

KINGSBOROUGH COMMUNITY COLLEGE  
The City University of New York

CURRICULUM DATA TRANSMITTAL SHEET

DEPARTMENT Communications & Performing Arts

DATE Sept. 19, 2014

Title of Course or Degree Change: MCB 5000 Writing for the Electronic Media

Change(s) Initiated: (Please check)

- |   |   |
|---|---|
| <input type="checkbox"/> Letter of Intent               | <input type="checkbox"/> Proposal   |
| <input type="checkbox"/> Closing of Degree Program      | <input type="checkbox"/> Proposal (Letter of Intent sent previously)          |
| <input type="checkbox"/> New Course*                    | <input type="checkbox"/> Change in Degree Requirements                        |
| <input type="checkbox"/> New 82 Course                  | <input type="checkbox"/> Change in Degree Requirements (adding concentration) |
| <input type="checkbox"/> New Certificate Program        | <input type="checkbox"/> Change in Discipline Code                            |
| <input type="checkbox"/> Change in Pre/Co-Requisite     | <input checked="" type="checkbox"/> Change in Description                     |
| <input type="checkbox"/> Deletion of Course             | <input type="checkbox"/> Change in Course Titles, Numbers, Credits &/or Hours |
| <input type="checkbox"/> Other (please describe): _____ |   |

PLEASE ATTACH PERTINENT MATERIAL TO ILLUSTRATE AND EXPLAIN ALL CHANGES

I. DEPARTMENTAL ACTION

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

Date approved 9/17/14 Signature, Committee Chairperson: \_\_\_\_\_

Signature, Department Chairperson: Gloria Nicosia

II. PROVOST ACTION

Provost to act within 30 days of receipt and forward to College-wide Curriculum Committee exercising one of the following options:

- A. Approved  B. Returned to department with comments

Recommendations (if any): \_\_\_\_\_

Signature, Provost: \_\_\_\_\_ Date: \_\_\_\_\_

III. CURRICULUM SUB-COMMITTEE RECOMMENDATIONS (\*FOR NEW COURSES ONLY):

- A. Approved  B. Tabled  (no action to be taken by Curriculum Committee)

Recommendations (if any): \_\_\_\_\_

Signature, Sub-Committee Chair: \_\_\_\_\_ Date: \_\_\_\_\_

IV. COLLEGE-WIDE CURRICULUM COMMITTEE ACTION

Committee to act within 30 days of receipt, exercising one of the following options:

- A. Approved  (forwarded to Steering Committee)  
B. Tabled  (Department notified)  
C. Not Approved  (Department notified)

Signature, Chairperson of Curriculum Committee \_\_\_\_\_ Date: \_\_\_\_\_

Proposed course catalog description change for MCB 5000 Writing For the Electronic Media:

**FROM:**

Introduction to the various types of writing used in the electronic media and research necessary for each: commercials, news, reports, promotional and programming material, public service announcements, industrial/educational programs, **drama, comedy and story boards.**

Prerequisite: Passing scores on the CUNY Reading and Writing exams.

**TO:**

Introduction to the various types of writing used in the electronic media and research necessary for each: commercials, news, reports, promotional and programming material, public service announcements, industrial and educational programs.

Prerequisite: Passing scores on the CUNY Reading and Writing exams.

**Rationale:**

Deleting the phrase "drama, comedy and story boards" more accurately reflects the areas covered in the course.