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| --- |
| For Academic Affairs and Research Use Only |
| CIP Code:  |  |
| Degree Code: |  |

**Reconfiguration of Existing Degree Program Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to curriculum@astate.edu for inclusion in curriculum committee agenda.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
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| Po-Lin Pan | 3/8/2018 |

**Department Curriculum Committee Chair** |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**COPE Chair (if applicable)** |
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| Marceline Hayes | 3/8/2018 |

**Department Chair:**  |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**Head of Unit (If applicable)**   |
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| Warren Johnson | 3/28/2018 |

**College Curriculum Committee Chair** |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**Undergraduate Curriculum Council Chair** |
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| Gina Hogue | 3/29/2018 |

**College Dean** |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**Graduate Curriculum Committee Chair** |
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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**General Education Committee Chair (If applicable)**   |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**Vice Chancellor for Academic Affairs** |

1. **Proposed Program Title**

Bachelor of Science in Strategic Communication

1. **Contact Person** (Name, Email Address, Phone Number)

Marcie Hayes, Dept. of Communication, mhayes@astate.edu, 972-2816

1. **Proposed Starting Date**

Fall 2018

1. **Is there differential tuition requested?** *If yes, please fill out the New Program/Tuition and Fees Change Form.*

no

**Bulletin Changes**

|  |
| --- |
| **Instructions**  |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.** **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)- New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font). - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)*You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.* *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

 ***\*For new programs, please insert copy of all sections where this is referenced.\****

**Undergraduate Bulletin 2017-2018, P. 71**

Physics

Psychology

Sport Management:

Strategic Communication ~~(emphasis in):~~

~~—Advertising~~

~~—Public Relations~~

~~—Social Media Management~~

Technology (emphasis in):

—Computer Aided Drafting and Design

—Computer Systems

—Technology Management

—Technical Studies

Wildlife, Fisheries and Conservation

—Fisheries

—Wildlife

p. 203

The College of Liberal Arts and Communication offers a wide range of undergraduate degree

programs including a Bachelor of Arts in Art (emphasis in Art History), Communication Studies (and

emphases in Interpersonal, Organizational, and Public Communication), Criminology, English, History,

Music, Philosophy, Political Science, Sociology, Theatre (and emphases in Acting, Design Technology,

Directing, and Musical Theatre), and World Languages and Cultures (emphases in French, Global

Studies, and Spanish); a Bachelor of Fine Arts in Art (emphases in Art Education and Studio Art) and

Graphic Design (and emphasis in Digital Design); a Bachelor of Music (emphases in Composition as

well as Instrumental, Keyboard, and Vocal Performance); a Bachelor of Music Education (emphases

in Instrumental and Vocal Music); a Bachelor of Science in Creative Media Production (emphases

in Audio/Video Production, Graphic Communication, Narrative Media, and Sports Media), Multimedia

Journalism (emphases in Broadcast Journalism, News Editorial, and Photojournalism), and Strategic

Communication ~~(emphases in Advertising, Public Relations, and Social Media Management)~~; and

a Bachelor of Science in Education in English, Social Science, and World Languages and Cultures

(emphases in French and Spanish). Most degree programs offer minors. Minors are also available

in the following fields: African-American Studies, Children’s Advocacy Studies, Cognitive Science,

Folklore Studies, French, German, History and Philosophy of Science and Technology, Interdisciplinary

Family Studies, International Studies, Medieval Studies, Modern European Studies, Religious Studies,

Spanish, Sports Media, Women and Gender Studies, and Writing Studies. A minor in Homeland

Security and Disaster Preparedness is offered in partnership with the College of Nursing and Health

Professions. The College provides Associate of Applied Science degrees in Crime Scene Investigation,

Law Enforcement Administration, and Law Enforcement and a certificate in Social Media Management.

It also provides pre-professional advisement for law school as part of its Political Science, Philosophy,

History, and Criminology majors.

p. 205

MEDIA AND COMMUNICATION DEPARTMENTS REQUIREMENTS

In addition to meeting the general requirements, candidates for the Bachelor of Science degree in

Multimedia Journalism, Creative Media Production, and Strategic Communication must complete the

following:

1. Take at least 72 hours outside of the above-named programs.

~~2. A minor outside of the departments of Media and Communication. The minor must be~~

~~approved by the student’s advisor.~~

2. Earn no more than three hours of internship credit towards the 120 hours required for

graduation.

3. Take a senior exit exam on the study day prior to final exams of his or her last semester of

enrollment.

4. Complete an exit survey and submit a resume prior to graduation.

~~6. Present for faculty review a portfolio website that meets specified requirements~~

P. 218

The Department of Communication offers a Bachelor of Arts in Communication Studies and a Bachelor of Science in Strategic Communication. ~~Students can emphasize in advertising, public relations or social media management in the Strategic Communication Program.~~ Students may choose an optional

emphasis in public communication, interpersonal communication, or organizational communication in the Communication Studies program. The Department of Communication also offers a Certificate in Social Media Management.

p. 217

STRATEGIC COMMUNICATION PROGRAM:

Strategic Communication uses public relations, advertising, social media, and organizational communication

to build mutually beneficial relationships with key stakeholders. Effective organizations use

strategic communication to help achieve their goals and objectives and recognize that groups inside and

outside the organizations are critical to their success. Communication is strategic when it uses research

and evaluation to determine how goals and objectives are effectively reached.

Students graduating from this program will know and understand how to use advertising, public

relations, social media, branding, crisis communication, media relations, research methods and evaluation

tools to help organizations communicate with their publics. They will be prepared to work for

companies big and small, governmental agencies, and nonprofit organizations such as universities,

hospitals, museums and NGOs.

Students earning a Bachelor of Science in Strategic Communication must complete the following:

1. Take at least 72 hours outside of the three Bachelor of Science degrees offered in the

Departments of Media and Communication.

~~2. A minor outside of the Departments of Media and Communication. The minor must be~~

~~approved by the student’s advisor.~~

2. Earn no more than three hours of internship credit towards the 120 hours required for

graduation.

3. Take a senior exit exam on the study day prior to final exams of his or her last semester

of enrollment.

4. Complete an exit survey and submit a resume prior to graduation.

~~6. Present for faculty review a portfolio website that meets specified requirements~~

p. 223

Major in Strategic Communication

**Bachelor of Science**

**~~Emphasis in Advertising~~**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

|  |
| --- |
| University Requirements:  |
| See University General Requirements for Baccalaureate degrees (p. 41)  |
| **First Year Making Connections Course:**  | Sem. Hrs.  |
| UC 1013, Making Connections  | 3  |
| **General Education Requirements:**  | Sem. Hrs.  |
| See General Education Curriculum for Baccalaureate degrees (p. 84) Students with this major must take the following: *CMAC 1003, Mass Communication in Modern Society* *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)*  | 35  |
| **Major Requirements:**  | Sem. Hrs.  |
| ***PRAD 3043, Principles of Strategic Communication*** | *3* |
| AD 4003, Account Planning ~~& Management~~ ~~OR~~ ~~COMS 3363, Communication Research~~  | 3  |
| ~~CMAC 1001, Media Grammar and Style~~  | ~~1~~  |
| ~~CMAC 2003, Media Writing~~  | ~~3~~  |
| ~~CMAC 4073, Communications Law and Ethics 3~~  | ~~3~~  |
| *PRAD 4073, Strategic Communication Law and Ethics*  | *3*  |
| *PRAD 2143, Strategic Writing I* | *3* |
| PRAD 3143, Strategic Writing II | 3  |
| PRAD 3553, Strategic Visual Communication | 3 |
| AD 3133, Interactive Advertising  | 3  |
| AD 4333, Social Media Measurement  | 3  |
| *PRAD 4773, Internship in Strategic Communication* | *3* |
| PRAD 4753, Strategic Communication Case Studies OR PRAD 4763, Strategic Communication Campaigns  | 3  |
| ~~Sub-total~~  | ~~18~~ |
| **~~Communications Electives or Specialization:~~**  | ~~Sem. Hrs.~~  |
| ~~Communications Electives/Specializations (see advisor for additional information)~~  | ~~9~~ |
| **~~Emphasis Area (Advertising):~~**  | Sem. Hrs.  |
| ~~AD 3023, Principles of Advertising~~  | ~~3~~  |
| ~~AD 3033, Advertising Elements and Execution~~  | ~~3~~  |
| ~~AD 3333, Media Advertising and Sales~~  | ~~3~~  |
| ~~PR 3003, Public Relations Principles~~ ~~OR~~ ~~PR 4113, Integrated Marketing Communications~~ PRAD 4213, Social Media in Strategic Communications | 3  |
| ~~PRAD 3553, Strategic Visual Communications OR~~ ~~PRAD 4213, Social Media in Strategic Communications~~  | ~~3~~  |
| Electives in Media and/or Communication | 9 |
| Sub-total  | 42 |
| **~~Minor:~~**  | ~~Sem. Hrs.~~  |
| *~~Must be outside of the Departments of Media and Communication and approved by advisor.~~*  | ~~18-21~~  |
| **Electives:**  | Sem. Hrs.  |
| Electives  | ~~18-22~~ 40 |
| **Total Required Hours:**  | **120** |

~~Major in Strategic Communication~~

**~~Bachelor of Science~~**

**~~Emphasis in Public Relations~~**

~~A complete 8-semester degree plan is available at http://registrar.astate.edu/.~~

|  |
| --- |
| ~~University Requirements:~~  |
| ~~See University General Requirements for Baccalaureate degrees (p. 41)~~  |
| **~~First Year Making Connections Course:~~**  | ~~Sem. Hrs.~~  |
| ~~UC 1013, Making Connections~~  | ~~3~~  |
| **~~General Education Requirements:~~**  | ~~Sem. Hrs.~~  |
| ~~See General Education Curriculum for Baccalaureate degrees (p. 84)~~ ~~Students with this major must take the following:~~ *~~CMAC 1003, Mass Communication in Modern Society~~* *~~COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)~~*  | ~~35~~  |
| **~~Major Requirements:~~**  | ~~Sem. Hrs.~~  |
| ~~AD 4003, Account Planning & Management OR~~ ~~COMS 3363, Communication Research~~  | ~~3~~  |
| ~~CMAC 1001, Media Grammar and Style~~  | ~~1~~  |
| ~~CMAC 2003, Media Writing~~  | ~~3~~  |
| ~~CMAC 4073, Communications Law and Ethics~~  | ~~3~~  |
| ~~PRAD 3143, Strategic Writing~~  | ~~3~~ |
| ~~PRAD 3553, Strategic Visual Communication~~ | ~~3~~ |
| ~~PRAD 4753, Strategic Communication Case Studies OR~~ ~~PRAD 4763, Strategic Communication Campaigns~~  | ~~3~~  |
| ~~Sub-total~~  | ~~18~~  |
| **~~Communications Electives or Specialization:~~**  | ~~Sem. Hrs.~~  |
| ~~Communications Electives/Specializations (see advisor for additional information)~~  | ~~9~~ |
| **~~Emphasis Area (Public Relations):~~**  | ~~Sem. Hrs.~~  |
| ~~AD 3023, Principles of Advertising OR~~ ~~PR 4113, Integrated Marketing Communications OR PRAD 4213 Social Media in Strategic Communications~~ | ~~3~~  |
| ~~PR 3003, Principles of Public Relations~~  | ~~3~~  |
| ~~PR 3013, Public Relations Tools & Techniques~~  | ~~3~~  |
| ~~PR 4013, Public Relations Practicum and Professional Development~~  | ~~3~~  |
| ~~PRAD 3553, Strategic Visual Communications OR~~ ~~PRAD 4213, Social Media in Strategic Communications~~  | ~~3~~  |
| ~~Sub-total~~  | ~~12~~ |
| **~~Minor:~~**  | ~~Sem. Hrs.~~  |
| *~~Must be outside of the Departments of Media and Communication and approved by advisor.~~*  | ~~18-21~~  |
| **~~Electives:~~**  | ~~Sem. Hrs.~~  |
| ~~Electives~~  | ~~18-22~~ |
| **~~Total Required Hours:~~**  | **~~120~~**  |

~~Major in Strategic Communication~~

**~~Bachelor of Science~~**

**~~Emphasis in Social Media Management~~**

~~A complete 8-semester degree plan is available at http://registrar.astate.edu/.~~

|  |
| --- |
| ~~University Requirements:~~  |
| ~~See University General Requirements for Baccalaureate degrees (p. 41)~~  |
| **~~First Year Making Connections Course:~~**  | ~~Sem. Hrs.~~  |
| ~~UC 1013, Making Connections~~  | ~~3~~  |
| **~~General Education Requirements:~~**  | ~~Sem. Hrs.~~  |
| ~~See General Education Curriculum for Baccalaureate degrees (p. 84)~~ ~~Students with this major must take the following:~~ *~~CMAC 1003, Mass Communication in Modern Society~~* *~~COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)~~*  | ~~35~~  |
| **~~Major Requirements:~~**  | ~~Sem. Hrs.~~  |
| ~~AD 4003, Account Planning & Management OR~~ ~~COMS 3363, Communication Research~~  | ~~3~~  |
| ~~CMAC 1001, Media Grammar and Style~~  | ~~1~~  |
| ~~CMAC 2003, Media Writing~~  | ~~3~~  |
| ~~CMAC 4073, Communications Law and Ethics~~  | ~~3~~  |
| ~~PRAD 3143, Strategic Writing~~  | ~~3~~ |
| ~~PRAD 3553, Strategic Visual Communication~~ | ~~3~~ |
| ~~PRAD 4753, Strategic Communication Case Studies OR~~ ~~PRAD 4763, Strategic Communication Campaigns~~  | ~~3~~  |
| ~~Sub-total~~  | ~~18~~  |
| **~~Communications Electives or Specialization:~~**  | ~~Sem. Hrs.~~  |
| ~~COMS 4263 Organizational Communication OR~~ ~~MDIA 3373 Introduction to Internet Communications~~  | ~~3~~  |
| ~~Communications Electives/Specializations (see advisor for additional information)~~  | ~~9~~  |
| ~~Sub-total~~  | ~~12~~  |
| **~~Emphasis Area (Social Media Management):~~**  | ~~Sem. Hrs.~~  |
| ~~AD 3023, Principles of Advertising OR~~ ~~PR 4113, Integrated Marketing Communications OR PR 3003 Principles of Public Relations~~ | ~~3~~  |
| ~~AD 3133, Interactive Advertising~~  | ~~3~~  |
| ~~AD 4333, Social Media Measurement~~  | ~~3~~  |
| ~~PR 3003, Principles of Public Relations~~  | ~~3~~  |
| ~~PRAD 4213, Social Media in Strategic Communications~~  | ~~3~~  |
| ~~Sub-total~~  | ~~12~~ |
| **~~Minor:~~**  | ~~Sem. Hrs.~~  |
| *~~Must be outside of the Departments of Media and Communication and approved by advisor.~~*  | ~~18-21~~  |
| **~~Electives:~~**  | ~~Sem. Hrs.~~  |
| ~~Electives~~  | ~~18-22~~ |
| **~~Total Required Hours:~~**  | **~~120~~** |

p. 227

Minor in Strategic Communication

Required Courses: Sem. Hrs.

~~AD 3023, Principles of Advertising 3~~

*PRAD 3043, Principles of Strategic Communication 3*

~~CMAC 1001, Media Grammar and Style 1~~

~~CMAC 2003, Media Writing 3~~

*PRAD 2143, Strategic Writing I 3*

PRAD 4213, Social Media in Strategic Communications 3

PRAD 3553, Strategic Visual Communication 3

~~PR 3003, Principles of Public Relations 3~~

~~Nine~~ **6** hours of upper-level electives from Strategic Communication or chosen from the

Communication Studies courses below:

COMS 3243, Principles of Persuasion

COMS 4203, Small Group Communication

COMS 4263, Organizational Communication

COMS 4373, Conflict Resolution

COMS 4403, Seminar in Health Communication

Total Required Hours: ~~19~~ 18

**LETTER OF NOTIFICATION – 11**

**RECONFIGURATION OF EXISTING DEGREE PROGRAMS**

**(Consolidation or Separation of Degrees to Create New Degree)**

\*Please include the documents to be submitted found throughout this LON at the end of the form.

1. Institution submitting request: Arkansas State University
2. Contact person/title: Dr. Marcie Hayes, Chair Department of Communication
3. Title(s) of degree programs to be consolidated/reconfigured:

BS in Strategic Communication

1. Current CIP Code(s)/Current Degree Code(s): 09.0999
2. Proposed title of consolidated/reconfigured program: BS in Strategic Communication
3. Proposed CIP Code for new program: 09.0999
4. Proposed Effective Date: Fall 2018
5. Reason for proposed program consolidation/reconfiguration:

 *(Indicate student demand (projected enrollment) for the proposed program and document that the program meets employer needs)*

 Annual program assessment findings necessitated these changes. We found specific weaknesses in student writing and strategic communication-focused research. We have developed an additional strategic communication writing class, eliminated a communication research class that was geared more towards communication studies students and re-focused our Account Planning class to provide more of the research content strategic communication students need. We also placed Strategic Visual Communication in our core classes to emphasize the use of visuals in strategic communication, an area of increasing professional importance.

 As the strategic communication profession evolves, the use of emphasis areas in advertising, public relations and social media management are not realistic in terms of the kinds of jobs our students will find after graduation.

 From full-service strategic communication agency Co-Communication: (<http://www.cocommunications.com/news/future-strategic-communications/>): “The lines are more blurred than ever between … communications and public relations. It has become essential to reach the target audience on their terms through the right channels. And there is a focus on deeper data analysis and measurement solutions to demonstrate the impact and effectiveness of communications programs. Instead of solely considering return on investment, there is now a need to provide return on engagement. Measuring the impact of a campaign is now at the top of every communications pro’s list.

 The convergence of media — paid, earned, shared and owned — clearly requires new strategies, tools and skills.”

1. Provide current and proposed curriculum outline by semester.

 *For undergraduate programs, please also fill out 8-semester plan at end of document.*

 *Indicate total semester credit hours required for the proposed program. Underline new courses and provide new course descriptions. (If existing courses have been modified to create new courses, provide the course name/description for the current/existing courses and indicate the related new/modified courses.) Identify required general education core courses with an asterisk.*

1. Provide program budget. Indicate amount of funds available for reallocation.

 *See end of document.*

1. Provide current and proposed organizational chart. *See end of document.*
2. Institutional curriculum committee review/approval date: Enter text...
3. Are the existing degrees offered off-campus or via distance delivery? The BS in Strategic Communication Social Media Management emphasis is currently offered online through A-State Online (AOS). That degree program would need to change to align with this new plan.
4. Will the proposed degree be offered on-campus, off-campus, or via distance delivery?

 The BS in Strategic Communication Social Media Management emphasis is currently offered online through AOS. That degree program would need to change to align with this new plan.

1. Identify mode of distance delivery or the off-campus location for the proposed program.

 The BS in Strategic Communication Social Media Management emphasis is currently offered online through AOS. That degree program would need to change to align with this new plan.

1. Provide documentation that proposed program has received full approval by licensure/certification entity, if required.

 *(A program offered for teacher/education administrator licensure must be reviewed/approved by the Arkansas Department of Education prior to consideration by the Coordinating Board; therefore, the Education Protocol Form also must be submitted to ADHE along with the Letter of Notification).*

1. Provide copy of e-mail notification to other institutions in the area of the proposed program and their responses; include your reply to the institutional responses. *See end of document.*
2. List institutions offering similar program and identify the institutions used as a model to develop the proposed program.

University of Kansas

University of Denver

University of Missouri

1. Provide scheduled program review date (within 10 years of program implementation).

 2028

1. Provide additional program information if requested by ADHE staff.

Enter text...

President/Chancellor Approval Date: Click here to enter a date.

Board of Trustees Notification Date: Click here to enter a date.

Chief Academic officer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: Enter date.

 Name (printed): Click here to enter text.

**8-Semester Plan**

(**referenced in #9** - **Undergraduate Proposals Only)**

*Instructions: Please identify new courses in italics*.

|  |
| --- |
|  **Arkansas State University-Jonesboro Degree:** **Major: Bachelor of Science, Strategic Communication****Year: 2018** |
| Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, COMPASS) may not be able to complete this program of study in eight (8) semesters. Developmental courses do not count toward total degree hours. **Students having completed college level courses prior to enrollment will be assisted by their advisor in making appropriate substitutions. In most cases, general education courses may be interchanged between semesters.** A minimum of 45 hours of upper division credit (3000-4000 level) is required for this degree. |
| **Year 1** |  | **Year 1** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| UC 1003 | FYE | 3 | x |  | COMS 1203 | Oral Communication | 3 | X |
| CMAC 1003 | Mass. Comm. In Modern Society | 3 | x |  | ENG 1013 | Composition II | 3 | X |
| ENG 1003 | Composition i | 3 | x |  | ART, MUS, or THEA 2503 |  | 3 | X |
| MATH 1023 or MATH 1043 |  | 3 | x |  |  | SOCIAL SCIENCE GEN ED | 3 | X |
| BIOL 1003 | Biology or Alternative | 3 | x |  | PHSC 1203 | Phys Science or Alternative  | 3 | X |
| BIOL 1001 | Biology Lab | 1 | x |  | PHSC 1201 | Phys Science Lab | 1 | X |
| **Total Hours** |  | 16 |  |  | **Total Hours** |  | 16 |  |
| **Year 2** |  | **Year 2** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| PRAD 2143 | Strategic Writing I | 3 |  |  | PRAD 3143 | Strategic Writing II | 3 |  |
| PR 3043 | Principles of Strategic Communication | 3 |  |  | Media/Comm Elective | Any level | 3 |  |
|  | HIST 2763, HIST 2774 or POSC 2103 | 3 | x |  | ELECTIVES | Any level | 9 |  |
|  | ENG 2003, ENG 2013 or PHIL 1103 | 3 | x |  |  |  |  |  |
| ELECTIVE | Any level | 3 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 15 |  |
| **Year 3** |  | **Year 3** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| PRAD 3553 | Strategic Visual Communication | 3 |  |  | AD 3133 | Interactive Advertising | 3 |  |
| PRAD 4213 | Social Media in Strategic Communication | 3 |  |  | AD 4333 | Social Media Measurement | 3 |  |
| PRAD 4073  | Strategic Communication Law and Ethics | 3 |  |  | ELECTIVES | Any level | 9 |  |
| ELECTIVES | Upper level | 6 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 15 |  |
| **Year 4** |  | **Year 4** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| AD 4003 | Account Planning | 3 |  |  | PRAD 4763 | Strategic Communication Campaigns  | 3 |  |
| PRAD 4773 | Internship | 3 |  |  | Media/Comm Electives | Upper level | 6 |  |
| ELECTIVES | Any level | 9 |  |  | ELECTIVES | Upper level | 3 |  |
|  |  |  |  |  |  | Any level | 1 |  |
|  |  |  |  |  |  |  |  |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 13 |  |
| **Total Jr/Sr Hours \_45\_\_ Total Degree Hours \_120\_\_** |
| **Graduation Requirements:**1. General Education Requirements completed2. English Proficiency (C or better or check current Bulletin for requirements)3. HIST 2763, HIST 2773 or POSC 21034. At least 32 resident hours, 18 of the last 24 hours attempted5. No more than 25% of hours earned thru credit by exam, correspondence, military service, or USAFI courses6. At least 57 hours from an accredited senior institution7. ASU Bulletin not more than seven (7) years old8. “Intent to Graduate” form filed9. Resume on file with Department10. College Exit Survey completed and on file with Department/College11. Department Information Sheet completed and on file with Department12. Minimum 2.00 GPA at ASU 13. Minimum 2.00 GPA in major14. Minimum 2.00 GPA in minor15. Minimum 2.00 GPA overall16. Minor requirements17. Major requirements18. 120 acceptable degree hours |

**Program Budget**

**(referenced in # 10)**

Provide program budget. Indicate amount of funds available for reallocation.

Additional funds not needed.

**Organizational Chart**

**(referenced in # 11)**

Provide current and proposed organizational chart. Include where the proposed program will be housed (department/college).



**Written Notification to Other Institutions**

**(referenced in # 17)**

This should include a copy of written notification to other institutions in area of proposed program and responses

Enter text...

**Student Learning Outcomes**

Provide outcomes that students will accomplish during or at completion of this reconfigured degree. Fill out the following table to develop a continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

**University Outcomes**

Please indicate the university-level student learning outcomes for which this new program will contribute. Please complete the table by adding program level outcomes (PLO) to the first column, and indicating the alignment with the university learning outcomes (ULO). If you need more information about the ULOs, go to the [University Level Outcomes Website](http://www.astate.edu/a/assessment/student-learning-outcomes/files/ULOs%20for%20Website2.pdf).

|  |  |
| --- | --- |
|  | **University Learning Outcomes** |
|  | **Creative and Critical Thinking** | **Communication** | **Social and Civic Responsibility** | **Diversity and Globalization** |
| PLOs | Students will demonstrate the creative and critical thinking skills needed to evaluate relevant information and/or ideas, formulate innovative strategies, and solve problems.  | Students will communicate effectively in social, academic, and professional contexts using a variety of means, including written, oral, numeric/quantitative, graphic, and/or visual modes as appropriate to topic, audience, and discipline. | Students will understand the impact and consequences of their actions upon themselves and others, as well as their roles as citizens of a free democratic society. | Students will be able to live and work effectively with others as an engaged member of a diverse and global society. |
| Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context. (ACEJMC Core Value and Competency #6) |  |  | x |  |
| Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research. (ACEJMC #s 9, 11, 8, 12) |  | X |  |  |
| Students will embrace difference and diversity and culture using sensitivity in a global society and adapt messages to diverse audiences. (ACEJMC #s 3, 4) |  |  | x | x |
| Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages. (ACEJMC #5) |  | X |  |  |
| Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices. (ACEJMC #s 7, 10) | x | x |  |  |
| Students will support principles of free expression and the historical context of free expression within a diverse and global society. (ACEJMC #s 1, 2, 3, 4) |  |  | x | x |

***Note: Best practices suggest 4-7 outcomes per program; minors would have 1 to 4 outcomes.***

***\*Note: This is the future-state for outcomes based on course changes outlined in this document.***

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| **Outcome 1** | SLO 1 Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.  |
| Assessment Procedure Criterion | (1) Strategic communication faculty and the professional advisory board will assess final capstone projects using a rubric. (2) Capstone course exit exam: The faculty created a standardized exam that directly measures the competencies and values. The exam will be given to students in the Strategic Communication Case Studies class and Strategic Campaigns class.(3) Supervisor Internship evaluation.Indirect measure: (1) Exit surveys that are currently collected by the Advising Center for Media and Communication.(2) Student awards. |
| Which courses are responsible for this outcome? | PRAD 4763 Strategic Communication Campaigns AND PRAD 4753 Strategic Communication Case Studies(and indirectly their prereqs including: Strategic Writing I and II, Strategic Visual Communication, Principles of Strategic Communication, Account Planning) and Internship. |
| Assessment Timetable | Every Fall semester. |
| Who is responsible for assessing and reporting on the results? | Strategic communication assessment team and department chair is responsible for assessing and reporting results and closing the loop. |

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| **Outcome 2** | SLO 2 Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.  |
| Assessment Procedure Criterion | (1) Strategic communication faculty and the professional advisory board will assess final capstone projects using a rubric. (2) Capstone course exit exam: The faculty created a standardized exam that directly measures the competencies and values. The exam will be given to students in the Strategic Communication Case Studies class and Strategic Campaigns class.(3) Supervisor internship evaluation.Indirect measure: (1) Exit surveys that are currently collected by the Advising Center for Media and Communication.(2) Student awards. |
| Which courses are responsible for this outcome? | PRAD 4763 Strategic Communication Campaigns AND PRAD 4753 Strategic Communication Case Studies(and indirectly their prereqs including: Strategic Writing I and II, Strategic Visual Communication, Principles of Strategic Communication, Account Planning) and Internship. |
| Assessment Timetable | Every Fall semester. |
| Who is responsible for assessing and reporting on the results? | Strategic communication assessment team and department chair is responsible for assessing and reporting results and closing the loop. |

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| **Outcome 3** | SLO 3 Students will embrace difference and diversity and culture using sensitivity in a global society and adapt messages to diverse audiences. |
| Assessment Procedure Criterion | (1) Strategic communication faculty and the professional advisory board will assess final capstone projects using a rubric. (2) Capstone course exit exam: The faculty created a standardized exam that directly measures the competencies and values. The exam will be given to students in the Strategic Communication Case Studies class and Strategic Campaigns class.(3) Supervisor Internship evaluation.Indirect measure: (1) Exit surveys that are currently collected by the Advising Center for Media and Communication.(2) Student awards. |
| Which courses are responsible for this outcome? | PRAD 4763 Strategic Communication Campaigns AND PRAD 4753 Strategic Communication Case Studies(and indirectly their prereqs including: Strategic Writing I and II, Strategic Visual Communication, Principles of Strategic Communication, Account Planning) and Internship. |
| Assessment Timetable | Every Fall semester. |
| Who is responsible for assessing and reporting on the results? | Strategic communication assessment team and department chair is responsible for assessing and reporting results and closing the loop. |

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| **Outcome 4** | SLO 4 Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages.  |
| Assessment Procedure Criterion | (1) Strategic communication faculty and the professional advisory board will assess final capstone projects using a rubric. (2) Capstone course exit exam: The faculty created a standardized exam that directly measures the competencies and values. The exam will be given to students in the Strategic Communication Case Studies class and Strategic Campaigns class.(3) Supervisor Internship evaluation.Indirect measure: (1) Exit surveys that are currently collected by the Advising Center for Media and Communication.(2) Student awards. |
| Which courses are responsible for this outcome? | PRAD 4763 Strategic Communication Campaigns AND PRAD 4753 Strategic Communication Case Studies(and indirectly their prereqs including: Strategic Writing I and II, Strategic Visual Communication, Principles of Strategic Communication, Account Planning) and Internship. |
| Assessment Timetable | Every Fall semester. |
| Who is responsible for assessing and reporting on the results? | Strategic communication assessment team and department chair is responsible for assessing and reporting results and closing the loop. |

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| **Outcome 5** | SLO 5 Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices.  |
| Assessment Procedure Criterion | (1) Strategic communication faculty and the professional advisory board will assess final capstone projects using a rubric. (2) Capstone course exit exam: The faculty created a standardized exam that directly measures the competencies and values. The exam will be given to students in the Strategic Communication Case Studies class and Strategic Campaigns class.(3) Supervisor Internship evaluation.Indirect measure: (1) Exit surveys that are currently collected by the Advising Center for Media and Communication.(2) Student awards. |
| Which courses are responsible for this outcome? | PRAD 4763 Strategic Communication Campaigns AND PRAD 4753 Strategic Communication Case Studies(and indirectly their prereqs including: Strategic Writing I and II, Strategic Visual Communication, Principles of Strategic Communication, Account Planning) and Internship. |
| Assessment Timetable | Every Fall semester. |
| Who is responsible for assessing and reporting on the results? | Strategic communication assessment team and department chair is responsible for assessing and reporting results and closing the loop. |

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| **Outcome 6** | SLO 6 Students will support principles of free expression and the historical context of free expression within a diverse and global society.  |
| Assessment Procedure Criterion | (1) Strategic communication faculty and the professional advisory board will assess final capstone projects using a rubric. (2) Capstone course exit exam: The faculty created a standardized exam that directly measures the competencies and values. The exam will be given to students in the Strategic Communication Case Studies class and Strategic Campaigns class.(3) Supervisor Internship evaluation.Indirect measure: (1) Exit surveys that are currently collected by the Advising Center for Media and Communication.(2) Student awards. |
| Which courses are responsible for this outcome? | PRAD 4763 Strategic Communication Campaigns AND PRAD 4753 Strategic Communication Case Studies(and indirectly their prereqs including: Strategic Writing I and II, Strategic Visual Communication, Principles of Strategic Communication, Account Planning) and Internship. |
| Assessment Timetable | Every Fall semester. |
| Who is responsible for assessing and reporting on the results? | Strategic communication assessment team and department chair is responsible for assessing and reporting results and closing the loop. |

*Please repeat as necessary.*