of Illinois Urbana-Champaign Teaching Advancement Board

Dr. CL Cole--Professor and Head, Department of Media & Cinema Studies; PhD in Sport Studies from the University of Southern California and PhD in Sociology of Culture from the University of Iowa; expert on sports and culture and new media literacy and editor of the Journal of Sport & Social Issues; recipient of the College of Liberal Arts & Sciences award for Excellence in Undergraduate Teaching

Steve Hall--Senior Lecturer in Advertising; M.S. in Advertising from the University of Illinois; faculty advisor for American Advertising Federation student chapter; recipient of University of Illinois Campus Teaching Award for Excellence in Undergraduate Education and the National Distinguished Advertising Educator Award from the American Academy of Advertising

Dr. Josh Heuman--Teaching Assistant Professor in Journalism & Media & Cinema Studies; PhD in Communication Arts from University of Wisconsin Madison; expert in media industries and regulation; active in mentoring of undergraduate students

Dr. Margaret Ng--Associate Professor of Journalism; PhD in Journalism from the University of Texas-Austin; expert in technology use, social media, and information diffusion; faculty advisor for journalism and mass communication national honorary society and faculty guide for College of Media spring break Chicago study tour

Dr. Mike Yao--Professor of Advertising and Director of the Institute of Communications Research; PhD in Communication from the University of California, Santa Barbara; expert on the social and psychological impacts of interactive digital media; creator of experiential learning opportunities for undergraduates via the department "Brand Hub"

Faculty and Staff  
Attachments

## HLC Section

## Credit Hours

Existing or repackaged curricula

Number of Credit

110

(Courses from existing inventory of courses):	Hours: 91.7	Percent of Total:
Revised or redesigned curricula (Courses for which content has been revised for the new program):	Number of Credit Hours: 7.5	9 Percent of Total:
New curricula (Courses developed for the new program that have never been offered):	Number of Credit Hours: 0.8	1 Percent of Total:
Total Credit Hours of the Program:  100	Number of Credit Hours:	120 Percent of Total:

## New Faculty Required

Will new faculty expertise or new faculty members be needed to launch this program?

No

Please explain

existing coverage:

Current faculty of the College of Media are already teaching the courses offered in the program. The majority of these are already offered online, and others are being redeveloped to an online format. Therefore, no additional faculty are needed to launch the BA in Media.

## Additional Funds

Will the proposed program require a large outlay of additional funds by the institution?

No

## Institutional Funding

Please explain institutional funding for proposed program:

There will be no campus-level funding for the proposed program; faculty and staff salaries are already part of the College of Media budget to support instruction and student services.

## EP Documentation

EP Control Number      EP.25.026

Attach Rollback/  
Approval Notices

This proposal requires HLC inquiry      No

# DMI Documentation

Attach Final Approval Notices

[U Program Review Comments KEY 1239 Media, BA 8\\_16\\_2024.docx](#)

Banner/Codebook Name

Program Code:

Minor Code

Conc Code

Degree Code

Major Code

Senate Approval Date

Senate Conference Approval Date

BOT Approval Date

IBHE Approval Date

HLC Approval Date

DOE Approval Date

Effective Date:

Program Reviewer Comments

**Brooke Newell (bsnewell) (07/30/24 8:10 am):** Rollback: Email sent to Katie

**Brooke Newell (bsnewell) (08/16/24 7:59 am):** U Program Review comments are attached in the DMI Documentation section

**Brooke Newell (bsnewell) (11/07/24 3:59 pm):** Update made to 40 hour statement per request from Senate EPC subcommittee chair Justin A.