

**Request for Authorization to Establish a  
Master of Arts in Film Studies  
(M.A., CIP 50.0601) at  
University of North Carolina at Wilmington**

**I. Program Highlights**

---

- The MA in Film Studies degree program will prepare students in cinema studies, critical thinking, research and analysis, oral presentation, filmmaking, writing, and publishing. Through courses in research methods, historiography, film theory, international cinema, and film production, the program aims to provide students with comprehensive knowledge of the field, providing a strong foundation for careers as educators, journalists, researchers, film professionals, publishers, curators, and preservation and arts managers, and for doctoral study in film studies or related disciplines.
- This program will be delivered on-campus.
- This degree program requires completion of 39 credit hours of graduate level course work, designed to be completed in four semesters of full-time study. Required courses consist of 21 credit hours. Elective courses total 18 credit hours.
- 12 full-time students and 2 part-time students are projected in the first year, while 24 full-time students and 4 part-time students are projected by the fourth year.
- One faculty line would be required to sustain the program in its second year. Enrollment increase funds will cover the cost of one additional faculty member.
- 6 graduate teaching assistants will be needed within the first two years: 3 year-one assistantships and 3 year-two assistantships. Enrollment increase funds will support these positions after the first year of program implementation. In the first year, assistantships will be funded through reallocation of present institutional resources.
- In order to accommodate new faculty and administrative costs, the Department of Film Studies will request an increase to its annual operating budget of \$8,000.
- No differential tuition or program specific fees will be requested.
- Significant new library resources will be provided by UNCW to support the proposed degree program.
- No new facilities and equipment are needed to implement the proposed M.A. in Film Studies.

**II. BOG Academic Program Planning Criteria (UNC Policy 400.1)**

---

1. **Existing Programs (Number, Location, Mode of Delivery).** Although there are no other M.A. programs in Film Studies in the state, two institutions in North Carolina currently offer programs that are somewhat similar. North Carolina State University offers a master's degree in English with a concentration in film. Duke University offers a Ph.D. in Literature with a concentration in comparative studies that includes moving image studies. It does not offer an M.A. Neither of the existing programs reside in the region served by UNCW.
2. **Relation to Campus Distinctiveness and Mission.** As expressed in its Mission Statement, UNCW has dedicated itself to "creative inquiry, critical thinking, thoughtful expression, and responsible citizenship." By educating its students in the critical study of cinema, the proposed M.A. in Film Studies teaches analysis and interrogation of cultural forms in ways that are creative, probing, and globally aware. Through the study and analysis of cinema, our students will engage in critical

## APPENDIX I

assessment of cultural products in ways that encourage aesthetic, historical, and social awareness.

3. **Demand (local, regional, state).** National occupational and industry projections from the Bureau of Labor Statistics (BLS) suggests growth in art direction, curators, media and communication, public relations, writing, web development, and significant opportunities in education.
4. **Potential for Unnecessary Duplication.** No programs in North Carolina offer a Master of Arts degree in Film Studies. The only similar program is at North Carolina State University, which offers a master's degree in English with a concentration in film; it is located in Raleigh, 150 miles north of Wilmington. Duke University offers a Ph.D. in Literature with a concentration in comparative studies that includes moving image studies. It does not offer an M.A.
5. **Employment Opportunities for Graduates.** Labor market data from the Bureau of Labor Statistics indicates opportunities exist for graduates in art direction, media and communications, public relations, writing, and especially education. Projections for job growth from 2014 to 2024 ranged from 2.4% for art directors to 10.2% for technical writers, and 10.3% for media and communication workers.
6. **Faculty Quality and Number.** The proposed M.A. in Film Studies can be implemented with no new faculty hires. One faculty line would be required to sustain the program in its second year. Enrollment increase funds will cover the cost of one additional faculty member.
7. **Availability of Campus Resources (library, space, etc.).** The proposed M.A. degree program will require the Randall Library to further expand and strengthen its holdings of film studies research methodology and film theory. The Library will meet these needs by increasing the Film Studies Department's annual library allocation by 30%. The University will also need to allot an initial \$10,000 for collection development. This increase is needed: 1) to expand the Library's holdings of literature on film theory and research methodology, 2) to provide students with the most current resources by updating with new editions as they are published, and 3) to acquire both electronic and physical resources for student and faculty research.

Given that UNCW has an M.F.A. in Filmmaking, no new facilities and equipment are needed to implement the proposed M.A. in Film Studies.

8. **Relevant Lower-level and Cognate Programs.** The proposed degree program will not require any support from other programs at UNCW, but it will be enriched by and interact with the thriving undergraduate Film Studies program and the approved M.F.A. in Filmmaking. Several other subject-matter fields within the College of Arts and Sciences will be valuable in the support of the proposed degree program. M.A. students will be allowed to take one course outside of the Film Studies Department as an elective.
9. **Impact on Access and Affordability.** The proposed degree program will not require differential tuition or program-specific fees. Enrollment increase funds will be requested to support three graduate assistantships in year two of program implementation.

**10. Expected Quality.** The measures used to evaluate the proposed degree program will include enrollments, graduation rates, and number of graduates placed in professional occupations. UNCW has a set of guidelines and a well-defined process for the review and evaluation of its graduate programs. Following the second full year of operation, the proposed degree program will undertake a comprehensive self-study as outlined in UNCW guidelines.

**11. Feasibility of Collaborative Program.** The proposed M.A. in Film Studies requires that students complete and defend a thesis project under the supervision of faculty committee chairs and readers. Film Studies faculty at UNCW will collaborate with faculty from NC State's M.A. in English to secure thesis readers for M.A. students. The students may also enlist appropriate outside readers from other institutions to serve on thesis committees.

**12. Other Considerations.** None

### **III. Summary of Review Processes**

---

**Campus Review Process and Feedback.** The proposal was reviewed by the UNCW faculty, department and university curriculum committees, provost, and chancellor. The institution obtained approval at each review.

**UNC System Office Review Process and Feedback.** Throughout the review process, UNCW provided relevant information pertaining to program requirements and resources. The institution submitted appropriate documentation and research to support its statements. Reviewers evaluated the requests and did not request further information.

### **IV. Recommendation**

---

Approve UNCW's request to establish a Master of Arts (M.A.) in Film Studies degree program (CIP 50.0601) to enroll students starting Fall 2018.