

Library Resource Form Required for New Non-Gen-Ed

Submission Deadlines: Fall - October 11, 2005 Spring - February 14, 2006

TITLE THE PUBLISHING INDUSTRY
Principles and Practices of Publishing - New course

Sponsor(s) Claudia Cuddy, Assistant Professor e-mail: cuddy@rowan.edu

e-mail:

DEPARTMENT Journalism
College Communication

If LAS -check: _____ History/Humanities _____ Sciences

X _____ UNDERGRADUATE

X _____ New non gen-ed

_____ Short-Term non gen-ed

_____ Minor curricular chan

_____ Existing non gen-ed

_____ Non gen-ed degree

_____ Major

_____ Minor, specializatio

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cuddy

Signatures Required: representing approv

Department Chair: Claudia M Cuddy Date: 3-5-05
Department CURRICULUM Chair: [Signature] Date: 10-5-05
Academic DEAN: [Signature] Date: 10-5-05

COLLEGE CURRICULUM COMMITTEE: Open Hearing Date: 3/16/06
Approved: _____
Not Approved: _____

Signature: College Curriculum Chair [Signature]

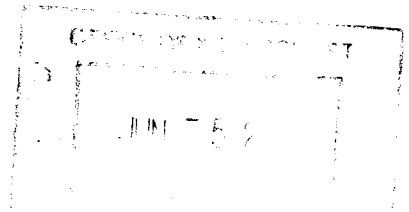
Signature: SENATE CURRICULUM CHAIR [Signature]
Date: 4/17/06

Comments: _____

Signature: Executive Vice President/Provost: [Signature]
Date: 5/15/06
Approved: _____
Not Approved: _____

Signature: REGISTRAR [Signature]
Date: 5/25/06
Course Description Received & Approved
Hegis Taxonomy & Course # JRN 02.332

Notification Forward:
_____ SCC CHAIR
_____ IR
_____ CAP
_____ Registrar
_____ Academic Dean
_____ Department Chair
_____ VP/Student Affairs
_____ Other-



THE PUBLISHING INDUSTRY

1. Details of the Proposed Course

This section lists and explains the title, credit hours, course level, prerequisites, time and scale of implementation, curricular effect, adequacy of current resources, and recommended library resources as they pertain to the proposed courses.

Course Title:

The Publishing Industry

Sponsor:

Claudia Cuddy, Assistant Professor of Journalism, College of Communication

Credit Hours:

The course will carry 3 credit hours.

Course Level:

The Publishing Industry will be a 300-level course. The course is NOT a general education offering.

Prerequisites:

75 semester hours

Suggested Time and Scale of Implementation:

The course will first be offered in Fall 2006. This course will be offered once per academic year.

Curricular Effect:

The Publishing Industry will be offered as required course for the Editing and Publishing sequence in the Journalism program. The course will be open to students throughout the university.

THIS FORM MUST BE COMPLETED FOR ALL CURRICULUM PROPOSALS

The purpose of this form is to provide a channel of communication between the Campbell Library staff and faculty when changing and designing new courses/programs. The information will be used to assess the resources available in the library, and to identify resources the library should acquire to support the course/program. The information will also provide the rationale for institutional support for library acquisitions. This form should be completed in a coordinated effort between the course sponsor(s) and the academic department liaison librarian.

Note: Sponsor(s) complete parts A & B
If assistance is required to complete, please notify the librarian liaison.
Forward this form to the librarian who will complete parts C, D & E

When form is completed, attach to the original curriculum proposal before submitting to the Senate office.

A. College: Communication

Department: Journalism

Proposed by: Claudia Cuddy

Date: 10-5-05

COURSE TITLE: Principles and Practices of Publishing (NOW THE PUBLISHING INDUSTRY)

Anticipated Date for Course/Program Offering: Fall 2006

B. List specific resources that should be acquired to support this course.

See Appendix B

C. Describe the resources available in the library to support this course/program, including reference, monographic, electronic databases, audio-visual materials, etc. A summary statement is sufficient.

See Appendix A

D. List key periodicals available in the library to support this course/program.

See Appendix A

E. Librarian comments & recommendations:

The library has sufficient resources to support the course.

LIBRARIAN LIAISON: Benjamin Fisher

Signature: Benjamin Fisher, Ph.D.

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.

Assigned at the 300 level

Suggested Hegis Number: 02322