

JMS - 688 - Entrepreneurial Media

2 Graduate Course Create 2021-22

I. Course Information

The faculty member originating this proposal is to complete sections I,II, III, and IV.

TURN ON help text before starting this proposal by clicking  in the top right corner of the heading.

You will need to turn on help text again after any actions that refresh the page including after saving proposals, importing information, or running impact reports.

FILL IN ONLY fields required marked with an *. You will not be able to launch the proposal without completing the required fields.

Department*

Hank Greenspun School of Journalism and Media Studies

Prefix:*

JMS

Number:* 688

Is a new Prefix being suggested? Yes No

Suggested Prefix

Long Course Name:* Entrepreneurial Media

Short Course Name* Entrepreneurial Media

Tip: 25 characters max. for short name (abbreviations are acceptable if needed)

Tips

avoid the use of the words *student*, *course*, and *covers*
incomplete sentences are ok
avoid repeating the course title
(50 words max)

Catalog Description*

Explores the way the world of media is rapidly changing, and the people who succeed are equal parts journalist and entrepreneur. It looks at length at what members of the media did, are doing, and may do to thrive. Conclusions inform career decisions. Crosslisted with JOUR 488.

Is this course a culminating experience?* Yes No**If Yes, to which programs?****First Term Course Offered*****Explanation for Course Create***

part of developing curriculum, including a new certificate in JMS and an additional track, both featuring Strategic Digital and Social Media

Are you adding a Service-Learning designation to this course?* Yes No

If the Service-Learning designation is being added to this course:

A syllabus in Word or PDF format must accompany this form.

Graduate syllabi must meet the minimum criteria as required by the Provost's office (See Semester Memo under Executive Vice President and Provost Policies and Forms www.unlv.edu/policies). Graduate courses that are linked to undergraduate courses (300/500 and 400/600 level joint courses) must clearly state in the syllabus how the class experience and expectations are different for graduate students, what additional requirements students enrolled in the graduate level course must fulfill, and how the grading scale will be applied to graduate students.

Please attach a current syllabus by navigating to the Proposal Toolbox and clicking  in the top right corner.

Information about Service-Learning is available [here](#). Faculty can visit the [faculty Service-Learning page](#) as well as the [UNLV Guide for Service Learning](#) for additional information.

If adding Service-Learning designation, syllabus is attached Attached

II. Catalog Information

Will this be an experimental (x) Yes No

course?*

Has this course number been used previously as an Experimental (X) course? Yes No

If yes, X-Course Prefix

X-Course Code

Program(s) impacted by this new course* journalism and media studies

Tip (note): A Program Change form will need to be submitted to add the new course into a program.

Detail the changes to the program catalog entry required due to the creation of this course.* Course was previously offered as undergrad JOUR 488, now adding grad component for JMS 688

Fixed/Variable Credits* Fixed Variable

If fixed, enter number of credits. If variable, enter minimum and maximum credits (E.g., 1-3)

Number of Credits 3

Course is Repeatable* Yes No

If yes, the maximum number of credits that may be earned is

Grading System* Letter Grade S/U Thesis/Dissertation

Is this a Special Topics course?* Yes No

Sub-topic(s)

Are topics repeatable? Yes No

If yes, number of credits

Prerequisites

Corequisites

Does this course have any non-credit components? Yes No

- If yes, indicate component(s)**
- Clinical
 - Discussion
 - Field Studies
 - Independent Study
 - Internship
 - Laboratory
 - Lecture
 - Practicum
 - Research
 - Seminar
 - Supervision
 - Thesis Research

CROSS-LISTING / Same As, will this course be:* Same As=Undergraduate: same content and same career (UG/UG). Graduate: Same/similar course content and same career (Grad/Grad)

Cross-listing= Cross-listed courses contain the same or similar content and may be in different programs (eg., WMST 497 & SOC 497) or different careers (e.g., BIOL 467 & BIOL 667 or PSC 722 & PHIL 728)

Not Cross-Listed or Same As

If yes, list the course offered concurrently with JOUR 488

If yes, please include below the rationale for crosslisting, answering to the following questions:

- 1) What aspect of graduate preparation is met via this course that goes beyond the undergraduate program?
- 2) What common aspects are offered in the crosslistings and what grad level pieces are not?
- 3) What would be beneficial in offering the crosslisted courses from a graduate education perspective?

Crosslisting Rationale: Graduate students enrolled in this course must meet with instructor individually to determine the scope and parameters of the final project.

(see syllabus)

Offers graduate student opportunity to prepare professionally oriented work for existing employer, as well as contributes to completion of track and certificate options in JMS.

Medium/Newsletter/YouTube Channel: Undergrads create a Medium account, email newsletter, or other channel (e.g., YouTube) and begin "posting" to it regularly. They pick a beat/topic/theme to post about and post every two weeks. At the end of the semester, they will have posted eight Medium pieces or YouTube videos sent eight newsletters with the goal of building subscribership/followers over the semester and begin to establish an online presence. This will be measured. Graduate students enrolled in this course must post once a week. That equates to 15 posts over the semester.

Final Project + Presentation: In this assignment, undergraduates pick a project that will advance their career—for example, building a high quality website, writing a book proposal, planning out four months' worth of Medium posts, writing a business plan, etc. Then they execute on the project and present it to class. Graduate students enrolled in this course must meet with the instructor to determine the scope and parameters of the final project.

Indicate the instructional modes that should be available for scheduling*

- In Person Supplemental Web
- Field Study
- Hybrid
- Independent Study
- Television
- Web-based
- Web-based w/ on/off campus meeting

Differential fees required for this course? (if yes, please clarify on explanation field above)

- Yes No

III. Evaluation of Library Resources

A. This section is completed by the faculty member originating this proposal—indicate library resources that will be needed to support this course

Will this course creation require changes to library resources?*

- Yes No

Please indicate library resources that will be needed

- Core journals
- Core books (not required texts)

to support students taking this course*

Electronic resources (e.g., databases, videos, media, etc.)

Critically needed journals for this subject area:

Core books needed:

Electronic Resources:

3. LAUNCH proposal by clicking  in the top left corner.

4. Finish the launch of your proposal by clicking the icon  located in the Proposal Toolbox on left side at top. Make your decision, comment is optional, and click on "Make decision".

You can check the status of the proposal by clicking  in Proposal Toolbox to verify that the proposal has gone to the next step.

B. This section is completed by the librarian.

Level of support the Library can provide

Library Comments

IV. Syllabus

A syllabus in Word or PDF format must accompany this form.

Graduate syllabi must meet the minimum criteria as required by the Provost's office (See Semester Memo under Executive Vice President and Provost Policies and Forms <https://www.unlv.edu/policies/current-policies>). Graduate courses that are linked to undergraduate courses (300/500 and 400/600 level joint courses) must clearly state in the syllabus how the class experience and expectations are different for graduate students, what additional requirements students enrolled in the graduate level course must fulfill, and how the grading scale will be applied to graduate students.

Attachments List

Please attach any required files by navigating to the Proposal Toolbox and clicking  in the top right corner.

Attached syllabus* Attached

V. Department Vote Information

Note: This section is to be filled out by the Department Chair on behalf of the committee.

(The role has been assigned to the corresponding person on this step. If incorrect, please notify GradCurriculum@unlv.edu)

1. Review the proposal. Discuss and make appropriate revisions.
2. Fill in vote information.
3. Then go to the proposal toolbox at the top right side. Click on  and select the corresponding decision for the committee. This will enable the proposal to go to the next person on the workflow.

You can check the status of the proposal by clicking  in Proposal Toolbox to verify that the proposal has gone to the next step.

Date faculty voted on proposal 1/29/2021

Result of vote (Number of yes/no/abstention votes) 9-0

Manner of vote (online, in-person, etc.) teleconference

VI. Unit Vote Information

Note: This section is to be filled out by the College Committee Chair on behalf of the committee.

(The role has been assigned to the corresponding person on this step. If incorrect, please notify GradCurriculum@unlv.edu)

1. Review the proposal. Discuss and make appropriate revisions.
2. Fill in vote information.
3. Then go to the proposal toolbox at the top right side. Click on  and select the corresponding decision for the committee. This will enable the proposal to go to the next person on the workflow.

You can check the status of the proposal by clicking  in Proposal Toolbox to verify that the proposal has gone to the next step.

Date faculty voted on proposal 3/4/2021

Result of vote (Number of 5-0 "Yes"

yes/no/abstention
votes)

Manner of vote online
(online, in-person,
etc.)

VIII. Processing Notes (Graduate College/Registrar Use Only)

PS Processing Notes

PS Processing Date 4/20/2021

Initials rl

Aalog Processing Notes

Aalog Processing Date 4/20/2021

Initials ej

Comments for JMS - 688 - Entrepreneurial Media

Curriculog	4/20/2021 4:12 pm Reply
This proposal has been completed.	
REG Curriculum	4/20/2021 4:12 pm Reply
New course JMS 688 implementation completed and is effective 4/20/2021 in MyUNLV and 2021-22 Graduate Catalog (Acalog).	
Dear Department, Please contact scheduling@unlv.edu for assistance with offering the course. Thank you.	
Curriculog	4/20/2021 4:12 pm Reply
REG Curriculum has approved this proposal on Implementation: Catalog and PeopleSoft.	
Curriculog	4/5/2021 10:03 am Reply
Emily Lin has approved this proposal on Graduate College Dean.	
Curriculog	4/2/2021 10:36 am Reply
James Navalta has approved this proposal on behalf of Graduate Course Review Committee. See Graduate Course Review Committee 3-24-2021 for more information.	
Curriculog	4/2/2021 8:48 am Reply
Graduate Curriculum has approved this proposal on Graduate Course Review Committee.	
Curriculog	3/4/2021 9:17 am Reply
Tara Emmers-Sommer has approved this proposal on School/College Associate Dean/Dean.	
Tara Emmers-Sommer	3/4/2021 9:11 am Reply
GCUA Graduate Committee vote is 5-0 "Yes" in approval.	
Curriculog	3/4/2021 9:11 am Reply
Tara Emmers-Sommer has approved this proposal on School/College Committee.	

Curriculog

2/16/2021 11:28 am [Reply](#)

JMS Chair has approved this proposal on Department Chair.

Curriculog

2/9/2021 11:39 am [Reply](#)

JMS Graduate Coordinator has approved this proposal on Graduate Coordinator.

Curriculog

2/8/2021 10:08 am [Reply](#)

Graduate Curriculum has approved this proposal on Technical Review.

Curriculog

2/4/2021 9:51 am [Reply](#)

Gregory Borchard has approved this proposal on Originator.

Graduate Curriculum

2/4/2021 8:39 am [Reply](#)

- Please revise and replace syllabus to highlight differences between Grad and Ugrad
- Please answer the following questions within the crosslisting rationale field, regarding the rationale for crosslisting this course:
1) What aspect of graduate preparation is met via this course that goes beyond the undergraduate program?
2) What common aspects are offered in the crosslistings and what grad level pieces are not?
3) What would be beneficial in offering the crosslisted courses from a graduate education perspective?"

Curriculog

2/4/2021 8:39 am [Reply](#)

Graduate Curriculum has rejected this proposal on Technical Review.

Curriculog

2/1/2021 2:27 pm [Reply](#)

Gregory Borchard has approved this proposal on Originator.

Curriculog

1/29/2021 1:56 pm [Reply](#)

Gregory Borchard has launched this proposal.