

ILLINOIS STATE
UNIVERSITY



University Curriculum Committee

*Telephone: 309/438-3183
Campus Box 2202
101C Moulton Hall*

October 28, 2008

TO: Daniel Holland, Chairperson, Academic Senate
FROM: Carlyn Morenus, Chair, University Curriculum Committee
RE: Executive Summary of Media Management, Promotion, and Sales Sequence

The University Curriculum Committee has approved and is forwarding for Academic Senate review the attached proposal from the School of Communication to add a new Media Management, Promotion, and Sales Sequence to the Major in Mass Communication (there is a request pending to change the name to Major in Mass Media).

The Media Management, Promotion, and Sales Sequence will utilize existing courses and will also add a new course in media promotions and event planning. The School of Communication provided a reasonable rationale for adding the new sequence:

- Because students in the media field may find the business side of the field to be more inviting than the content production side, this sequence will allow them to maximize their training in the former.
- The students will still need to be introduced to audio and visual content creation, because managers, promoters, and account executives in the industry must know how the production side works. Therefore, this sequence will introduce students to production, but will then emphasize the business aspects of the industry.
- This will serve students from the former Television Sequence who found their talents were not in production and would not be served well in the revised Television Production Sequence which has been approved by UCC.
- The new sequence will provide coursework in the largest area of hiring in the broadcast industry, that of promotion and sales. Many radio students have also emphasized these skills in their work at the lab station and may find this sequence appropriate.

The School of Communication states in their budget narrative that they do not expect to add students, but have found that student needs required a fourth niche within which they could specialize. Thus, the new sequence will utilize existing funding.

The University Curriculum Committee supports the proposal to add the new sequence.

Attachments