KINGSBOROUGH COMMUNITY COLLEGE
The City University of New York

CURRICULUM TRANSMITTAL COVER PAGE

Department:_____ Date:_____

Title Of Course/Degree/Concentration/Certificate:_____ **JRL 4700**

Change(s) Initiated: (Please check)

☐ Closing of Degree   ☐ Change in Degree or Certificate
☐ Closing of Certificate   ☐ Change in Degree: Adding Concentration
☐ New Certificate Proposal   ☐ Change in Degree: Deleting Concentration
☐ New Degree Proposal   ☐ Change in Prerequisite, Corequisite, and/or Pre/Co-requisite
☐ New Course   ☐ Change in Course Designation
☐ New 82 Course (Pilot Course)   ☐ Change in Course Description
☐ Deletion of Course(s)   ☐ Change in Course Title, Number, Credits and/or Hours
     ☐ Change in Academic Policy
     ☐ Pathways Submission:
         ☐ Life and Physical Science
         ☐ Math and Quantitative Reasoning
         ☐ A. World Cultures and Global Issues
         ☐ B. U.S. Experience in its Diversity
         ☐ C. Creative Expression
         ☐ D. Individual and Society
         ☐ E. Scientific World

☐ Change in Program Learning Outcomes
☐ Other (please describe):_____

PLEASE ATTACH MATERIAL TO ILLUSTRATE AND EXPLAIN ALL CHANGES

DEPARTMENTAL ACTION

Action by Department and/or Departmental Committee, if required:

Date Approved:_____Signature, Committee Chairperson:_____

If submitted Curriculum Action affects another Department, signature of the affected Department(s) is required:

Date Approved:_____Signature, Department Chairperson:_____

Date Approved:_____Signature, Department Chairperson:_____

I have reviewed the attached material/proposal

Signature, Department Chairperson: _____

New Course Proposal Form*

*This form is **NOT** intended for Internships or Field Work

1. Complete the requested course information in the table below. Indicate "**NONE**" where applicable.
   *For Assignment of New Course Number, contact **Academic Scheduling**.

Department:	Communications and Performing Arts
Course Designation/Prefix:	JRL
***Course Number:**	4700
Course Title:	Entrepreneurial Journalism
Course Description: (Note: Description should include language similar to Course Learning Outcomes.)	A dissection and understanding, through theory and practice of the objectives, rationale and day to day operations of running an independently-owned news publication, site or app.
Prerequisite(s):	None
Corequisite(s):	None
Pre-/Co-requisite(s):	None
Open ONLY to Select students (Specify Population):	
Frequency course is to be offered (Select All that Apply)	X Fall Winter X Spring Summer
Suggested Class Limit:	25
Indicate if a special space, such as a lab, and/or special equipment will be required:	A computer lab with full Adobe Creative Suite.

2. Credits and Hours based on MSCHE Guidelines for *College Credits Assigned for Instructional Hours* -***Hours are based on hours per week in a typical 12-week semester** (Please check **ONE** box based on credits):

1-credit:	1 hour lecture 2 hours lab/field/gym
2-credits:	☐ 2 hours lecture ☐ 1 hour lecture, 2 hours lab/field ☐ 4 hours lab/field
3-credits:	X 3 hours lecture ☐ 2 hours lecture, 2 hours lab/field

	☐ 1 hour lecture, 4 hours lab/field ☐ 6 hours lab/field
4-credits:	☐ 4 hours lecture ☐ 3 hours lecture, 2 hours lab/field ☐ 2 hours lecture, 4 hours lab/field ☐ 1 hour lecture, 6 hours lab/field ☐ 8 hours lab/field

More than 4-credits: ☐ Number of credits: _____ (explain mix lecture/lab below)

_____ Lecture   _____Lab

Explanation:_____

3. **Where** does this course fit? Select from the following:

X Degree Program(s)/Certificate(s)*	**List Degree Program(s)/Certificate(s):** 1. Journalism and Print Media 2.
X General Education/Pathways	**Select ONE of the following:** ☐ Life and Physical Science (LPS) ☐ Math and Quantitative Reasoning (MQR) ☐ World Cultures and Global Issues (Group A) ☐ U.S. Experience in its Diversity (Group B) Creative Expression (Group C) ☐ Individual and Society (Group D) ☐ Scientific World (Group E)
☐ **82XX** Pilot/Experimental Course	**If proposed as a "real" course, where will this course fit?** Select from the following: **List Degree Program(s)/Certificate(s):** 1. 2. **Select ONE of the following:** ☐ Life and Physical Science (LPS) ☐ Math and Quantitative Reasoning (MQR) ☐ World Cultures and Global Issues (Group A) ☐ U.S. Experience in its Diversity (Group B) ☐ Creative Expression (Group C)

	☐ Individual and Society (Group D)
	☐ Scientific World (Group E)

*If Degree Program/Certificate is Selected:

- Include an updated **Curricular** Map (Program Learning Outcomes) for each Degree Program/Certificate listed above.
- Include an updated Degree Map (semester-by-semester course sequence) for each Degree Program/Certificate listed above. For Degree Map template, contact Amanda Kalin, ext. 4611, Amanda.Kalin@kbcc.cuny.edu

The Following NYSED Guidelines must be adhered to for **ALL** Degree Programs:

45 credits of Liberal Arts (General Education) course work for an Associate of Arts Degree (AA)
30 credits of Liberal Arts (General Education) course work for an Associate of Science Degree (AS)
20 credits of Liberal Arts (General Education) course work for an Applied Associate of Science (AAS)

Additional Separate Submissions Required:
1. Curriculum Transmittal Cover Page indicating a "Change in Degree or Certificate"
2. Memo with rationale for inclusion of the course within the curriculum
3. "Current" Degree with all proposed deletions (strikeouts) and additions (bolded) clearly indicated
4. "Proposed" Degree, which displays the degree as it will appear in the *College Catalog*

For a copy of the most up-to-date Degree/Certificate requirements contact Amanda Kalin, ext. 4611, Amanda.Kalin@kbcc.cuny.edu

If General Education/Pathways is Selected:
- Please refer to NYSED Guidelines for courses that are considered Liberal Arts (General Education).
- Pilot/Experimental/82XX courses CANNOT be submitted for Pathways until they are submitted as a "**real**" course.

Additional Separate Submissions Required:
1. Curriculum Transmittal Cover Page indicating BOTH "New Course" and "Pathways"
2. CUNY Common Core Pathways Submission Form

4. **List the Course Learning Outcomes** – Course Learning Outcomes are measureable/demonstrable, containing "**action verbs**" (Blooms Taxonomy). If proposed to PATHWAYS, the Course Learning Outcomes should significantly align with the Pathways Learning Outcomes (refer to the Pathways Common Core Submission Form for Pathways Learning Outcomes). If proposed for a Degree program, the course should align with the Program Learning Outcomes (PLOs). **REMINDER** – Course Learning Outcomes are consistent for **ALL sections** of the same course and **MUST** be included on the syllabus.

Course Learning Outcomes
1. Collect, analyze, and ethically present information and news for diverse formats and genres, including digital and print, applying legal, moral, and ethical principles to effectively develop and pitch original story ideas.
2. Demonstrate a clear understanding of the use of social media and crowd-sourcing in the covering of national, world, local community issues and inter and cross-cultural events, showcasing an ability to leverage different types of sources.
3. Demonstrate proficiency in curating, producing, and analyzing photo, audio, and video content to create original multimedia works and critically evaluate content produced by others for publication.
4. Develop a greater appreciation for the work involved in online journalism and reporting, as well as prior creators, publishers and journalists and how it shapes the medium today.

5. **Assessment of Course Learning Outcomes**: The Course Learning Outcomes are measurable/demonstrable through the below listed sample assignments/activities. Include percentage breakdown for grading.
REMINDER - Assessment of Course Learning Outcomes are based on a **Common Syllabu**s – to allow for **any** qualified instructor to teach the course.

Course Learning Outcome	Percentage of Grade	Measurement of Learning Outcome (Artifact/Assignment/Activity)	
1. 1. Collect, analyze, and ethically present information and news for diverse formats and genres, including digital and print, applying legal, moral, and ethical principles to effectively develop and pitch original story ideas.	30	Every article the students write over the course of the semester will require them to do reporting on pieces that will be published. Between market research and their ultimate pitch students must be able to incorporate captivating content in as many journalistic forms as possible.	
2. Demonstrate a clear understanding of the use of social media and crowd-sourcing in the covering of national, world, local community issues and inter and cross-cultural events, showcasing an ability to leverage different types of sources.	20	By providing a business summary for their project, students will indicate how well they are aware of trends, sources and the issues they need to cover in order to be successful.	
3.Demonstrate proficiency in curating, producing, and analyzing photo, audio, and video content to create original multimedia works and critically evaluate content produced by others for publication.	30	In their final presentation, students must create a captivating pitch that uses audio, video and the written and spoken word.	
Develop a greater appreciation for the work involved in online journalism and reporting, as well as prior creators,	20	All audio/photos and text work will be edited in accompanying software via Adobe or Microsoft. Students must learn software in order to advance in class.	

publishers and journalists and how it shapes the medium today.				

6. **Who** is expected to enroll in this course? Please provide details for the student population(s), degree program(s)/certificate(s), and applicable concentration(s), this course is expected to include.

The students enrolled would consist of Journalism Majors, Media Arts students looking to broaden their writing abilities, liberal arts students looking for an intriguing new elective and those considering Journalism as a career field but unsure. It would also be the class where students looking to become influencers on social media and brand ambassadors would learn the ins and out of content creation.

7. Explain **why** this course is a necessary addition to the curriculum. **REMINDER** – Explain the course's role within the selected Pathways Group or Degree program – How does this course meet the Program Learning Outcomes (PLOs)? Was the course a recommendation from a recent Annual Program Review (APR), Advisory Board, Accrediting Body, etc.? How might this course help students seeking to transfer to a 4-yr college or transition into a career after KCC?

This course will give students a firm grounding in the dynamics—the pressures and opportunities—of the news industry now and in the future. Students in the class will then look for key opportunities to disrupt the industry, selecting a target for disruption and formulating a strategy. They will then formulate a strategy for defense against the disruption. Students will study advertising, subscription, e-commerce, and other revenue streams as well as marketing and distribution.

8. Upon transfer, does this course meet a specified requirement for a degree at a 4-year institution? If so, please include the institution and degree program. It is recommended you review your current Articulation Agreements.

Similar Courses in other CUNY:

Brooklyn College: TREM 4777 Capstone in Journalism and Media Studies

Hunter College: MEDPL 295 Online Journalism

9. Will adding the course potentially **conflict** with other courses – in content or subject matter – offered in either your Department or in *another* Department? If it will, please explain **how** and indicate **why** the course is still necessary.

> This course will not conflict with anything being offered in Kingsborough and will also help modernize an aging program. Students want to work more online and this will give them the tools to learn transferable skills and grow with an ever-changing field.

10. Proposed textbook(s) and/or other required instructional material(s), including open educational resources (OER)– Please include any supplemental/recommended materials/texts to allow for **any** qualified instructor to teach the course:

> Inside Reporting, Tim Harrower
>
> The Elements of Journalism by Bill Kovach and Tom Rosenstiel
>
> The Associated Press Stylebook, 2023 Edition

11. **Attach a Common Syllabus** that includes the Topical Course Outline for the 12-week semester. This should be specific and explicit regarding the topics covered and should contain the detailed sample assignments/activities being used to measure the Course Learning Outcomes. **REMINDER** – be mindful to focus on the Course Learning Outcomes, Course Content, and Assessment.

JRL XX: Entrepreneurial Journalism

Course Description:

A dissection and understanding, through theory and practice of the objectives, rationale and day to day operations of running an independently-owned news publication, site or app.

Student Learning Objectives For This Course:

Be able to gather news for a variety of news formats and genres, including digital, print and to successfully produce pitch written and oral stories for publication in an effort to serve and maintain an audience.

Demonstrate a clear understanding of the use of social media and crowd-sourcing in the covering of national, world, local community issues and inter and cross-cultural events, showcasing an ability to leverage different types of sources.

Gather, interpret and assess photo, audio and video content for the purpose of creating their own unique content for publication across apps, newsletters, websites and print publications.

Develop a greater appreciation for the work involved in online journalism and reporting.

An understanding of the efforts of prior creators, publishers and journalists and how it shapes the medium today.

Have an understanding of Journalism ethics, morals and legality issues and how they interact with other mediums such as media relations, marketing and non-fiction creative writing.

Course Requirements:

Students must attend class every week. In addition, students fulfill the course requirements by writing required pieces and completing their reads and writing tasks on-time. Late work will not be accepted at any time.

By the end of the course, students must present their work, whether it be in website, social media channel or app that best exhibits what they've learned during the course.

Required Pieces:

Market Research
Wireframe
Alpha Pitch
Business Summary [Revenue and Costs]
Final Summary Presentation

Important Dates:

Please note that this class meets EVERY WEEK at X:XX . Please see the attached calendar:

Week 1:

Course Introduction
The dynamics of the news industry and market research
Advertising

Week 2/3:

Developing Your Product/Service
Preparing and Developing Your Product/Service; Design and Wireframe

Week 4:

Workshop

Week 5/6:

Refining Your Business Idea
Alpha Pitch - Present Your Idea

Week 7:

Analyzing and Improving Upon Your Project

Week 8/9:

Developing Your Project

Week 10:

Refining Your Business Idea

Week 11:

Polishing Your Final Proposal and Pitch

Week 12:

Preparing For Your Final Presentation

Finals Week:

Final Presentations

Grading:

There are no formal quizzes, exams, or homework assignments. You will be graded on the following criteria:

● Class attendance/participation. 25%

● Business Plan 25%.

● Alpha Pitch 25%

● Final Pitch%

Etiquette and Behavior:

Journalism is defined by collaboration. That means that we all work together for the creation of the work. The following

is expected of all students.

- To show up on time and be present in the work.

- To maintain a safe atmosphere.

- To work together for the good of the production.

- Not to engage in any activity that threatens other students.

- Not to engage in any activity that is meant to create friction or acrimony amongst others.

- To ask questions.

- To be respectful of others at all times.

- To work actively to create a supportive and creatively inspiring environment.

Failure to adhere to these expectations will result in failing the course.

Required Texts:

Inside Reporting, Tim Harrower

The Elements of Journalism by Bill Kovach and Tom Rosenstiel

The Associated Press Stylebook, 2023 Edition

Additional Resources:

[Student Publication Lab at Kingsborough: Weekly Meeting Space]

Adobe Indesign, Photoshop, Audition access for all students.

[List of Relevant MMJ equipment/software already in possession] Laptops, Zoom Recorders. Most of this is already in our possession through Perkins.