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| **COMMUNITY COLLEGE OF PHILADELPHIA****New Degree Program Proposal** |
| Name of Degree Program  | Communication and Media Studies |
| Academic Pathway | Liberal Arts and Communications |
| Department | English |
| Faculty Developer(s) | Rafael Logroño, Marcus Shepard, David Raskin, Sindhu Zagoren, Mary Conway, Nathaniel House, Amy Lewis, Craig Strimel |
| Facilitator | Lynsey Madison |
| Recommended Starting Semester | Fall 2024 |
| **Today’s Date** | February 14, 2024 |
| Abstract | The Communication and Media Studies curriculum will provide students a strong theoretical and practical knowledge that prepares them for transfer opportunities at a baccalaureate granting institution or prepares them to enter the workforce in highly sought after careers with an associate degree. The program emphasizes diversity, equity, and inclusion, technology, hands-on learning, and digital media through strategic connection and progression through the program.  |

1. **Alignment with the College Mission** (<http://ccp.edu/about-us/mission-and-goals>)

This proposal addresses the College’s continued emphasis on diversity, equity, and inclusion (DEI). The degree has program learning outcomes (PLOs) and course learning outcomes (CLOs) that are embedded with DEI. The program also emphasizes technology, hands-on learning, and digital media which addresses the College’s requirements that programs prepare students for career and transfer success. Additionally, the degree strategically requires program courses while still allowing students opportunities to take electives that are of interest to them. As the College aims to increase student retention and completion, this proposal achieves that goal.

1. **Expected Program Participants**

Expected program participants include traditional (directly from high school) and non-traditional students. With an emphasis on technology and media, this proposal is more likely to appeal to current and prospective students. Graduates from this proposed program will be better prepared to meet current job requirements. As the job market in communication and media studies continues to grow and evolve, students interested in i.e., digital content creation, social media management, public relations, social change, entertainment, and news would benefit from completing the new Communication and Media Studies A.A. program.

The courses align with transfer institutions, particularly Temple’s Lew Klein College of Media and Communication. Other transfer institutions include Rutgers - Camden, Kutztown, La Salle, Lincoln University, and Rosemont College, to name a few.

Based on current enrollment in the Communication Studies A.A. (104) and Mass Media A.A. (55), the initial enrollment would be approximately sixty-five (65). This estimate includes current students who are early in their academic programs (Communication Studies or Mass Media). To grow this program, various best-practices in enrollment and recruitment will be used. This includes the creation of an advisory board, increased best practices in assessment, industry organizations and associations such as the Philadelphia Association of Black Journalists, Philadelphia Public Relations Association, and Pennsylvania Communication Association, targeted recruitment efforts of high-school and non-traditional students, and collaboration with workforce development.

CMS 180 – Social Media & Digital Cultures will connect to ENGL 097 as a CSP course to help students in developmental and ELL courses enter the program. The nature of communication and media studies requires college-ready English skills. This inherently creates a barrier for students in developmental and ELL courses, this course pairing will help remedy this challenge. The program will work with support services and ELL to recruit students into the program early into their time at the College.

1. **Opportunities and/or Problems that the Proposed Program Addresses**

In the 2023 Academic Program Review (APR) for Communication Studies and Mass Media, several recommendations were made to ensure academic quality, student success, and career readiness. The primary finding was the need to merge these programs and make them current with industry trends and career opportunities. As previously mentioned, this program addresses the College’s continued emphasis on DEI by integrating DEI into PLOs and CLOs and the College’s requirement that a program prepares students for career and transfer success.

Recommendations from the APR also include preparing students for a wide range of careers. The current industry jobs, whether communication or media-based, require media knowledge, skills, and abilities. This program provides structured flexibility and exploration of career paths throughout the courses. CMS 290 – CMS Capstone Experience addresses the request to provide opportunities to engage with the local community and create internship opportunities. With an emphasis on technology and media, this proposal is more likely to appeal to current and prospective students. Graduates from this proposed program will be better prepared to meet current job requirements, regardless of the specialized industry chosen. This new program also needed to address industry specialization in emerging communication technologies, interpersonal, and strategic communications. This proposal requires courses in emerging communication technologies, interpersonal communication, and strategic communication.

The prior programs did not focus on career and technical education. As more students choose to forgo attending college in favor of gaining employment, this program prepares students to enter the workforce immediately upon completion with a strong foundation of technical knowledge and employability skills to complement academic studies. In 2017, “the most popular career cluster out of all 16 career clusters in the nation’s high schools was Arts, Audio-Visual Technology, and Communication, 420,000 concentrations, or 12 percent of all CTE concentrations”[[1]](#footnote-1)[[2]](#footnote-2). This creates an opportunity to build a transfer path for high school graduates to complete an associate degree in communication and media studies.

The U.S. Bureau of Labor Statistics projects overall employment in media and communication occupations to grow at a steady rate from 2022 to 2032. The median annual wage for media and communication workers (such as public relations specialists, news analysts, and writers and authors) was $66,240 in May 2022, which was higher than the median annual wage for all occupations of $46,310. Media and communication equipment workers (such as broadcast technicians, film and video editors, and photographers) had a median annual wage of $52,840 in May 2022, which was higher than the median annual wage for all occupations[[3]](#footnote-3). Students gain knowledge, skills, and abilities in media technology that will position them to enter the workforce or transfer to a baccalaureate granting institution.

While the College just finished its re-accreditation with MSCHE in 2023, the updated standards will be in effect for the next re-accreditation visit. This program addresses those updated standards and requirements and lays the foundation to continue to adapt.

1. **Program Structure and Coherence**

This program provides a balanced blend of theory and application students will need to be career ready. The introduction of a new capstone experience course connects students with industry employers and opportunities to gain work experience in their chosen career and if necessary, narrow down their targeted interests through that experience. Various career opportunities are embedded throughout the proposed courses to introduce students to a wide variety of career directions. The number of elective courses a student may choose, three (3), provides a more focused opportunity to advise students as well as accommodate students who may change their major so that additional time to completion is potentially avoided. Students will take courses in emerging communication technologies, interpersonal communication, and strategic communication.

The general education courses included in this program support the program’s strong foundation of DEI while also meeting MSCHE Standard III(5)(a) to “offer a sufficient scope to draw students into new areas of intellectual experience, expanding their cultural and global awareness and cultural sensitivity, and preparing them to make well-reasoned judgements outside as well as within their academic field.” MSCHE Standards V (1) and V (2)(a)-(b) are also evident in how the courses are interrelated and define learning outcomes that are both appropriate and prepare students in a manner consistent with the College’s mission. Proposed PLOs and CLOs demonstrate a higher order learning approach such that students gain foundational knowledge and then learn to synthesize and apply the knowledge making them marketable for careers.

This program includes a revised course, CMS 114 – Introduction to Communication and Media Studies, which covers communication and media studies and introduces students to the industry and career avenues. The new course, CMS 140 – Communication Technology for the Workplace, provides a foundation of technology and skills that are incorporated throughout the program. In this course, students become comfortable with using various technology platforms while becoming proficient in creating presentations, spreadsheets, and documents that are used in communication. CMS 140 prepares students for a new course, CMS 255 – Writing for Digital Media. Additionally, technology is embedded in the courses through hands-on assessment. Students have a directed elective in the third semester that allows them to explore different pathways in communication and media studies through production-based courses. As communication becomes ever increasingly weaponized, ethics and ethical behavior are paramount. Courses not only engrain ethics; but they also specifically address ethical issues and ethical decision-making considerations.

A challenge for programs is serving students who are full-time and part-time. This program provides a balance of program specific courses and general courses offered at high frequency rates e.g. PHOT 104. Specifically, the incorporation of English and program specific courses creates opportunities for students to be able to have a wide variety of course options as they progress through the program while being able to take courses that are of interest to them.

**Communication Plan for New and Current Student Majors:**

* Individual Phone Calls- We will generate Tableau data to identify students majoring in the current programs. We will partner with Susan Chan-Peters, Student Success Navigator, to contact students individually and relay recommendations for their degree path.
* Canvas Page for Majors- We will set up a Canvas page for the Communication and Media Studies majors that will provide information relevant to the changes in the program. We will utilize the discussion tool and other features to answer student questions, address concerns and provide updates as needed.
* Information/ Major Recruitment Session- We will host an information session for undecided, new and current majors to roll out the new degree program officially.
* Advising- We will communicate changes to the program with advising, specifically the advisors who work with students majoring in Communication and Media Studies. We can provide scripted language to assist with student questions.
* Updated Marketing Resources- We will create marketing resources (i.e.- posters, brochures, etc.) to share on campus.
1. **Assessment Plan**

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| --- | --- | --- |
| **Program Learning Outcome** | **Method(s) of Assessment** | **Semester and Year Assessed** |
| Apply the essential communication and media skills for professional career success in a digital and global society. | Speech(es); Portfolio; Essays; Presentations; Written Assignments; Oral Assignments; Discussion Posts | Fall Annually |
| Explain the role of human and digital communication throughout history and contemporary times. | Presentations, Short Answer Essays; Written Assignments; Oral Assignments | Spring Annually |
| Create, develop, and synthesize communication using appropriate technology that effectively delivers messages to diverse audiences. | Presentations; Written Assignments; Portfolio; Oral Assignments; Discussion Posts | Spring Annually |
| Connect the relationship between diversity, equity, and inclusion and the production, consumption, and dissemination of communication. | Speech(es); Essays; Presentations; Written Assignments; Oral Assignments; Discussion Posts | Fall Annually |
| Practice professional ethics and employ personal and social responsibility as communication and media professionals. | Portfolio; Oral Assignments; Discussion Posts; Presentations | Fall Annually |

1. **Effect on Other Programs and Courses**

This proposal will discontinue the current Communication Studies and Mass Media degree programs effective fall 2025 (preventing new students from enrolling in either program). Students currently enrolled in either program will be able to complete their current course of study or switch to the new Communication and Media Studies program. A recommendation to discontinue each program will be forthcoming with specific details on how students will continue to matriculate through their current programs or directed into the new program.

Three courses are in the process of being approved for the 2024-2025 catalog, CMS 114 – Introduction to Communication & Media Studies, CMS 107 – Media & Society, and CMS 180 – Social Media & Digital Cultures. While approval is not guaranteed, the courses will be submitted to the Academic & Student Success Committee before the deadline. Should the courses fail to be approved, the following back-up plan is in place.

1. CMS 107 and CMS 114 are course revisions. While the course titles and CLOs will be changing in the proposed revisions, the existing courses ENGL 107 and ENGL 114 will serve as appropriate substitutions if either or both courses fail to be approved.
2. CMS 180 is a new course. If the course is not approved for the 2024-2025 catalog, students will be advised to take ENGL 119 – Rhetoric and the Public Sphere or ENGL 118 – Intercultural Communication. Both of these existing required courses are in the third semester. CMS 180 is the prerequisite for CMS 220 – Representation in the Media. Students will be given an override to take CMS 220 in conjunction with CMS 180.
3. **Proposed New Courses and Course Revisions**

**New Courses:**

**CMS 122 – Writing and Reporting for Media (3-0-3)**

**Course Description:** This introductory course teaches students basic newswriting skills for print, digital, audio, and visual platforms. Students will learn the form and content of news stories and how to write them using Associated Press style and other conventions used by professional news organizations. Students will also learn the laws and ethics associated with writing and reporting for the media.

**Course Learning Outcomes**

Upon successful completion of the course, students will be able to:

1. Explain the importance of diversity, equity and inclusion involved in the production and dissemination of news.
2. Identify and analyze the characteristics and styles of various forms of newswriting, including print, digital, audio, and visual.
3. Collect data from a variety of sources, including data journalism and interviewing used for news stories.
4. Write news stories using AP Style, inverted pyramid style, audio scripts and visual storyboards.
5. Create news stories for a variety of media platforms including print, digital, audio, and visual.
6. Explain the laws, ethical principles, and professional standards associated with writing for news media.

**CMS 140 – Communication Technology for the Workplace (3-0-3)\*** (Technological Competency)

**Course Description:** This course is an introduction to communication technologies for the workplace. Students create documents, spreadsheets, presentations, and web pages. A premium is placed on digital communication at work through virtual presentations, social media usage, and emerging business communication tools.

**Course Learning Outcomes**

Upon successful completion of the course, students will be able to:

1. Use and manipulate computer and digital media technology for effective communication and content creation.
2. Organize information to create and present professional documents and presentations on various platforms used in the communication industry.
3. Explain basic aspects of communication technologies in the workforce.
4. Identify practical issues in using communication technologies.
5. Analyze ethical and legal concerns involved with communication technology.

**CMS 180 – Social Media and Digital Cultures (3-0-3)**

**Course Description:** This course focuses on understanding the impacts of social media and digital culture in political, historical, and social contexts. Students will develop an understanding of the role and importance of digital media in society. We will explore key aspects of social media through the lens of history, ethics, globalization, democracy, and social change.

**Course Learning Outcomes**

Upon successful completion of the course, students will be able to:

1. Identify the debates surrounding the presence of digital media in everyday life.
2. Describe the impact of social media in a political and social context.
3. Articulate new media literacy skills with a focus on mis/disinformation.
4. Explain national and global phenomena that emerge from digital media technologies.

**CMS 220 – Representation in the Media (3-0-3)**

**Course Description:** This course critically examines historical and contemporary media representations of identity in television, news, advertising, magazines, popular music, film, and social media. Students will engage in textual analyses of media and reflect on issues of socioeconomic inequality in society and their impact on media institutions.

**Course Learning Outcomes**

Upon successful completion of the course, students will be able to:

1. Identify how media representations of gender, race, and sexuality and other aspects of identity reinforce and normalize political and economic inequalities.
2. Identify and analyze racial and gender stereotypes in media and popular culture.
3. Connect the historical legacies of racism, patriarchy, homophobia, and transphobia to the current media landscape.
4. Analyze strategies women, people of color, and other historically underrepresented populations implement for more complex media representations and storytelling.

**CMS 255 – Writing for Digital Media (3-0-3)**

**Course Description:** This course teaches students to write for digital media, with a focus on the use of social media in journalism. Students will learn how to write for various digital platforms such as vlogging, blogging, social media, and podcasting, in a professional context. This course also emphasizes the political, ethical, and social implications of digital media writing.

**Course Learning Outcomes**

Upon successful completion of the course, students will be able to:

1. Identify and analyze characteristics and styles of various forms of digital media writing.
2. Write and edit content for diverse forms of digital media writing.
3. Create audience specific content for digital media platforms.
4. Explain issues of social and political concern pertaining to social media including fake news, mis/disinformation, surveillance, access, and ownership.

**CMS 216 – Relational Communication (3-0-3)**

**Course Description:** This course provides an advanced engagement in interpersonal communication theory and research associated with communication in various stages of platonic and romantic relationships including initiation, maintenance, and dissolution.

**Course Learning Outcomes**

Upon successful completion of the course, students will be able to:

1. Analyze major theories and principles of interpersonal communication.
2. Enhance communication skills in platonic and romantic relationships.
3. Create and critique conflict management strategies.

**CMS 270 –Media and Globalization (3-0-3)**

**Course Description:** This course explores media through the lens of globalization. Students will explore how history, political systems, economics, and cultural values influence media around the world. Students will study media systems and genres in Latin America, Africa, Asia, and Europe.

**Course Learning Outcomes**

Upon successful completion of the course, students will be able to:

1. Explain debates around political, economic, and cultural globalization.
2. Analyze the history and politics of media globalization.
3. Explain key theories associated with global media such as cultural imperialism, world systems theory, cultural globalization, localization, cultural proximity, and hybridity.
4. Analyze how media access and consumption differs around the world.
5. Identify a variety of global media systems including ones in Latin America, Africa, Asia, and Europe.

**CMS 290 – CMS Capstone Experience (3-0-3)**

**Course Description:** This course provides students an opportunity to connect the relationship between principles and theories taught in the Communication and Media Studies curriculum and apply those principles to practices in the workplace. Under supervision, students get hands-on, professional work experience in communication, media, journalism, advertising, public relations and/or other related industry internships.

**Course Learning Outcomes**

Upon successful completion of the course, students will be able to:

1. Relate theory and practice in communication and media studies in an internship.
2. Apply workplace behaviors that support ongoing success and career development.
3. Apply workplace skills that support ongoing success and career development.
4. Deliver a capstone presentation illustrating internship objectives and activities.
5. Prepare to begin a career in the communication and media studies industry.

**CMS 114 – Introduction to Communication and Media Studies (3-0-3)[[4]](#footnote-4)**

**Course Description:** This course provides a background to the academic and professional field of communication and media studies. Students will learn about the Communication and Media Studies program, speak with alumni and professionals in the field, and gain foundational knowledge for academic and professional success.

**Course Learning Outcomes**

Upon successful completion of the course, students will be able to:

1. Identify and analyze different career paths in communication and media studies.
2. Identify strategies and technology for effective oral and written communication.
3. Explain the importance of ethics and diversity, equity, and inclusion in communication and media studies.
4. Understand foundational communication theories that impact how people communicate.

**Course Revisions:** While in the English department, it is important to delineate Communication and Media Studies courses from the larger English courses. The course prefix for existing communication and media courses will be changed to CMS in addition to other revisions as outlined below.

**CMS 107 – Media and Society**:[[5]](#footnote-5) Revisions include a name change and updated description and CLOs to align with the new program.

**CMS 114 – Introduction to Communication and Media Studies**: Revisions include a name change and updates to the description and CLOs to align with the new program.

**Course Deletions/Discontinuations:**

**ENGL 124 - Introduction to Mass Media Design**:The material from this course is now incorporated into various new media courses.

**FYE 101 – First Year Experience**: In the Communication Studies and Mass Media programs, FYE 101 was an optional course (students could take a general elective instead). The revised CMS 114 – Introduction to Communication and Media Studies will include college resources and tips for success as well as introducing students to career paths. As there are a variety of specializations available in the industry, it is paramount to provide that introduction early so students start connecting what careers align with their interests.

**CIS 103 – Introduction to Information Technology**: As technology is a substantial part of the program, having a course that specifically teaches the skills and connects with various technology platforms used in the industry is imperative. The proposed course, CMS 140, better aligns with the needs of the program than CIS 103 which is primarily focused on using Microsoft Office.

1. **Fiscal Implications**

A successful Communication and Media Studies program requires dedicated lab space and investment in new technology. As part of the new program is focused on workforce development, Perkins funding will be requested for lab equipment and software to support the increased hands-on learning and career preparation.

 Lab equipment includes:

* Computer stations (Mac and PC with Adobe Creative Cloud) for editing and web publishing
* Poster printer
* Video cameras and audio recording devices
* Shooting studio/booth
* Audio recording room/booth

Ongoing professional development for faculty will be required. The merging of the two programs (Communication Studies and Mass Media) merges two specialties that are not concentration areas for all current faculty. Incorporating emerging technology into the courses is paramount and some faculty will require training. Professional development for faculty in areas of DEI may also be needed.

Some courses will require a computer-based classroom.

1. **Catalog Page**

**Program Name:** Communication and Media Studies

**Description:** The Communication and Media Studies program leads to the associate in arts (A.A.) degree. As the job market in communication and media studies continues to grow and evolve, students interested in digital content creation, social media management, public relations, social change, entertainment, and news (to name a few) would benefit from completing the Communication and Media Studies A.A. program. Students gain foundational and technical knowledge through classes mixed with hands-on learning and theory. The program is intended for students seeking to transfer and earn a bachelor’s degree as well as students interested in immediately entering the workforce as a communication and media professional.

**Program Learning Outcomes:**

Upon successful completion of this program, students will be able to:

* + - Apply the essential communication and media skills for professional career success in a digital and global society.
		- Explain the role of human and digital communication throughout history and contemporary times.
		- Create, develop, and synthesize communication using appropriate technology that effectively delivers messages to diverse audiences.
		- Connect the relationship between diversity, equity, and inclusion and the production, consumption, and dissemination of communication.
		- Practice professional ethics and employ personal and social responsibility as communication and media professionals.

**Program Entry Requirements:** The program is open to all interested students. Students identified as needing developmental coursework must satisfactorily complete the appropriate English and mathematics courses as a part of their degree program. (<http://ccp.edu/college-catalog/degree-and-certificate-programs>).

**Program of Study and Graduation Requirements:** A minimum of 60 credits and a grade point average of 2.0 ("C" average) are required for graduation.

1. **Course Sequence**

**Course Sequence:**

Semester 1

| **Course Number and Name** | **Prerequisites and Corequisites** | **Credits** | **Gen Ed Requirements** |
| --- | --- | --- | --- |
| ENGL 101 - English CompositionENGL 101H – English Composition I (Honors) |  | 3 | Writing/Research/Info Lit 1 |
| CMS 114 - Introduction to Communication and Media Studies |  | 3 |  |
| ENGL 116 - Interpersonal Communication ORENGL 117 - Group and Team Communication | ENGL 116: ENGL 101, which may be taken concurrently ENGL 117: ENGL 101, which may be taken concurrently | 3 |  |
| FNMT 118 – Intermediate AlgebraORMATH 137 – Geometry for DesignORMATH 150 – Introductory Data Analysis | Prerequisite for MATH 137, and MATH 150: FNMT 017 or FNMT 019 completed or FNMT 118 (or higher) placement. | 3 | Quantitative Reasoning |
| CMS 140 – Communication Technology for the Workplace |  | 3 | Technological Competency |

Semester 2

| **Course Number and Name** | **Prerequisites and Corequisites** | **Credits** | **Gen Ed Requirements** |
| --- | --- | --- | --- |
| ENGL 102 - The Research PaperENGL 102H – The Research Paper (Honors) | ENGL 101/ENGL 101H with a C or better | 3 | Writing/Research/Info Lit 2 |
| CHEM 101 – Fundamentals of Chemistry I (Lab Based)OR EASC 111 – Environmental ConservationOREASC 111H – Environmental Conservation (Honors) |  | 3 or 4 | Scientific Reasoning |
| ENGL 115 - Public Speaking | ENGL 101, which may be taken concurrently | 3 | Oral Communication/Creative Expression |
| CMS 107 – Media & Society |  | 3 |  |
| CMS 180 – Social Media & Digital Cultures |  | 3 |  |

Semester 3

| **Course Number and Name** | **Prerequisites and Corequisites** | **Credits** | **Gen Ed Requirements** |
| --- | --- | --- | --- |
| ENGL 118 – Intercultural Communication | ENGL 101, which may be taken concurrently | 3 |  |
| ART 101 – Visual Communication OR ART 101H – Visual Communication (Honors)ORENGL 120 – Voice and Articulation ORENGL 271 – The Language of Film ORENGL 283 – Nonfiction Writing: Memoir and Literary Journalism ORPHOT 104 – Introduction to Video Production ORPHOT 105 – Introduction to Digital Photography ORPHOT 151 – Techniques in Photo Editing (Photoshop I) | ENGL 271: ENGL 101/ENGL 101H with a C or better | 3 or 4 |  |
| CMS 122 – Writing and Reporting for Media  | ENGL 101 with a “C” or better | 3 |  |
| CMS 220 – Representation in the Media | CMS 107, CMS 180 | 3 |  |
| ENGL 119 - Rhetoric and the Public Sphere | ENGL 101, which may be taken concurrently | 3 | Cultural Analysis and Interpretation |

Semester 4

| **Course Number and Name** | **Prerequisites and Corequisites** | **Credits** | **Gen Ed Requirements** |
| --- | --- | --- | --- |
| ENGL 214 – Communication Theory ORCMS 216 – Relational Communication ORCMS 270 – Media and Globalization |  For ENGL 214 and CMS 216: ENGL 115 with a grade of "C" or better and CMS 107 or ENGL 116 with a grade of "C" or better.For CMS 270: CMS 107, CMS 180 | 3 |  |
| CMS 255 – Writing for Digital Media | CMS 122 | 3 |  |
| CMS 290 – CMS Capstone Experience | CMS 220, CMS 122 | 3 |  |
| Elective |  | 3 |  |
| Elective |  | 3 |  |

**Minimum Credits Needed to Graduate: 60**

**General Education Requirements:** All general education requirements necessary for graduation are met through the courses in the program as indicated above. Students who wish to take courses that differ from the general education courses indicated above must complete a course substitution request form. To access the form, login to the [MyCCP portal](https://login.ccp.edu/cas/login?service=https%3A%2F%2Fmyccp.ccp.edu%2Fc%2Fportal%2Flogin), and in the **Student** tab, under **Electronic Forms**, click on the **Records and Registration Forms** link, then choose **Request for Course Substitution of Graduation Requirement** link. A [more detailed explanation](http://ccp.edu/college-catalog/degree-requirements) of the College’s general education requirements is also available.

**For More Information, Contact:** The Division of Liberal Studies, Room BR-21, 1700 Spring Garden Street, Philadelphia, PA 19130, Telephone (215) 751-8450 or the College Information Center (215) 751-8010.

1. **Courses and Completion Sequence**

Semester 1

| **Course Number and Name** | **Credits** | **Advisory Notes** | **Course Type** |
| --- | --- | --- | --- |
| ENGL 101 - English Composition OR ENGL 101H – English Composition I (Honors) | 3 credits | Prerequisite for ENGL 102 with a grade of "C" or better | Writing/Research/Info Lit 1 |
| CMS 114 - Introduction to Communication and Media Studies | 3 credits |  Students who have taken ENGL 114 do not need to take CMS 114 | Major Course |
| ENGL 116 - Interpersonal Communication ORENGL 117 - Group and Team Communication | 3 credits |  | Major Course |
| FNMT 118 – Intermediate AlgebraORMATH 137 – Geometry for DesignORMATH 150 – Introductory Data Analysis | 3 credits | For appropriate transfer credit, math courses should be chosen in consultation with an advisor.Prerequisite for MATH 137, and MATH 150: FNMT 017 or FNMT 019 completed or FNMT 118 (or higher) placementMATH 137 is strongly recommended for students transferring to Temple University. | Quantitative Reasoning |
| CMS 140 – Communication Technology for the Workplace | 3 credits |  Students who have taken other Tech Comp courses should consult with department head for substituion | Technological Competency |

Minimum GPA requirement of 2.0 to continue in the program.

* This program is designed to provide students with the option of entering the workforce or transferring to a bachelor's degree program after earning their associate's degree.
* Follow this course schedule each semester and you’ll earn your associate degree in two years
* Make sure you discuss your first semester schedule and your educational plan with an advisor or counselor when you register.

Semester 2

| **Course Number and Name** | **Credits** | **Advisory Notes** | **Course Type** |
| --- | --- | --- | --- |
| ENGL 102 - The Research Paper OR ENGL 102H – The Research Paper | 3 credits |   | Writing/Research/Info Lit 2 |
| CHEM 101 – Fundamentals of Chemistry IOR EASC 111 – Environmental ConservationOREASC 111 – Environmental Conservation (Honors) | 3 or 4 credits | For appropriate transfer credit, science courses should be chosen in consultation with an advisor.A 4-credit lab course is strongly recommended for students transferring to Temple University. | Scientific Reasoning |
| ENGL 115 - Public Speaking | 3 credits |   | Oral Communication/Creative Expression |
| CMS 107 – Media and Society | 3 credits | Prerequisite for CMS 220 and CMS 270 | Major Course |
| CMS 180 – Social Media and Digital Cultures | 3 credits | Prerequisite for CMS 220 and CMS 270 | Major Course |

* Don’t forget to meet with an advisor and review this schedule when registering for your classes.
* Start planning for transfer:
	+ Did you know our [dual admissions partnerships](https://www.myccp.online/dual-admissions) include scholarship opportunities?
	+ Learn more about our [transfer agreements](https://www.myccp.online/transfer-agreements) and use our interactive search tool for your program’s transfer options.
* Make sure you are using [Starfish Connect](https://www.myccp.online/starfish-connect/students) to track and improve your grades
* Stay on the path to success: take advantage of academic support services offered by [Counseling](https://www.myccp.online/counseling) the [Learning Labs](https://www.myccp.online/learning-labs-student-academic-computer-center), [Academic Advising](https://www.myccp.online/academic-advising) and more
* Now is a good time to start financial planning for next semester:
	+ Manage your [financial aid](https://www.myccp.online/financial-aid/manage-your-financial-aid)
	+ Take advantage of our [payment plans](https://www.myccp.online/paying-college/tuition-payment-plan) and know the [payment deadlines](https://www.myccp.online/paying-college/payment-deadlines)
	+ [Apply for a scholarship](https://www.myccp.online/scholarships)— You only have to complete one application to be considered for all available scholarships.

Semester 3

| **Course Number and Name** | **Credits** | **Advisory Notes** | **Course Type** |
| --- | --- | --- | --- |
| ENGL 118 – Intercultural Communication | 3 credits |   | Major Course |
| ART 101 – Visual Communication OR ART 101H – Visual Communication (Honors)ENGL 120 – Voice and Articulation ORENGL 271 – The Language of Film ORENGL 283 – Nonfiction Writing: Memoir and Literary Journalism ORPHOT 104 – Introduction to Video Production ORPHOT 105 – Introduction to Digital Photography ORPHOT 151 – Techniques in Photo Editing | 3 credits | Students may select an alternate course with Dept. Head approval | Directed Elective |
| CMS 122 – Writing and Reporting for Media  | 3 credits | Is a prerequisite for CMS 255 and CMS 290 | Major Course |
| CMS 220 – Representation in the Media | 3 credits |  Is a prerequisite for CMS 290 | Major Course |
| ENGL 119 - Rhetoric and the Public Sphere | 3 credits |  | Cultural Analysis and Interpretation |

* Meet with an advisor and review this schedule when registering for your classes.
* Make sure you are using [Starfish Connect](https://www.myccp.online/starfish-connect/students) to track and improve your grades
* Stay on the path to success: take advantage of academic support services offered by [Counseling](https://www.myccp.online/counseling) the [Learning Labs](https://www.myccp.online/learning-labs-student-academic-computer-center), [Academic Advising](https://www.myccp.online/academic-advising) and more
* Start financial planning for next semester:
	+ Manage your [financial aid](https://www.myccp.online/financial-aid/manage-your-financial-aid)
	+ Take advantage of our [payment plans](https://www.myccp.online/paying-college/tuition-payment-plan) and know the [payment deadlines](https://www.myccp.online/paying-college/payment-deadlines)
	+ [Apply for a scholarship](https://www.myccp.online/scholarships)—You only have to complete one application to be considered for all available scholarships.

Semester 4

| **Course Number and Name** | **Credits** | **Advisory Notes** | **Course Type** |
| --- | --- | --- | --- |
| ENGL 214 – Communication Theory ORCMS 216 – Relational Communication ORCMS 270 – Media and Globalization | 3 credits |  | Major Course |
| CMS 255 – Writing for Digital Media | 3 credits |  | Major Course |
| CMS 290 – CMS Capstone Experience | 3 credits |   | Major Course |
| Elective | 3 credits |  | Directed Elective |
| Elective | 3 credits |  | Directed Elective |

* Congratulations, this is your final semester! Don’t forget to complete your [graduation application](https://www.myccp.online/records-and-registration/apply-graduation).
* Meet with an advisor when registering for your classes.
* Finalize your transfer plans:
	+ Meet with a counselor at your selected [dual admissions](https://www.myccp.online/dual-admissions)transfer college.
	+ Meet with one of our College’s counselors or an advisor to review [transfer requirements](https://www.myccp.online/transfer-agreements)
* Take advantage of our scholarship opportunities for transferring students and [apply for a scholarship](https://www.myccp.online/scholarships)
* Visit [Career Connections](https://www.myccp.online/career-services-center) to learn about internships and your future career possibilities

**Minimum Credits Needed to Graduate: 60**

**General Education Requirements:** All general education requirements necessary for graduation are met through the courses in the program as indicated above. Students who wish to take courses that differ from the general education courses indicated above must complete a course substitution request form. To access the form, login to the [MyCCP portal](https://login.ccp.edu/cas/login?service=https%3A%2F%2Fmyccp.ccp.edu%2Fc%2Fportal%2Flogin), and in the **Student** tab, under **Electronic Forms**, click on the **Records and Registration Forms** link, then choose **Request for Course Substitution of Graduation Requirement** link. A [more detailed explanation](http://ccp.edu/college-catalog/degree-requirements) of the College’s general education requirements is also available.

**For More Information, Contact:** The Division of Liberal Studies, Room BR-21, 1700 Spring Garden Street, Philadelphia, PA 19130, Telephone (215) 751-8450 or the College Information Center (215) 751-8010.

1. **Curriculum Map**

**Key:** **I**—Introduced **R**—Reinforced and opportunity to practice

**M**—Mastery at exit level **A**—Assessment evidence collected

|  |  |
| --- | --- |
| Required Courses | **Program Learning Outcomes** |
| PLO 1: Apply the essential communication and media skills for professional career success in a digital and global society | PLO 2: Explain the role of human and digital communication throughout history and contemporary times | PLO 3: Create, develop, and synthesize communication using appropriate technology that effectively delivers messages to diverse audiences | PLO 4: Connect the relationship between diversity, equity, and inclusion and the production, consumption, and dissemination of communication | PLO 5: Practice professional ethics, and employ personal and social responsibility as communication and media professionals |
| ENGL 115 | I, R |  |  | I | I |
| ENGL 116 | I | I |  | I | I |
| ENGL 117 | I | I |  | I | I |
| ENGL 118 | R | I, R |  | I, R | I, R |
| CMS 107 | I | I, R, A | I | I |  |
| CMS 114 | I, R, A | I | I | I | I, A |
| ENGL 119 | R | R, A |  | I |  |
| CMS 122 | R, A |  | R, A | I, A | R, M, A |
| CMS 140 | I, R, A |  | I, R, A |  | I, A |
| CMS 180 | I | R, A | R, A | R | R |
| ENGL 214 | M | M, A |  | M, A | R |
| CMS 220 | R | R, A | R, M | M, A | R |
| CMS 255 | R, M | R | M, A | R | M, A |
| CMS 216 | M | M, A |  | M, A | R |
| CMS 270 | M | M, A |  | M, A | R |
| CMS 290 | M, A |  | M, A | M, A | M, A |

1. https://www2.ed.gov/datastory/cte/index.html#:~:text=Concentrating%20in%20CTE%20can%20provide,both%20college%20and%20career%20options [↑](#footnote-ref-1)
2. [↑](#footnote-ref-2)
3. https://www.bls.gov/ooh/media-and-communication/home.htm [↑](#footnote-ref-3)
4. CMS 114 was previously ENGL 114. Students who completed ENGL 114 will not need to take CMS 114. [↑](#footnote-ref-4)
5. CMS 107 was previously ENGL 107. Students who have completed ENGL 107 do not need to take CMS 107. [↑](#footnote-ref-5)