PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: PMGT 390 – International Media Management

Initiating Unit or Individual: Patrick Klarecki
Contact Person’s Name: Patrick Klarecki e-mail: klareckp@ferris.edu phone: x2848
Date or Term of Proposal Implementation: Summer 2012

☐ Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
☐ Group I - B – New minors or concentrations
☐ Group II - A – Minor curriculum clean-up and course changes
X Group II - B – New Course
☐ Group III - Certificates
☐ Group IV – Off-Campus Programs

<table>
<thead>
<tr>
<th>Group/Individual</th>
<th>Signature</th>
<th>Date</th>
<th>Vote/Action *</th>
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</thead>
<tbody>
<tr>
<td>Program Faculty/Committee</td>
<td>Psych</td>
<td>4/19/11</td>
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<td>School Committee</td>
<td>Psych</td>
<td>4/26/11</td>
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<td>College Curriculum Committee</td>
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<td>Support</td>
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<td>7/19/11</td>
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<td>University Curriculum Committee</td>
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<td>Senate</td>
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<td>Support</td>
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<tr>
<td>Academic Affairs</td>
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<td>7/26/11</td>
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* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

To be completed by Academic Affairs

President (Date Approved)                  Board of Trustees (Date Approved)                  President’s Council (Date Approved)
1. Proposal Summary
(Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights.
Additional rationale may be attached.)
The focus of this 10-14 day study abroad experience to Germany is to attend DRUPA 2012. DRUPA, the largest trade exposition in the world is held in May into early June every four years at the Düsseldorf Fair Ground. Students will experience a true international business event by taking part in many of the seminars and technical demonstrations offered by companies from around the world in a foreign country. Globalization and converging media delivery methods are the main topic of presentation at DRUPA. Students studying in a media related field will find this event rewarding and very informative.

Europe and Germany specifically tend to be at the forefront of research and deployment of multimedia delivery technology. As the group travels from Dusseldorf to Munich they will see first hand how we have progressed in our communications technology. Glore Graphics is a pioneer in the use of convergent media to serve some of the worlds largest companies. McDonalds, BMW, and T-Mobil are just a few clients that use their expertise in cross media delivery.

2. Summary of All Course Action Required*

a. Newly Created Courses to FSU:
Prefix    Number    Title
PMGT      390       International Media Management

b. Courses to be Deleted From FSU Catalog:
Prefix    Number    Title

c. Existing Course(s) to be Modified:
Prefix    Number    Title

d. Addition of existing FSU courses to program
Prefix    Number    Title

e. Removal of existing FSU courses from program
Prefix    Number    Title
CREATE NEW COURSE
Course Data Entry Form

FORM F
Create New Course
Rev. 07/23/07

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Notes
1. Complete each item in Section I and Section II.
2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the prerequisite change must be submitted for those courses as well.

Term Effective (6 digit code only): 201205 Examples: 200801(Spring), 200805(Summer), 200808(Fall)
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. PROPOSED FOR NEW COURSE: Complete all sections a through r. See manual for clarification.

a. Course Prefix: PMGT
   b. Number: 390
   c. Enter Contact Hours per week in boxes.
      LECTure [ ] LAB [ ] INDependent Study – Check (x) [ ] Practicum: [ ] Seminar: 56

d. Course Title: International Media Management (Limit to 30 characters/spaces.)

e. College Code: TE
   f. Department Code: PDG

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

   g. Type: [ ] Variable  X Fixed h. Minimum Credit Hours 3  i. Maximum Credit Hours 3

j. May Be Repeated for Added Credit: Check (x) [ ] Yes  X No

k. Levels: Check (x) X Undergraduate [ ] Graduate [ ] Professional

l. Grade Method: Check (x) X Normal Grading [ ] Credit/No Credit only (Pass/Fail)

m. Does proposed new course replace an equivalent course? Check (x) [ ] Yes  X No

n. Equivalent course: Prefix [ ] Number [ ] See instructions on Replacement courses.

o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.
The focus of this 10-14 day study abroad experience to Germany is to attend DRUPA 2012. DRUPA, the largest trade exposition in the world is held in May into early June every four years at the Düsseldorf Fair Ground. Students will experience a true international business event by taking part in many of the seminars and technical demonstrations offered by companies from around the world in a foreign country.

After spending the first four days at DRUPA students will then travel to Munich to visit state of the art cross media companies, the Deutche Museum of Technology, Neuschwanstein castle, Dachau concentration camp and other sites. The students will then travel to Heidelberg where they will tour the Heidelberg Printing Equipment Company Research and Development Center, world famous Print Media Academy, and equipment factory. Students will visit the Guttenberg Museum and study the important events of the early fifteenth century leading to the invention of movable type.

p. Term(s) Offered: Summer (See instructions for listing.)  q. Max. Section Enrollment: 15

r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces. [ ] Instructor Approval.

UCC Chair Signature/Date: ________________________ 1/1

Academic Affairs Approval Signature/Date: ________________________ 2/26/11
Course: PMGT 390  

International Media Management

Credits: 3 Hours

Contacts: 4 hours prior to departure; Approximately 80 hours during the trip.

Course Description: The focus of this 10-14 day study abroad experience to Germany is to attend DRUPA 2012. DRUPA, the largest trade exposition in the world is held in May into early June every four years at the Düsseldorf Fair Ground. Students will experience a true international business event by taking part in many of the seminars and technical demonstrations offered by companies from around the world in a foreign country.

After spending the first four days at DRUPA students will then travel to Munich to visit state of the art cross media companies, the Deutches Museum of Technology, Neuschwanstein castle, Dachau concentration camp and other sites. The students will then travel to Heidelberg where they will tour the Heidelberg Printing Equipment Company Research and Development Center, world famous Print Media Academy, and equipment factory. Students will visit the Guttenberg Museum and study the important events of the early fifteenth century leading to the invention of movable type.

Course Prerequisites: Student must be enrolled in a Graphic Media related program or have consent of the instructor

Required Textbooks: None

Required Materials: None

Student Learning Outcomes

Students satisfactorily completing this course will achieve/completed/demonstrate...

1. The ability to effectively communicate technical and creative ideas with a culturally diverse audience.
2. An understanding of state-of-the-art and future concepts and technology affecting the media industry.
3. An understanding of how communication technology of the past has influenced our current culture and economic growth.
4. The ability to travel internationally.
Instructional Unit Topic Descriptions and Time Allocations

<table>
<thead>
<tr>
<th>NO.</th>
<th>UNIT TOPIC DESCRIPTION SUMMARY</th>
<th>LECTURE HOURS</th>
<th>LAB HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.</td>
<td>Preparation for International Travel: Culture, Packing, Regulations and Documentation</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>II.</td>
<td>Research Assignments; Selecting and Approving</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>III.</td>
<td>DRUPA Seminars and Exhibits</td>
<td>0</td>
<td>32</td>
</tr>
<tr>
<td>IV.</td>
<td>Media company Visitations</td>
<td>0</td>
<td>16</td>
</tr>
<tr>
<td>V.</td>
<td>Cultural Experiences; Museums, and tours</td>
<td>0</td>
<td>32</td>
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<tr>
<td></td>
<td>Total Hours</td>
<td>4</td>
<td>80</td>
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Learning Outcomes for Each Instructional Unit

Upon Completion of each instructional unit, the learner will be able to satisfactorily:

<table>
<thead>
<tr>
<th>I.</th>
<th>The ability to effectively communicate technical and creative ideas with a culturally diverse audience.</th>
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<tbody>
<tr>
<td></td>
<td>A. Understand technical terms and expressions as used around the world.</td>
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<tr>
<td></td>
<td>B. Describe ideas and techniques in a method that is understood by non-English speaking audience.</td>
</tr>
<tr>
<td>II.</td>
<td>An understanding of state-of-the-art and future concepts and technology affecting the media industry.</td>
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<tr>
<td></td>
<td>A. Complete research on area of interest.</td>
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<td>III.</td>
<td>An understanding of how communication technology of the past has influenced our current culture and economic growth.</td>
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<td>B. Present an oral presentation of the history learned and impact on society.</td>
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<td>IV.</td>
<td>The ability to travel internationally</td>
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<tr>
<td></td>
<td>A. Navigate foreign airports, train stations, cities, etc.</td>
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<td></td>
<td>B. Convert currency and complete basic transactions</td>
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## Minimum Required Student Laboratory Activities

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| I. | International Communications  
A. Participate in Seminars.  
B. Interview researchers about current and future developments. |
| II. | Understand use and impact of future technology  
A. Prepare research summary.  
B. Discuss concepts with classmates |
| III. | Impact of past communication developments on present  
A. Present to class thoughts and personal interpretations of communication developments as seen and learned through attendance to various museums and tours. |
| IV | Ability to travel internationally  
A. Make it to through and return without major incident |