

*Course Proposal*  
**The Publishing Industry**

Proposal prepared by Claudia Cuddy  
Assistant Professor, Journalism

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### **Adequacy of the Present Staff, Resources, and Space Needs.**

*Staff:* The course will be taught by teaching faculty on staff, consistent with the College of Communication budget. Initially, the course will be taught by Carl Hausman. Hausman is the managing editor of a web-based publication and executive editor of a print-based international affairs newsletter. Hausman is also the author of 21 books and was a consulting editor for HarperCollins. In addition, Claudia Cuddy may teach the course. She spent 24 years in publishing, having managed, designed, and edited more than 30 books and periodicals. In addition, her authored textbook focuses on publishing. She is also coordinator of the Rowan Word Nerds, a group on campus dedicated to editing, style and usage.

*Resources.* Resources are currently adequate. *The Publishing Industry* requires no special facilities.

### **Recommended Library Resources**

The library currently holds a reasonably large collection of books about journalism and publishing in general. The listing of current holding is attached as Appendix A. I recommend the additional purchase of about eight books and two periodicals, at a cost of approximately \$250 for the books and \$150 yearly for the periodicals. The proposed additions are listed in Appendix B. Note that these proposed additions in some cases duplicate proposed additions in other proposals.

## **2. Rationale for the Course**

*The Publishing Industry* will be offered as part of the Bachelor of Arts in Journalism – Editing and Publishing Sequence – offered by the College of Communication’s Department of Journalism. The course can also be offered as an elective for students enrolled in other programs across the campus.

Publishing is a dynamic career market, and the skills acquired from this course will be valuable for professionals who work in corporate, in-house publishing settings, any sort of commercial or noncommercial publication, or who manage departments in which publishing plays a role. The course does not cover literary and academic publishing.

*The Publishing Industry* explores both the business and the practice of publishing – from editing content to developing a strategic marketing plan to production and project management.

*The Publishing Industry* will be especially useful as a comprehensive overview for those students who will be seeking employment any of the publishing industries.

### 3. Essence of the Course

*This section lists and explains the course's objectives, content and evaluation procedures.*

#### Objectives of the Course

When students complete this course, they will be able to:

- Comprehend the enormously significant role of publishing in the world's social history and economic vitality.
- Understand the changes in the industry brought about by changing demographics, technologies, and global economies.
- Be conversant with the practices and issues related to book publishing, magazine publishing, newspaper publishing, newsletter publishing, and electronic publishing.
- Clearly understand the role of sales and marketing in the modern publishing industry.
- Demonstrate a firm grasp of the technologies fueling traditional and electronic publishing.
- Develop a complete marketing plan for publications.
- Develop a complete production plan for publishing products.

#### Topical Outline and Content

Students will be required to complete the following assignments:

- **A comprehensive research paper**, based on original research with a particular publishing industry, analyzing the success or failure of one of the firm's products.
- **A startup plan for a proposed publication**, including sales projections, demographic targets, and a sketchy mock-up of the publication.

- **A paper analyzing trends in the publishing industry**, focusing on technology, demographics, and globalization in one facet of publishing (book, magazine, newsletter, electronic, and so forth.)
- **Class participation, including regular attendance.**

*Over a standard 14-week semester, we will cover these areas:*

Week 1	Lecture:	Introduction; course requirements. The history and social impact of publishing.
Week 2	Lecture:	The book publishing industry (origination of the printing press, early books and their political and social impact, books and the shaping of the educational system, the evolution of the modern book publishing industry, how the industry functions, production stages of book printing).
Week 3	Lecture:	The newspaper publishing industry.
Week 4	Lecture:	The magazine publishing industry
Week 5	Lecture:	The newsletter publishing industry
Week 6	Lecture:	Online and multimedia publishing.
Week 7	Lecture:	Marketing and publishing.
Week 8	Lecture:	Publication management.
Week 9	Lecture:	Financial management: pricing, lists, brokers.
Week 10	Lecture:	Editing and dealing with authors and other content providers.
Week 11	Lecture:	Law, contracts, and intellectual property issues.
Week 12	Lecture:	Self-publishing.
Week 13	Lecture:	The future of the publishing industry.
Week 14	Lecture:	Review of semester's material.

## **Evaluation and Grading Procedure of Students**

Students will be graded on research paper (30% of total grade), startup plan, (30%), paper on future of industry, (30%) and class participation (10%).

## **Course Evaluation**

Standard student evaluations will be administered during the final weeks of the course. The course will be reevaluated by the department of Journalism after the initial semester.

## **4. Consultation**

This course does not substantially duplicate content of any existing course. Letters from interested parties are attached in Appendix C.

Changes were made after the Writing Arts Department expressed some concerns, and the current proposal is now acceptable to the Writing Arts Department (see their second letter).

It is understood that the Writing Arts Department is free to introduce courses involving publishing that are appropriate to its disciplines.

## **5. Catalog Description**

**The Publishing Industry** examines the business and the practice of publishing, focusing on understanding of markets as those markets are changed by technology, demographic shifts, and globalization. Students learn how to develop a strategic marketing plan, manage and edit content, and see a project through the production stages. Coursework includes exploration of book, magazine, newspaper, newsletter, online, and multimedia publishing; the course does not include literary and academic publishing. Students study the publishing industry through case histories and other sources and prepare a “launch” plan for a hypothetical publication. The course also deals with management of publications from business and editorial points of view.

Credits: 3

Suggested Banner abbreviation: THE PUBLISHING INDUSTRY

Prerequisite: 75 s.h.

Level: 300

## Appendix A

### Current Library Holdings

#### *Books About Broadcast News Reporting and Writing*

Broussard, E. Joseph, Writing and reporting broadcast news. New York: Macmillan; London: Collier Macmillan, 1982.

Fang, Irving, E., Television news, radio news. 4<sup>th</sup> ed., rev. St. Paul: Rada Press. 1985.

The Functions of mass communications [videorecording]. Maumee, Ohio: Instructional Video. 1989.

Mayeux, Peter E., Broadcast news: writing & reporting. 2<sup>nd</sup> ed [rev]. Madison [Wis.]: Brown & Benchmark. 1996.

#### Books about "Authorship" of Television News

Block, Mervin, Writing broadcast news: shorter, sharper, stronger: a professional handbook. Chicago: Bonus Books. 1987.

MacDonald, R. H., A broadcast news manual of style, 2<sup>nd</sup> ed. New York: Longman. 1994.

Smeyak, G. Paul, Broadcast news writing. 2<sup>nd</sup> ed. New York: Macmillan. 1986.

Zousmer, Steven, TV news off-camera: an insider's guide to newswriting and newspeople. 1987.

#### *Books About "Authorship" of Radio News*

Brooks, William F., Radio news writing. 1<sup>st</sup> ed. New York, McGraw-Hill Book Co. 1948.

Howe, Quincy, The news and how to understand it in spite of the newspapers, in spite of the magazines, in spite of the radio. New York: Columbia University Press, 1968.

*Books About the General Study of the News*

Carroll, Marie, A study examining the effectiveness of elementary students using commercial television. New York: Perigee, 1993.

Efron, Edith, The news twister. Los Angeles: Nash Pub. 1971.

Gunter, Barrie, Poor reception: misunderstanding and forgetting broadcast news. Hillsdale, N.J.: L. Erlbaum Associates. 1987.

Neuman, Johanna, Lights, camera, war: is media technology driving international politics? 1<sup>st</sup> ed. New York: St. Martin's Press. 1996.

Singer, Eleanor. Reporting on risk: how the mass media portray accidents, diseases, disasters, and other hazards. New York: Random House, 1985.

Wood, William Almon, Electronic journalism. New York: Columbia University Press, 1987.

Yorke, Ivor, The technique of television news. 2<sup>nd</sup> ed. Boston: Focal Press. 1987.

Zousmer, Steven, 1942. TV news off-camera: an insider's guide to Newswriting and newspeople. Boston: Houghton-Mifflin, 1987.

*Books About Political Aspects of Television News*

Barrett, Marvin, The politics of broadcasting. New York, Crowell. 1973.

Graham, Fred P., Happy talk: confessions of a TV journalist. New York: Norton. 1990

Hosley, David H., Hard news: women in broadcast journalism. New York: Greenwood Press. 1987.

Iyengar, Shanto, Is anyone responsible?: how television frames political issues. Chicago: University of Chicago Press. 1991.

Iyengar, Shanto. News that matters: television and American opinion. Chicago: University of Chicago press, 1987.

*Books About Print Journalism and Journalism in General*

Barnhart, Thomas Frederick, *Weekly newspaper writing and editing*. New York, Dryden Press. 1949.

Bernstein, Theodore Menline, *More language that needs watching; second aid for writers and editors, emanating from the news room*, Boston: Houghton-Mifflin, 1962.

Berry, Thomas Elliott, *Journalism in America: an introduction to the news media*. New York: Hastings House, 1976.

Cirino, Robert, *Power to persuade: mass media and the news*. New York: Bantam Pathfinder Editions. 1974.

Coblentz, Edmond D., comp., *Newsmen speak; journalists on their craft*. Freeport, N.Y., Books for Libraries Press. 1968.

Dana, Charles A, *The art of newspaper marking*. New York, Arno. 1970.

Doig, Ivan, *News, a consumer's guide*. Englewood Cliffs, N.J.: Prentice-Hall, 1972.

Hohenberg, John, *Concise Newswriting*. New York: Hastings House, 1987.

*How a magazine is published [videorecording]*. Maumee, Ohio: Instructional Video. 1989.

Hudson, Frederic, *Journalism in the United States, from 1690-1872*. New York: Harper & Brothers, 1873.

Hughes, Helen, *News and the human interest story*. New York: Greenwoods Press. 1968.

Kennedy, Bruce M., *Community journalism; a way of life*. [1<sup>st</sup> ed.]. Ames: Iowa State University Press. 1974.

Kobre, Sidney, *Backgrounding the news*. Oakland, Calif.: Acme Books. 1969.

Mayer, Martin, *Making news*. Garden City, N.Y.: Doubleday, 1987.

Mayer, Martin, *Making news*. Rev. and updated [ed.]. Boston: Harvard Business School Press, 1993.

Mayeux, Peter E., *Broadcast news: writing & reporting*. 2<sup>nd</sup> ed [rev.].  
Madison [Wis.]: Brown & Benchmark, 1996.

McClendon, Sarah, *Reporting from the White House* [sound recording].  
1982.

*Media, myths, and narratives: television and the press*. Newbury Park,  
Calif.: Sage Publications, 1988.

Meyer, Philips, *Precision journalism: a reporter's introduction to  
social science methods*. Bloomington: Indiana University Press, 1973.

Moyers, Bill D., *The human responsibility of journalism* [sound  
recording]. 1982.

*The News media in national and international conflict*. Boulder:  
Westview Press. 1984.

*Plain talk about the word business*. Washington, Public Affairs Press,  
1970.

Presson, Hazel, *The student journalist and interviewing*. Rev. ed. New  
York: R. Rosen Press, 1989.

### *Journalism Periodicals*

*The Author's & Writer's Who's Who*. London: Burke's Peerage, Ltd.

*Columbia journalism review*.

*Editor & publisher*.

*Journalism & mass communication quarterly*.

*The Journalism quarterly*.

*Nieman reports*

## **Appendix B**

### **Suggested Additions to the Library's Holdings**

#### *Books*

Hausman, Carl, *Crisis of conscience: Perspectives on media ethics*. New York: HarperCollins, 1992.

Picard, Robert, and Brody, Jeffrey, *The newspaper publishing industry*. Boston: Allyn and Bacon, 1998.

Poynter, Dan, *The Self-Publishing Manual*: San Francisco, Para Publishing, 1999.

Weisner, Karen, *Electronic publishing, the definitive guide*. New York: Avid, 2000.

Woodard, Cheryl, *How to start and run a successful newsletter or magazine*. Los Angeles: Nolo Press, 1998.

Zinsser, William Knowlton. *On writing well: The classic guide to writing nonfiction*. New York: Harper Reference, 1999.

#### *Periodicals*

Writers Digest.

Publishers Weekly.

**Appendix C**  
**Letters of Consultation**



*Composition and Rhetoric*  
Consultation Letter

Date: October 7, 2005  
Course: Principles and Practices of Publishing  
Sponsor: Claudia Cuddy, Journalism

Consultant: Janice Rowan, Chair, Writing Arts *Janice Rowan*

While Department of Writing Arts faculty understand the overall objective of the Principles and Practices of Publishing course—a survey of the publishing industry—we seek a clarification of the scope of the course, and we ask that there is an agreement established that the course will deal with journalistic editing and publishing and not areas already addressed- or soon to be addressed-by the Writing Arts program.

This proposal brings to the forefront some of the shared interests of our programs and the practical applications of the theories and skills taught in both Journalism and Writing Arts. We would like to examine the boundaries of what each program covers to ensure that our students come away with the best each program has to offer and to avoid duplication of course content.

Here are some considerations we would like to put forward, most dealing with the very broad scope of Journalism's publishing course proposal:

- Can the course be clearly narrowed to trade nonfiction, rather than creative and scholarly nonfiction, which are treated in the M.A. in Writing?
- The course considers “book publishing” as a unit. However, literary publishing, including fiction, memoir, collections of creative nonfiction or book-length works written in these genres, are areas addressed by the Writing Arts Department.
- Two other areas in which Writing Arts faculty currently offer courses are publishing for young readers and publishing in literary/creative magazines (e.g, Atlantic Monthly, The New Yorker, Paris Review, etc.). We are also planning to propose courses teaching students to edit and publish in these kinds of publications.

- In the M.A. program we have offered a special topic course, Publishing for the Creative Writer, it is scheduled for summer 2006, and we are considering proposing it as a semester-long course. Also, we have a course entitled Editing the Literary Journal, and we are considering a graduate sequence that would include Editing and Publishing for Young Readers.

The Writing Arts Department does not seek to block the passage of the Principles and Practices of Publishing proposal. We do seek resolution of the questions raised in this consultation letter.



December 12, 2005

Professor Claudia Cuddy  
Chair, Journalism  
College of Communication

Dear Professor Cuddy:

Thank you for accommodating the Writing Arts Department's requests regarding your course proposal for The Publishing Industry. As I mentioned before, consultations such as ours are most helpful in defining the appropriate areas of instruction for our departments.

With the changes, Writing Arts approves the revisions and supports the course.

Thank you for your cooperation.

Sincerely,

A handwritten signature in cursive script that reads "Janice Rowan".

Janice Rowan  
Chair, Writing Arts

## Catalog Description

### THE PUBLISHING INDUSTRY

**The Publishing Industry** examines the business and the practice of publishing, focusing on understanding of markets as those markets are changed by technology, demographic shifts, and globalization. Students learn how to develop a strategic marketing plan, manage and edit content, and see a project through the production stages. Coursework includes exploration of book, magazine, newspaper, newsletter, online, and multimedia publishing; the course does not include literary and academic publishing. Students study the publishing industry through case histories and other sources and prepare a launch plan for a hypothetical publication. The course also deals with management of publications from business and editorial points of view.

Credits: 3

Suggested Banner abbreviation: THE PUBLISHING INDUSTRY

Prerequisite: 75 s.h.

Level: 300

**Mosto, Patricia**

**From:** Claudia Cuddy [editorcuddy@mac.com]  
**Sent:** Tuesday, May 09, 2006 3:33 PM  
**To:** Mosto, Patricia  
**Cc:** Hausman, Carl D.  
**Subject:** Re: curriculum proposal

Hi Pat.

We did not order these in our Journalism Department's library budget, and the deadline is past. I think you cannot order periodicals under our library budget.

These books and periodicals are simply suggested additions, and they are not absolutely necessary. We always think it's good to make a few suggestions with our proposals.

We can always order the books next winter when we have the chance to do it again.

Hope that helps.

Claudia

Appendix B

Suggested Additions to the Library's Holdings

Books

Hausman, Carl, *Crisis of conscience: Perspectives on media ethics*. New York: HarperCollins, 1992.

Picard, Robert, and Brody, Jeffrey, *The newspaper publishing industry*. Boston: Allyn and Bacon, 1998.

Poynter, Dan, *The Self-Publishing Manual*: San Francisco, Para Publishing, 1999.

Weisner, Karen, *Electronic publishing, the definitive guide*. New York: Avid, 2000.

Woodard, Cheryl, *How to start and run a successful newsletter or magazine*. Los Angeles: Nolo Press, 1998.

Zinsser, William Knowlton. *On writing well: The classic guide to writing nonfiction*. New York: Harper Reference, 1999.

**Mosto, Patricia**

**From:** Claudia Cuddy [editorcuddy@mac.com]  
**Sent:** Friday, May 12, 2006 9:58 PM  
**To:** Mosto, Patricia  
**Subject:** Re: curriculum proposal

Hi Pat.

I will try to answer your question.

Journalism requires 7 courses of all its majors.

After that, a student chooses a sequence. There are four sequences: Print, Online, Broadcast, and Editing and Publishing.

Each sequence contains four courses. The Editing and Publishing Sequence comprises Copy Editing, Publication Layout, Advanced Publication Layout, and The Publishing Industry.

Only those students who choose that sequence are required to take those four courses -- one of which would be The Publishing Industry.

Does that give you the information you need? If not, please let me know.

Thanks.

Claudia

On May 12, 2006, at 2:40 PM, Mosto, Patricia wrote:

Hi Claudia, Christy has a question in regards to your curriculum proposal SCC-05-06-234 "The Publishing Industry". Since you state in the Curricular Effect part that "this course will be offered as a required course for the Editing and Publishing sequence in the Journalism Program", could you please clarify how this will impact the program credits, if any?

Thanks

Pat

Dr. Patricia Mosto  
Interim Associate Provost  
Academic Affairs  
Rowan University  
mosto@rowan.edu  
856-256-4012

**Mosto, Patricia**

**From:** Claudia Cuddy [editorcuddy@mac.com]

**Sent:** Monday, May 15, 2006 7:58 AM

**To:** Mosto, Patricia

**Subject:** Re: curriculum proposal

Nothing is increased.

We did not have the tracks until we revamped our program this fall.

Attached is our advising sheet in a Word document. This might give you a clearer idea.

Claudia

Student \_\_\_\_\_ ID Number \_\_\_\_\_ Date of Entry \_\_\_\_\_

# Bachelor of Arts in Journalism

(T = Course used in transfer. ONLY TWO COURSES MAY TRANSFER IN THE MAJOR.)

Note: Prerequisites are in parentheses ( ).

## MAJOR REQUIREMENTS (21 s.h.)

JRN 02205 Practices (CC1) _____	Journalism Principles and Date Taken _____ Grade _____
JRN 02310 Principles and Practices) _____	News Reporting I (Journalism Date Taken _____ Grade _____
JRN 02319 Principles and Practices) _____	Media Ethics (Journalism Date Taken _____ Grade _____
JRN 02318 Reporting I) _____	Enterprise Journalism (News Date Taken _____ Grade _____
JRN 02335 Date Taken _____	Communication Law (45 s.h.) Grade _____
CMS 01300 Taken _____	Communication Theory (CC2) Date Grade _____
JRN 02410 Journalism (90 s.h. or perm.) _____	Problems in Contemporary Date Taken _____ Grade _____

## SEQUENCES (12 s.h.)

(Each student must choose at least one sequence.)

### PRINT JOURNALISM

JRN 02311 Reporting I) _____	News Reporting II (News Date Taken _____ Grade _____
JRN 02312 Reporting II) _____	Newspaper Feature Writing (News Date Taken _____ Grade _____
JRN 02411 Date Taken _____ Grade _____	Copy Editing (News Reporting I)

JRN 02317  
(45 s.h.)  
\_\_\_\_\_

Publication Layout and Design  
Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

**BROADCAST JOURNALISM**

JRN 02341  
Broadcast News Writing (News  
Reporting I)  
\_\_\_\_\_

Broadcast News Writing (News  
Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02307  
(Broadcast News Writing)  
\_\_\_\_\_

On-Camera Field Reporting  
Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

RTF 03222  
Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

TV Production I (by permission)

JRN 02305  
Newscast (News I & TV Prod. I)  
\_\_\_\_\_

Broadcast Journalism: TV  
Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

**ONLINE JOURNALISM**

JRN 02311  
Reporting I)  
\_\_\_\_\_

News Reporting II (News  
Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02321  
Reporting I)  
\_\_\_\_\_

Online News Writing (News  
Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02325  
Mass Media (News Rep I)  
\_\_\_\_\_

Web Production and Editing for  
Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02314  
Taken \_\_\_\_\_ Grade \_\_\_\_\_

Photojournalism (45 s.h.) Date \_\_\_\_\_

**EDITING AND PUBLISHING**

JRN 02411  
Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

Copy Editing (News Reporting I)

JRN 02317  
(45 s.h.)  
\_\_\_\_\_

Publication Layout and Design  
Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02425  
(Pub. Layout and Design)  
\_\_\_\_\_

Advanced Publication Layout  
Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02322

The Publishing Industry (45

s.h.) Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

**RELATED ELECTIVES (6 s.h.)**

(Each student must take 2 courses from this list.)

JRN 02425

Advanced Publication Layout

(Pub. Layout and Design)

Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02320

Broadcast Journalism: Radio

(News Reporting I)

Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02305

Broadcast Journalism: TV

Newscast (News I & TV Prod. I)

Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02341

Broadcast News Writing (News

Reporting I)

Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02411

Copy Editing (News Reporting I)

Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02356

J. Field Experience I (75 s.h.

and adviser's permission)

Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02358

J. Field Experience II (75 s.h.

and adviser's permission)

Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02355

Journalism Practicum Date Taken

\_\_\_\_\_ Grade \_\_\_\_\_

JRN 02313

Magazine Article Writing (45

s.h.) Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02420

Newspaper Laboratory (30 s.h.)

Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02312

Newspaper Feature Writing (News

Reporting II)

Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02311

News Reporting II (News

Reporting I)

Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02307  
(Broadcast News Writing)

On-Camera Field Reporting  
Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02321  
Reporting I)

Online News Writing (News  
Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02314  
Taken \_\_\_\_\_ Grade \_\_\_\_\_

Photojournalism (45 s.h.) Date \_\_\_\_\_

JRN 02317  
(45 s.h.)

Publication Layout and Design  
Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

PR 06354 The Impact of PR on the News

Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

JRN 02322  
s.h.) Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

The Publishing Industry (45

RTF 03220  
Taken \_\_\_\_\_ Grade \_\_\_\_\_

The Television Industry Date \_\_\_\_\_

RTF 03222  
Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

TV Production I (by permission)

JRN 02325  
Mass Media (News Rep I)

Web Production and Editing for  
Date Taken \_\_\_\_\_ Grade \_\_\_\_\_

**FREE ELECTIVES (30 s.h.)**

Try to use at least 12 s.h. to build an area of expertise relevant to your program.  
These free electives can also be used to build a minor from another program.

COURSE NUMBER	NAME OF COURSE	
1. _____ _____ Grade _____	_____	Date Taken _____
2. _____ _____ Grade _____	_____	Date Taken _____
3. _____ _____ Grade _____	_____	Date Taken _____
4. _____ _____ Grade _____	_____	Date Taken _____
5. _____ _____ Grade _____	_____	Date Taken _____
6. _____ _____ Grade _____	_____	Date Taken _____

7. \_\_\_\_\_ Date Taken  
\_\_\_\_\_ Grade \_\_\_\_\_

8. \_\_\_\_\_ Date Taken  
\_\_\_\_\_ Grade \_\_\_\_\_

9. \_\_\_\_\_ Date Taken  
\_\_\_\_\_ Grade \_\_\_\_\_

10. \_\_\_\_\_ Date Taken  
\_\_\_\_\_ Grade \_\_\_\_\_

Total Hours Required for Graduation (with Gen Ed) = 121-122 s.h  
College of Communication • Rowan University 3/20/06