




MEMORANDUM

TO: Faculty Senate

FROM: Elizabeth S. Chilton, Provost and Executive Vice President 

SUBJECT: Extend the Bachelor of Arts in Journalism and Media Production degree to WSU Global

DATE: December 20, 2023

The attached proposal to extend the Bachelor of Arts in Journalism and Media Production (JMP) degree to the WSU Global campus has been reviewed by the Provost's Office, and we support the proposal.

Students in Media Innovation study the role of media in society to better communicate to organizations and audiences through speaking, writing, and the use of media technology.

The proposed online JMP degree in Media Innovation is an extension of The Edward R. Murrow College of Communication degree currently offered in-person on the Pullman campus. It provides the principles and skills that are highly sought by a broad cross-section of employers, including the media and digital journalism production sectors across the state and region, who are seeking the next generation of content producers and editors. The program's curriculum contains an optimum mix of courses that addresses the core competencies that employers value when hiring emerging media producers, editors, and writers.

We judge the proposal ready for the Senate review process.