Course Inventory Change Request

New Course Proposal

Date Submitted: 02/18/15 6:30 pm

Viewing: MDIA 3510: Media Ethics

Last edit: 02/19/15 8:40 am

Changes proposed by: bent

<table>
<thead>
<tr>
<th>Course Prefix:</th>
<th>MDIA</th>
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<tbody>
<tr>
<td>Course Number:</td>
<td>3510</td>
</tr>
<tr>
<td>Effective Semester:</td>
<td>Fall 2015</td>
</tr>
<tr>
<td>Department:</td>
<td>Communication (COMM)</td>
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<tr>
<td>School:</td>
<td>School of Business &amp; Communication</td>
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<td>Course Title:</td>
<td>Media Ethics</td>
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Short Course Title: Media Ethics

Credits: 3

Workload Factors: 3

Primary Grade Type: Standard Letter

Secondary Grade Type: 

Instructor No

In Workflow

1. COMM Chair
2. BU Admin
3. BU Dean
4. University Curriculum Committee Chair
5. Banner

Approval Path

1. 02/19/15 7:27 am
   Brent Yergensen (yergensen): Approved for COMM Chair
2. 02/19/15 11:56 am
   Stella Callagee (callagee): Approved for BU Admin
3. 02/19/15 3:05 pm
   Kyle Wells (kwells): Approved for BU Dean
Catalog Description
Media Ethics discusses the classical and contemporary theoretical approaches that underlie the application of ethics. Students will use ethical decision-making strategies to analyze cases, develop ethical guidelines for personal and professional behavior, and offer recommendations for ethical communication in the areas of journalism, broadcasting, advertising, public relations and entertainment.

Course Rotation:
- Fall (every)
- Spring (every)

Justification for course/change:
COMM 3510/Ethics in Communication is currently a required course for all communication majors. However, the course would be more applicable to media studies majors with a heavier media focus. The existing course has more of an emphasis on interpersonal communication. It would allow media studies majors to consider more ethical cases relevant to their field of study and better prepare them for workforce.

Library Resources Adequate: Yes
Tech Resources Adequate: Yes

Comparable Courses:
(Use USHE course first)

<table>
<thead>
<tr>
<th>Institution</th>
<th>Prefix/Number</th>
<th>Credit(s)</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>U of U</td>
<td>COMM 6660</td>
<td>3</td>
<td>Media Ethics: Graduate</td>
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Course Learning

Outcomes:
- Recognize ethical issues inherent in mass communication theory and practice
- Identify, use, compare, and contrast major ethical approaches and decision-making strategies
- Analyze media messages, issues, and cases in terms of their ethical implications
- Develop personal and professional codes of ethics
- Evaluate diverse approaches, practices, and effects within media, using sound, logical reasoning and effective writing

How do your Course Learning Outcomes align to your Program Learning Outcomes?

The course outcomes relate directly to the following PLOs:
- Critical Thinking - The ability to apply good reasoning, critical thinking, ethics and problem solving skills to critically evaluate media production and consumption.
- Global Perspective - Demonstrate effective cross-cultural communication knowledge and skills in achieving a global perspective.
- Research - The ability to conduct academic research, explore conceptual issues in mediated communication, and make academic arguments with established research methods.
- Theory - The conceptual understanding of mediated communication theories from various traditions and practical understanding of media production, management and consumption.

Schedule of lesson activities that meet Course Learning Outcomes

Part of the semester will be devoted to the ethical frameworks that guide decision-making. The other part will critically examine cases in all aspects of media. Monthly quizzes/exams will assess learning. Analysis will occur via class discussions and individual assignments.

Assessment activities that provide evidence of student learning
- Case study analyses
- Exams/quizzes to evaluate comprehension
- Term paper designed to articulate theoretical concepts

Course Reviewer Comments