OLD DOMINION UNIVERSITY PROPOSAL FOR A NEW MINOR, NEW INTERDISCIPLINARY MINOR OR SIGNIFICANT CHANGES TO AN EXISTING MINOR

A minor may be chosen by students to support the major, to offer greater job opportunities to the student on graduation, or to provide recognition of study in a second academic area. Completion of an approved minor will meet the upper-division General Education requirement. A minimum of 12 credit hours, normally at the advanced level (300-400) in a specified field of study is required.

Interdisciplinary minors require 12 credit hours of 300/400-level courses selected from at least two different disciplines with a maximum of six credits from any one discipline. Three credit hours in the interdisciplinary minor may be in the major, if a major course is listed as an option for the interdisciplinary minor. As such, it will be credited toward both the major and the interdisciplinary minor.

Please refer to the Undergraduate Catalog for the complete policy on minors.

Minimum enrollment expectations for minors are five graduates in five years or the minor will be discontinued.

Proposed Action (check one)

_X_ New Minor ______ New Interdisciplinary Minor ______ Significant Changes to an Existing Minor

1. Name of proposed minor or minor to be changed: Media Studies

2. Description of proposed minor or change to an existing minor:
   A Media Studies minor will prepare students to be more informed and critical media consumers with an understanding of the history of media and the impacts media have in local and global societies.

3. Rationale for proposal: (address what the proposed minor will accomplish for students)
   In 2020-21, the concentration in Media Studies became a MAJOR in Media Studies. This reflects successful curriculum and new course development making the Media Studies course offerings robust and varied. This in addition to student interest and requests, the department feels it is time to create and offer a minor option for undergraduate students.

4. Majors likely to enroll in the minor (for new minors):
   Majors from any program would be successful in the minor.
   Asian Studies
   Cyber Security
Dance  
Economics  
English History  
Human Services  
International Studies  
Management  
Marketing  
Mechanical Engineering  
Occupational Technical Studies  
Political Science  
Psychology  
Sport Management  
Strategic Communication  
World Languages and Culture

5. Projected enrollment and why (for new minors):  
Within 2 years, a projected minor enrollment is 50. The COMM minor currently has 100 minors, and approximately half of those minors have taken 2 or more courses that will be included in the Media Studies minor.

6. Proposed Effective Term: Fall 2021

7. Resources needed, including human resources, library resources, faculty resources, and funding resources:  
No additional resources will be needed at this time.

8. Program requirements: [List below all courses required for the minor, the prerequisites, and the total hours required for the minor. Submit the appropriate information through the online Course Inventory Management (CIM) process in CourseLeaf (nextcatalog.odu.edu/courseadmin) for all new courses/course changes.]  
A minor in media studies consists of 15 hours of course work taken from designated courses in the department of Communication. The minor requires COMM 260 and at least 12 additional credits at the 300-400 level.

**Pre-req**
COMM 260 Understanding Media  
**3 cr.**

**list of COMM courses to choose**
COMM 307 Understanding European Films  
**12 cr.**
COMM 324 British Media in London  
COMM 340 Media and Popular Culture  
COMM 344 Introduction to Media Industries  
COMM 345 Media Audiences  
COMM 346 Screenwriting I  
COMM 364 Radio  
COMM 365 Electronic News  
COMM 366 Public Journalism in the Digital Age  
COMM 372T Introduction to New Media Technologies  
COMM 382 Reporting News for Television and Digital Media  
COMM 395 Topics in Communication  
COMM 441 The Music Industry and Communication  
COMM 442 Media Spaces  
COMM 443 Hispanic Film  
COMM 444 German Cinema  
COMM 447W Electronic Media Law and Policy  
COMM 448 Transnational Media Systems  
COMM 455 Critical Analysis of Journalism  
COMM 470 History of Television  
COMM 471W International Film History  
COMM 472 New Media Topics: Theories and Practices  
COMM 473 Television and Society  
COMM 474 Reality Television  
COMM 475 Superheroes and US Media  
COMM 476 Manly TV  
COMM 477 Children’s Media and Culture  
COMM 478 Principles of Media Marketing and Promotion  
COMM 479W American Film History  
COMM 485 Film and Television Genres  
COMM 488 Introduction to Critical Race and Media Studies  
COMM 491 Communication and Activism  
COMM 495 Topics in Communication  

Approved Additional Courses (a maximum of two of the following):  
C or better in the courses OR 2.0 average

C or better

Minor advisor
Carla Harrell charrell@odu.edu
9. Description (showing new copy or revised copy) for the next Undergraduate Catalog. A minor in media studies consists of 15 hours of course work taken from designated courses in the department of Communication. At least 12 credits must be at the 300-400 level. Courses taken for the minor cannot be used to fulfill other degree requirements.

10. Schedule for offering courses (include whether the minor can be completed in two years and whether it will be available through Distance Learning) (for new minors): The minor could be completed in two years and courses will be available through Distance Learning.

11. Effect on current department course schedule (for new minors): The Media Studies minor will not require any significant changes to the department’s course schedule.

APPROVED

Carla Harrell 12/1/2020
Originator of Request Date

Avi Santo 12/2/2020
Department Chair Date

Janet Katz 12/18/2020
College Dean Date

Brandon Butler 1/29/2021
Chair, Faculty Senate Committee A Date

Provost Date

ADMINISTRATIVE CODING
Effective Term_________________ Major Code __________________________

College________________________ Degree Code __________________________

Department____________________