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

**Letter of Notifications**

**[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](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| |  |  | | --- | --- | | Po-Lin Pan | 1/17/2019 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Marceline Hayes | 1/17/2019 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** |
| |  | | --- | | Warren Johnson 2/20/2019 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Gina Hogue. 2/20/19 |  |   **College Dean.** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
|  | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

**If you require to fill out a Letter of Notification, please email** [**curriculum@astate.edu**](mailto:curriculum@astate.edu) **or contact Academic Affairs and Research at (870) 972-2030 for guidance PRIOR TO submitting these through the curricular process.**

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

Marcie Hayes, Dept. of Communication, [mhayes@astate.edu](mailto:mhayes@astate.edu), (870) 972-3091

Myleea Hill, Dept. of Communication, [mhill@astate.edu](mailto:mhill@astate.edu), (870) 972-2290

**Purpose:** Create Certificate in Public Relations and Advertising

**Bulletin Changes**

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| --- |
| **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.* |

Insert on page 76-77 in the Undergraduate Bulletin 2018-2019 with other Certificates

A certificate in Public Relations and Advertising is awarded upon successful completion of 15 hours of specific coursework. This program requires admission. For more information, see the Department of Communication section of this bulletin.

Insert p. 214

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, Digital Innovations, 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, Graphic Communication, 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 certificates in Digital Humanities, Museum Studies, Nonprofit Communication, Public Relations and Advertising, Social Media Management, Spanish for the Professions, and Swift Coding. It also provides pre-professional advisement for law school as part of its Political Science, Philosophy, History, and Criminology majors.

Insert on Page 231 of Bulletin

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 or public relations 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 certificates in Health Communication, Nonprofit Communication, Public Relations and Advertising, and Social Media Management.

Insert on Page 240 of Bulletin before Minors

**Certificate in Nonprofit Communication**

The Program will prepare students for communication roles within the nonprofit sector.

|  |  |
| --- | --- |
| **Required Courses:** | **SemHrs.**Hrs. |
| COMS 4263, Organizational Communication | 3 |
| PRAD 4213, Social Media in Strategic Communications | 3 |
| PRAD 3553, Strategic Visual Communication | 3 |
| PRAD 4503, Seminar in Nonprofit Communication | 3 |
| **Total Required Hours:** | **12** |

**Certificate in Public Relations and Advertising**

This program will prepare students for careers in the public relations and advertising industries.

|  |  |
| --- | --- |
| Required Courses: | Sem. Hrs. |
| STCM 2143, Strategic Writing I | 3 |
| STCM 3003, Principles of Public Relations OR STCM 3023, Principles of Advertising OR STCM, 3043 Principles of Strategic Communication | 3 |
| STCM 3333, Advertising Strategy and Sales | 3 |
| Select two of the following:  STCM 3013, Public Relations Tools and Techniques  STCM 3033, Advertising Elements and Execution  STCM 4113, Integrated Marketing Communications  STCM 4603, Crisis Communication  STCM 4633, Trending Topics | 6 |
| Total Required Hours: | 15 |

[Note: the prefix and title of STCM 3333 (as well as prefixes for all STCM courses) were changed by proposals 2018U\_LAC 48 and 2018U\_LAC 74 earlier this academic year.]

**Certificate in Social Media Management**

The Program will prepare students to have the skills, depth, and focus to develop, implement and manage communication strategies that employ digital advertising campaigns and social media strategies, measure effectiveness of online advertising campaigns, and construct multimedia content for online and social media sites to achieve strategic communication goals of organizations.

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| AD 3133, Interactive Advertising | 3 |
| AD 4333, Social Media Measurement | 3 |
| PRAD 4213, Social Media in Strategic Communications | 3 |
| PRAD 4753, Strategic Communications Case Studies | 3 |
| **Total Required Hours:** | **12** |

Assessment (not for Bulletin)

|  |  |
| --- | --- |
| **Program-Level Outcome 1 (from question #23)** | * Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context. |
| Assessment Measure | Exit Survey - Indirect  Senior Knowledge Exam – Direct  Student Awards – Direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | * Strategic Communication Assessment team |
| **Program-Level Outcome 2 (from question #23)** | * Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research |
| Assessment Measure | Exit Survey - Indirect  Senior Knowledge Exam – Direct  Student Awards – Direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team |
| **Program-Level Outcome 3 (from question #23)** | * Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages. |
| Assessment Measure | Exit Survey - Indirect  Senior Knowledge Exam – Direct  Student Awards – Direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team |

**LETTER OF NOTIFICATION – 8**

**UNDERGRADUATE CERTIFICATE PROGRAM**

(6-21 SEMESTER CREDIT HOURS)

1. Institution submitting request: Arkansas State University

1. Contact person/title: Marceline Hayes, Chair, Department of Communication
2. Phone number/e-mail address: 870-972-2816
3. Proposed effective date: Fall 2019
4. Name of proposed Undergraduate Certificate Program (Program must consist of 6-21 semester credit hours): Public Relations and Advertising
5. Proposed CIP Code: 09.0900/5
6. Reason for proposed program implementation:   
     
   *There is a rising demand for students who have expertise in integrating paid and earned media strategies in communication campaigns. Public relations and advertising roles are increasing blended, so that students need to be familiar with traditional communication approaches while also being able to apply updated techniques. The Public Relations and Advertising Certificate complements the Bachelor of Science in Strategic Communication in that it provides a curriculum addressing specific skills in advertising and public relations such as media planning, client relationships, and content creation for distinct publics and target audiences in variety of contexts and across platforms. The 18/19 bulletin BS in Strategic Communication involved the dissolution of emphasis areas: advertising, public relations, and social media management to create a more integrated degree. There are students that will want in-depth specific skills associated with advertising and public relations. In the proposed certificate, students will learn some basic tools, techniques, and elements above and beyond the traditional BS degree.*
7. Provide the following:
   * 1. Curriculum outline - List of courses in new program – Underline required courses

STCM 2143, Strategic Writing I

STCM 3003, Principles of Public Relations or STCM 3023, Principles of Advertising or STCM, 3043 Principles of Strategic Communication

STCM 3333, Advertising Strategy and Sales

Select two of the following:

STCM 3013, Public Relations Tools and Techniques

STCM 3033, Advertising Elements and Execution

STCM 4113, Integrated Marketing Communications

STCM 4603, Crisis Communication

STCM 4633, Trending Topics

* + 1. Total semester credit hours required for proposed program (Program range: 6-21 semester credit hours)  
         
       15
    2. New courses and new course descriptions

None.

* + 1. Program goals and objectives

The program will prepare students to create, execute, and manage integrated advertising and public relations strategies and tactics such as strategic communication campaigns as well as serve clients as account managers. Students will be prepared to meet the needs of a cross-section of the advertising and public relations industry.

Expected student learning outcomes:

* Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.
* Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research
* Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages.

* + 1. Documentation that program meets employer needs

<http://assets.uscannenberg.org/docs/2018-global-communications-report-evolution-of-ethics.pdf>

The 2018 Global Communications Report by the USC School for Communications and Journalism notes the continued growth of paid media, or advertising, as a source of revenue for communication agencies. Additionally, advertising is predicted to increase as a share of public relations agencies’ budgets. Employers need students who are prepared to navigate the mix of earned and owned media to paid advertising through integrated branding, social media, and digital advertising.

<http://www.arkansasbusiness.com/jobs/search?search%5Bkeywords%5D=advertising&search%5Bregion%5D=&search%5Bcategory%5D>=

The Arkansas Business jobs link routinely lists double-digit job postings in a search for “advertising” and “public relations” positions. Qualifications typically include “selling advertising,” “digital advertising solutions,” “managing budgeting and planning,” “managing advertising/sponsorship/donation contracts,” “writing news releases,” “assisting with external communication,” “oversee advertising campaign,” “draft ad copy,” “research and recommend new advertising possibilities,” “develop advertising relationships,” etc.

*Locally, the strategic communication program fields numerous requests businesses requesting employees who can manage advertising and communication accounts strategically and creatively. We also receive requests from alumni who need both updated and traditional skill sets as the advertising and public relations industry has evolved significantly in recent years.*

* + 1. Student demand (projected enrollment) for proposed program  
         
       30
    2. Program approval letter from licensure/certification entity, if required  
         
       *N/A*
    3. Name of institutions offering similar programs and List the institution(s) used as model to develop proposed program  
         
       *University of Memphis*

*University of Missouri*

*Modeled using courses from Arkansas State University B.S. in Strategic Communication program*

* + 1. Scheduled program review date (within 10 years of program implementation)  
         
       Spring 2022

1. Institutional curriculum committee review/approval date:
2. Will this program be offered on-campus, off-campus, or via distance delivery? If yes, indicate mode of distance delivery. Mark \*distance technology courses.  
     
   On-campus
3. Identify off-campus location. Provide a copy of email notification to other institutions in the area of the proposed off-campus program offering.  
     
   *N/A*
4. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer: Date: