

Curriculum Committee,

My long-term career goal is to become a Webmaster for a company where I will be able to write, design, and publish an on line business. My minors in Leadership and Spanish tie into my major by providing me with leadership skills and allowing me to make my publications bilingual. Marietta College does not offer a major in Mass Media Information Technology, but I believe that I can still acquire the skills that I will need for my career through courses at Marietta College. My Student-designed Major is entitled Mass Media Information Technology because I will combine Journalism skills with computer skills in order to write the information and coding that will be necessary in writing, designing, and publishing web pages. This 60-hour major combines courses from the Computer Science, Mass Media, Mathematics, Art, and Management departments. The 21 hours from the Computer Science Department are less than two thirds of the 60-hour major. By the end of the 2000-01 school year, I will have completed Math 125/126 and CSCI 105 within my Student-designed Major.

The major that I have designed in Mass Media Information Technology is very similar to St. Francis College's Information Technology major. This major corresponds with my career goals: "The Information Technology courses are designed to provide the knowledge and skills necessary to prepare future managers and analysts to use information technology to assist people and organizations to perform more efficiently and effectively" (See attached internet article "Bachelor of Science Degree in Information Technology"). I have made a chart (see attachment) of course requirements at St. Francis compared to those that I have selected for my major. Marietta College does not offer courses that are compatible with St. Francis College's Empirical Methods for Business Research or E-Commerce Integration. Instead of focusing on finding courses that are as similar as possible to these, I chose to add more Mass Media courses to my major and call it Mass Media Information Technology. These additional Mass Media courses include Writing for Media and Photography and Visual Communications; these courses will help me develop my journalism skills so that I will be able to write the copy and take the pictures that I place on my Web pages.

Sincerely,

**Capstone Project:****MASS 397: Media Internship (3.0 hrs.)**

The capstone work done during my senior year will consist of an information technology internship between my junior and senior years and Mass Media 375: Web Design, taken during my senior year. I will design a web page for a company, business, or organization, combining coding, photography, copy, and graphics skills that I have acquired through the courses in my major.

**Computer Organization courses****(6.0 hrs.):****CSCI 240: Introduction to File Processing (3.0 hrs.)****CSCI 365: Computer Networking and Data Communications (3.0 hrs.)**

Computer organization courses will provide me with an understanding of how computers are organized, which will allow me to either build computer software for a company or analyze computer network problems at my workplace. I can use these skills to become a computer technician as well as a web designer. These skills will also allow me some flexibility as technology improves over the years and new avenues of work become available.

**Design courses****(18.0 hrs.):****CSCI 320: Computer Graphics (3.0 hrs.)****CSCI 371: Database Management Systems Design (3.0 hrs.)****MASS 370: Desktop Publishing (3.0 hrs.)****MASS 375: Web Design (3.0 hrs.)****GRPH 381/382: Computer Graphic Design (6.0 hrs.)**

A main focus of my major is that of design. Since I would like to design web pages in addition to writing their content and publishing them, courses in graphics, design, and publishing will be helpful. With the Computer Graphics and Computer Graphic Design courses, I will gain experience with graphics both artistically and technically. Desktop Publishing will give me experience with the layout of pages in newspapers, magazines, and other publications. I will be able to transfer this knowledge over to web design. Database Management and Systems Design will enhance my computer design techniques.

**Mathematics courses****(8.0 hrs.):****MATH 125/126: Calculus I/II (8.0 hrs.)**

In addition to being a prerequisite for Computer Science 320, Computer Graphics and Calculus courses will prepare me for the mathematical aspects of computer programming and coding. The critical thinking processes developed in Calculus 125/126 will apply to computer science courses as well as projects that I will work on in the workplace.

**Management courses****(6.0 hrs.):****MNGT 220: Management Information Systems (3.0 hrs.)**

**MASS 420: Media Ethics and Law (3.0 hrs.)**

Management courses, along with my minor in Leadership will prepare me to run a business on line or take charge of a web design project in my workplace. Management Information Systems explores relationships between people and organizations, spreadsheets, databases, expert systems, and presentation tools; this will aid me with personal relationships as well as presentations of my work. Media Ethics and Law will help me make informed management decisions based on current laws.

**Organizational Communication courses**

**(6.0 hrs.):**

**CSCI 105: Microcomputer Applications (3.0 hrs.)**

**MASS 309: Corporate Communications (3.0 hrs.)**

Microcomputer Applications and Corporate Communications will enhance my office skills. These courses will teach me how to create spreadsheets and databases to keep track of my work. In addition, they will show me how to make brochures and other visually oriented materials. Corporate Communications will include lab work writing and producing shows for WCMO-TV and WMRT-FM; this lab work will give me experience writing material and producing it myself for a form of media.

**Computer Programming courses**

**(6.0 hrs.):**

**CSCI 115/116: Computer Programming I/II (6.0 hrs.)**

Computer Programming courses will enable me to learn the data structures and algorithms that I will use in software development. These courses will give me a better understanding of computer operating systems so that I will be able to serve as a technical assistant in my workplace if necessary. In addition, these courses will familiarize me with the computer languages that I will be using in my career.

**Writing and Photography courses**

**(7.0 hrs.):**

**MASS 150: Photography and Visual Communications (3.0 hrs.)**

**MASS 207: Writing for Media (3.0 hrs.)**

**MASS 358: Journalism Practicum (1.0 hr.)**

Writing and Photography courses will prepare me to create content for web pages. Photography and Visual Communications will teach me photography skills so that, in addition to creating graphics for web pages, I will also be able to take quality photographs for my pages. Writing for Media will help me adapt my writing style for the on line media.

The Journalism Practicum, in which I would like to work on the Marcolian, will teach me how to work under pressure through deadlines. I will also gain flexibility; this skill will make me more willing to adapt and learn new concepts in the ever-changing world of technology.

# Signatures of Approval

Art Department Chair: \_\_\_\_\_

Computer Science Department Chair: \_\_\_\_\_

Economics, Management, and Accounting Chair: \_\_\_\_\_

Mass Media Department Chair: \_\_\_\_\_

Mathematics Department Chair: \_\_\_\_\_

<b>Bachelor of Science Degree in Information Technology at St. Francis College in New York</b>	<b>Proposed Bachelor of Science Degree in Mass Media Information Technology</b>
IT 101 Computer Tools (3 hrs.)	CSCI 105 Microcomputer Applications (3 hrs.)
IT 103 Computer Based Information Systems (3 hrs.)	CSCI 240 Introduction to File Processing (3 hrs.)
IT 104 Programming I (3 hrs.)	CSCI 115 Computer Programming I (3 hrs.)
IT 105 Programming II (3 hrs.)	CSCI 116 Computer Programming II (3 hrs.)
IT 201 Telecommunications and Networking (3 hrs.)	CSCI 365 Computer Networking and Data Communications (3 hrs.)
IT 203 Web Design (3 hrs.)	MASS 375 Web Design (3 hrs.)
IT 205 Multimedia Design and Technologies (3 hrs.)	ART 381/382 Computer Graphic Design I/II (6 hrs.)
IT 210 Database Management Systems (3 hrs.)	CSCI 371 Database Management Systems Design (3 hrs.)
IT 301 Project Management (3 hrs.)	Management 220 Management Information Systems (3 hrs.)
IT 303 E-Commerce Integration (3 hrs.)	
IT 305 Information Technology Security and Ethics (3 hrs.)	MASS 420 Media Ethics and Law (3 hrs.)
IT 310 Systems Analysis and Design (3 hrs.)	MASS 370 Desktop Publishing (3 hrs.)
IT 450 Capstone Project (3 hrs.)	MASS 397 Media Internship (3 hrs.)
ORM 301 Empirical Methods for Business Research (3 hrs.)	
MAT 105 College Algebra (3 hrs.)	MATH 125 Calculus I (4 hrs.)
MAT 107 Algebra and Trigonometry (Pre-Calculus – 4 hrs.)	MATH 126 Calculus II (4 hrs.)
	MASS 309 Corporate Communications (3 hrs.)
+ 12 hours of electives	CSCI 320 Computer Graphics (or other 300 level CSCI course) (3 hrs.) MASS 150 Photography and Visual Communications (3 hrs.) MASS 207 Writing for Media (3 hrs.) MASS 358 Journalism Practicum (1 hr.)
<b>Total hours: 61</b>	<b>Total hours: 60</b>