Media and Communication Arts Major Panel
Course Approval Criteria

Course Information

Representative instructor syllabus and accompanying documents must provide:
1. Course details including department coding, course title and credit hours
2. Course description
3. Course Prerequisites
4. Delivery Modes
5. Text Books, Learning Resources, and Readings
6. Student learning outcomes
7. Detailed Description of assignments, writing assignments, projects
8. Methods of evaluation of student learning directly linked to course objectives and outcomes
9. Grading criteria and scale
10. Detailed Topical outline and weekly schedule. In general, **this should go beyond chapter numbers and titles**.
11. All materials submitted for panel review must be recent and representative.

Course Description
- Please provide complete catalog copy for this course.

Prerequisites
- If prerequisites are required; they must be of appropriate level, from an appropriate discipline, should logically precede the proposed course, and is essential to students' preparation.

Delivery Mode
- Traditional, Online, Tele-course or other

Textbooks, Learning Resources, or Readings
- The choice of required text or readings should reflect the course content and focus. As institutions pursue the opportunity to expand into online/open resource electronic text material, the panel has sought to provide some necessary guidance on citing these resources in submitted syllabi and documents. If any online reading or learning resource materials are used, a complete working url or bibliographic citation (embedded hyperlinks are acceptable) must be provided. This site/resource must be active, working, and viewable by the panel.

Student Outcomes
- Provide additional evidence that the course focus is aligned with the IAI course descriptor.

Assignments
- Assignments should reflect evidence of the student learning outcomes.

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Evaluation
- Method of student evaluation must be linked to course objectives and student outcomes.
- Distribution of grading categories will provide evidence of course rigor.

Detailed Topical Outline/Weekly Schedule
- The committee will review the schedule for evidence of the content focus of the course. This outline should go beyond chapter numbers and titles.

Discipline Specific Concerns
- General Coding Practice
  A course can only be assigned to one code/description. However, multiple courses from the same institution may be assigned the same code/description.

Common Reasons Courses Are Not Approved
- Course does not match description for IAI designation and/or course objectives do not match the IAI designation
- Course has inappropriate prerequisites
  Please see section on prerequisites above.
- Assignments fail to provide students the expected learning mastery of the topics and learning objectives.

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