Cover/Signature Page - Abbreviated Template/Abbreviated Template with Curriculum

Institution Submitting Request: Dixie State University
Proposed Title: Certificate of Proficiency in Social Media
Currently Approved Title:
School or Division or Location: School of Business and Communication
Department(s) or Area(s) Location: Department of Media Studies
Recommended Classification of Instructional Programs (CIP) Code[1] (for new programs): 09.0402
Current Classification of Instructional Programs (CIP) Code (for existing programs):
Proposed Beginning Date (for new programs): Upon completion of approval processes
Institutional Board of Trustees' Approval Date: *MM/DD/YEAR*

Proposal Type (check all that apply):

SECTION NO.		ITEM
**Regents' General Consent Calendar Items**		
*R401-5 OCHE Review and Recommendation; Approval on General Consent Calendar*		
5.1.1	☐	Minor*
5.1.2	☐	Emphasis*
5.2.1	X ☐	Certificate of Proficiency*
5.2.3	☐	Graduate Certificate*
5.4.1	☐	New Administrative Unit
	☐	Administrative Unit Transfer
	☐	Administrative Unit Restructure
	☐	Administrative Unit Consolidation
5.4.2	☐	New Center
	☐	New Institute
	☐	New Bureau
5.5.1	☐	Out-of-Service Area Delivery of Programs
5.5.2	☐	Program Transfer
	☐	Program Restructure
	☐	Program Consolidation
5.5.3	☐	Name Change of Existing Programs
5.5.4	☐	Program Discontinuation
	☐	Program Suspension
5.5.5	☐	Reinstatement of Previously Suspended Program
	☐	Reinstatement of Previously Suspended Administrative Unit

*Requires "Section V: Program Curriculum" of Abbreviated Template

Chief Academic Officer (or Designee) Signature:
I certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

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Signature   Date: *MM/DD/YEAR*

Printed Name: *Name of CAO or Designee*

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[1] CIP codes <u>must</u> be recommended by the submitting institution. For CIP code classifications, please see http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55.

Section I: Request

This request is for the addition of the Certificate of Proficiency in Social Media to the curriculum of the Department of Media Studies at Dixie State University. The department currently offers a Bachelor's Degree in Media Studies, with emphases in Media Studies, Strategic Communication, Multimedia Journalism, and Social Media. Therefore, courses taught as a part of this certificate are already being offered by the department. Furthermore, the department has access to production facilities for content that will be a part of this program's requirements. The addition of the certificate will add options to those students who wish to gain additional experience that will supplement a degree that they are earning or have already earned, or additionally, those students who are wishing to gain knowledge in the field without obtaining a degree. The proposed program will give these opportunities without significantly impacting instructional activities, apart from increasing enrollment.

Section II: Need

Social media have been around long enough that most college students have been using them their entire lives. However, few understand the power of social media: how it can be used to rally people around a cause, market a company, or wreak havoc. Furthermore, many college graduates or non-college students truly understand how social media can be used and measured. Finally, business owners struggle to effectively use social media to help their businesses. The proposed certificate program provides opportunities for those who wish to better understand how to create social media campaigns, how to measure their effectiveness, and how to truly reach people using this new media form.

Section III: Institutional Impact

The proposed program will provide an opportunity for students who do not wish to earn a Bachelor's Degree in Media Studies but who wish to receive proof of proficiency in social media. Some students will choose to receive the certificate without continuing on through the Bachelor's program. Although this could affect the number of students matriculated into the Bachelor's program, the number can be offset by encouraging those students, and other students who would never have come to Dixie for a degree, to continue on in their educational pursuits by obtaining the Bachelor's degree.

The proposed program does not require additional administration. Furthermore, the impact on the institution will be very positive.

Section IV: Finances

Implementation of the proposed program will not cost anything up and above the current costs associated with the Bachelor's program.

Section V: Program Curriculum
THIS SECTION OF THE TEMPLATE REQUIRED FOR EMPHASES, MINORS, AND CERTIFICATES ONLY

All Program Courses (with New Courses in Bold)

Course Prefix and Number	Title	Credit Hours
Required Courses		
ENGL 1010, ENGL 1010D or ACT score of 28 or higher	Introduction to Writing	0-3
MDIA 1130	Writing for Media Audiences	3
MDIA 1500	Introduction to Mediated Communication	3
Choose 4 of the following:		
MDIA 2010	Media & Society	3
MDIA 2460	Introduction to New Media Production	3
MDIA 3480	New Social Media	3
MDIA 3560	Visual Communication	3
MDIA 4330	New Media Applications	3
	Sub-Total	18-21
Elective Courses		N/A
	Sub-Total	**N/A**
Track/Options (if applicable)		N/A
	Sub-Total	**N/A**
	Total Number of Credits	**18-21**

Program Schedule

Suggested Program Schedule		
Year 1: Fall Semester		
ENGL 1010, ENGL 1010D or ACT score of 28 or higher	Introduction to Writing	3
MDIA 1500	Introduction to Mediated Communication	3
MDIA 2460	Introduction to New Media Production	3
Year 1: Spring Semester		
MDIA 1130	Writing for Media Audiences	3
MDIA 3480	New Social Media	3
MDIA 3560	Visual Communication	3
MDIA 4330	New Media Applications	3

Completion Requirements:

1. Grade C- or higher in each Discipline Core Requirement and Discipline Elective Requirement course.

2. GPA 2.5 or higher Discipline Core Requirement and Discipline Elective Requirement courses.