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

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

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| Dr. Ronald Sitton 9/18/2019 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Brad Rawlins 1/24/2020 **Department Chair:** | Marceline Hays 1/24/2020  **Head of Unit (If applicable)** |
| Warren Johnson 1/29/2020 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Gina Hogue 1/29/2020 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

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

Dr. Lillie Fears, School of Media and Journalism, lfears@astate.edu, 870-972-3210

2. Proposed Starting Term and Bulletin Year for Change to Take Effect

Fall 2020

3. Current Course Prefix and Number

STCM 4023

3.1 – **[YES]** Request for Course Prefix and Number change

If yes, include new course Prefix and Number below. *(Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. Proposed number for experimental course is 9. )*

MDIA 4023

3.2 – **YES** If yes, has it been confirmed that this course number is available for use?

*If no: Contact Registrar’s Office for assistance.*

4. Current Course Title

Public Opinion, Propaganda and the Mass Media

4.1 – **[NO]** Request for Course Title Change

If yes, include new Course Title Below.

Enter text...

1. If title is more than 30 characters (including spaces), provide short title to be used on transcripts. *Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis).*

Enter text...

1. Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Enter text...

5. – **[NO]** Request for Course Description Change.

If yes, please include brief course description (40 words or fewer) as it should appear in the bulletin.

Enter text...

6. – [**NO** ] Request for prerequisites and major restrictions change.

*(If yes, indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).*

1. **NO** Are there any prerequisites?
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

Enter text...

1. NO Is this course restricted to a specific major?
   1. If yes, which major? Enter text...

7. – [**NO** ] Request for Course Frequency Change(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

a. If yes, please indicate current and new frequency:

Enter text...

8. – [**NO** ] Request for Class Mode Change

*If yes, indicate if this course will be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please* *indicate the current and choose one.*

Enter text...

9. – [**NO** ] Request for grade type change

*If yes, what is the current and the new grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])*

Enter text...

10. **YES** Is this course dual listed (undergraduate/graduate)?

a. If yes, indicate course prefix, number and title of dual listed course.

STCM 5023 Public Opinion, Propaganda and the Mass Media [to be changed to MDIA 5023 in separate proposal]

11. **NO** Is this course cross listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross listed course.)*

**11.1** – If yes, please list the prefix and course number of cross listed course.

Enter text...

**11.2** – **Yes / No** Are these courses offered for equivalent credit?

Please explain. Enter text...

12. **NO** Is this course change in support of a new program?

a. If yes, what program?

Enter text...

13. **NO** Does this course replace a course being deleted?

a. If yes, what course?

14. **YES** Will this course be equivalent to a deleted course or the previous version of the course?

a. If yes, which course?

STCM 4023 Public Opinion, Propaganda and the Mass Media

15. **YES** Does this course affect another program?

If yes, provide confirmation of acceptance/approval of changes from the Dean, Department Head, and/or Program Director whose area this affects.

Dr. Marceline Hayes, chair of the Communications, approved this change in a Sept. 17 email

The course is also included in the BA in Environmental Studies. Dr. Sitton has called the Dept. of Biological Sciences to inform it of the change.

16. **NO** Does this course require course fees?

*If yes: Please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Revision Details**

17. Please outline the proposed revisions to the course.

*Include information as to any changes to course outline, special features, required resources, or in academic rationale and goals for the course.*

Change from a Strategic Communication course to a Multimedia Journalism course

18. Please provide justification to the proposed changes to the course.

The course has been taught by multimedia journalism faculty since the 1990s. This will align the course in its proper home.

19. **NO** Do these revisions result in a change to the assessment plan?

*\*If yes: Please complete the Assessment section of the proposal on the next page.*

*\*If no: Skip to Bulletin Changes section of the proposal.*

***\*See question 19 before completing the Assessment portion of this proposal.***

**Assessment**

**Relationship with Current Program-Level Assessment Process**

20. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

Enter text...

21. Considering the indicated program-level learning outcome/s (from question #23), please fill out the following table to show how and where this course fits into the program’s 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.*

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| **Program-Level Outcome 1 (from question #23)** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Assessment Measure | Please include direct and indirect assessment measure for outcome. |
| Assessment  Timetable | What semesters, and how often, is the outcome assessed? |
| Who is responsible for assessing and reporting on the results? | Who (person, position title, or internal committee) is responsible for assessing, evaluating, and analyzing results, and developing action plans? |

*(Repeat if this new course will support additional program-level outcomes)*

**Course-Level Outcomes**

22. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Which learning activities are responsible for this outcome? | List learning activities. |
| Assessment Measure | What will be your assessment measure for this outcome? |

*(Repeat if needed for additional outcomes)*

**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.* |

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##### Major in Environmental Studies

**Bachelor of Arts**

A complete 8-semester degree plan is available [at https://www.astate.edu/info/academics/degrees/](http://www.astate.edu/info/academics/degrees/)

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BIO 1013, Making Connections - Biology | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *MATH 1023 College Algebra*  *CHEM 1043* ***AND*** *1041, Fundamental Concepts of Chemistry and Laboratory* ***OR*** *PHSC 1203* ***AND*** *1201, Physical Science and Labratory*  *BIO 1503* ***AND*** *1501, Biology of Plants and Laboratory*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Language Requirement:** | **Sem. Hrs.** |
| *A student must complete the foreign language requirements before being considered a En- vironmental Studies Major. (Refer to Department of Biological Sciences Foreign Language Requirement).* |  |
| **Major Requirements:** | **Sem. Hrs.** |
| BIOL 1063, People and the Environment | 3 |
| BIO 1303 **AND** 1301, Biology of Animals and Laboratory | 4 |
| BIO 3023, Principles of Ecology | 3 |
| BIO 3673, Human Dimensions of Natural Resources | 3 |
| BIO 4613, Conservation Biology | 3 |
| BIO 4643 AND 4641, Environmental Biology and Laboratory | 3 |
| BIO 4203, Biometry | 3 |
| BIO 4021, Biological Seminar | 1 |
| PSSC 2813, Soils | 3 |

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| **Choose any of the courses below among the five focus areas. Students can choose to stay within one focus area, or may take courses from any focus area depending on interest and career aspirations:**  **Biology Focus**  BIO 3033, Evolution  BIO 3313 AND 3311, Economic Entymology and Laboratory BIO 4333, Marine Biology  BIO 4373 AND 4371, Animal Ecology and Laboratory BIO 4813, Curation of Collections  BIO 4823, Natural History Collections Research Design  **Agriculture / Sustainability Focus**  AGRI 4223, Agriculture and the Environment AGRI 4433, Organic Agriculture Production  CE 3263, Introduction ot Environmental Engineering GEOG 4613, Conservation of Natural Resources HORT 3253, Urban Forestry  PSSC 2811, Soils Laboratory PSSC 4813, Soil Fertility  RET 3113, Fundamentals and Applications of Renewable Energy RET 4023, Advanced Bioenergy  RET 4113, Advanced Renewable Energy Systems RET 4123, Energy Conservation and Efficiency  **Geospatial Focus**  AGST 3543, Fundamentals of GIS/GPS  AGST 4543, Advanced Geographic Information Systems AGST 4773, Remote Sensing  GEOG 3603, World Regional Geography  GEOG 3723, Introduction to Physical Geography, Weather, and Climate  **Economic / Policy / Social Focus**  CRIM 2043, Community Relations in the Administration of Justice POSC 3503, Principles of Public Administration  POSC 3513, Public Budgeting Process POSC 4143, Public Opinion and Public Policy POSC 4503, Public Policy, Politics and Power  POSC 4513, Disaster Response Operation Management POSC 4523, Public Personnel Administration  POSC 4533, Environmental Law and Administration  **Communication Focus**  MDIA 4003, Communications Law and Ethics MDIA 4023, Public Opinion, Propaganda and the Mass Media  COMS 3243, Principles of Persuasion COMS 3253, Principles of Listening  COMS 4253, Intercultural Communcation COMS 4263, Organizational Communication COMS 4773, Conflict Resolution  ~~STCM 4023, Public Opinion, Propaganda and the Mass Media~~ STCM 4603, Crisis Communication  STCM 2143, Strategic Writing  STCM 3043, Principles of Strategic Communication STCM 3143, Strategic Writing II  STCM 4073, Strategic Communication Law and Ethics STCM 4213, Social Media in Strategic Communication STCM 4503, Seminar in Non Profit Communication STCM 4763, Strategic Communication Campaigns | 42 |
| **Sub-total** | **69** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **13** |
| **Total Required Hours:** | **120** |

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**MDIA 3673. Seminar in Digital Media and Design** A study of the development and impact of digital media. Spring.

**MDIA 4003. Media Law and Ethics** Legal and ethical limitations and privileges affecting the mass media. Fall.

**MDIA 4013. Photo Storytelling II** Advanced theories and skills associated with digital photojournalism when producing photo stories. May require: transportation, digital SLR camera, audio recording device, and external hard drive. Six hours of laboratory work per week. Prerequisite, MDIA 3093. Fall.

**MDIA 4023. Public Opinion, Propaganda and the Mass Media** Survey of public opinion formation and change, with special attention to the role of the mass media in the creation and use of public opinion and propaganda. Fall.

**MDIA 4053. Civic Reporting** Reporting on public affairs, emphasizing courts, local government, education, the economy, and politics using data-driven reporting and multimedia support (such as photo slideshows, information graphics, audio and video packages, data journalism, and social media posts). Prerequisite, grade of C or better in MDIA 3013 or instructor permission. Spring.

**MDIA 4103. Data Journalism** Mining, interpretation, and visualization of social problems through research, with emphasis on production of infographics. Fall.

**MDIA 4113. Specialized Reporting** Reporting on specialized topics, including diversity, healthcare, science, medicine, agriculture, religion, and the environment. Prerequisites, MDIA 3013 and MDIA 4053. Fall.

**MDIA 4123. Media Management and Entrepreneurship** Entrepreneurial techniques and skills including business finance, client interaction, and ethics that can be applied across multiple media-based contexts and platforms. Fall, Spring, Summer.

**MDIA 4203. News Practicum** A capstone experience in media production. Students will work for one of our student media outlets (DDNS; The Herald; ASUTV News or RWR) to produce materials to be included in a portfolio. Restricted to majors in Multimedia Journalism. Prerequisites, MDIA 3013 and MDIA 4053. Fall, Spring, Summer.

**MDIA 4303. Advanced Filmmaking Techniques** In-depth study of narrative filmmaking as an art form. Students develop greater expertise in shooting properly exposed and imaginatively composed images, storyboarding, production techniques, composition aesthetics, lighting, sound mixes, and digital non-linear editing. Prerequisites, MDIA 3303, MDIA 3403, MDIA 3503. Spring.

**MDIA 4323. Diversity and Media** Survey of the diversity of American race, gender and the mass media in the United States. Cross listed as WGS 4323; dual listed as MDIA 5323. Fall

**MDIA 4333. Special Topics Seminar** A seminar that addresses current topics in the area of communication. Fall.

**MDIA 4340. News Production and Performance Laboratory** Laboratory section for News Production and Performance. Must be taken concurrently with MDIA 4343. Fall, Spring.

**MDIA 4343. News Production and Performance** Experience in producing news programs. Students exercise judgment and make editorial decisions about news content and program continuity. Experience in verbal and nonverbal communication relative to on camera delivery. Must be taken concurrently with MDIA 4340. Prerequisites, MDIA 3603 or instructor permission. $25 special course fee. Fall, Spring.

**MDIA 4353. Corporate Media Production** Study of the field and function of media production for business and nonprofit organizations. The course addresses client contact, budgeting, analysis of production problems, design and writing of scripts for promotion, training and news in corporate and industrial settings. Prerequisites, MDIA 2313, MDIA 3313 and MDIA 3353. Fall, Spring. Special course fee $25.

**MDIA 4363. Multimedia Storytelling** Introductory course in multimedia concepts, media elements, platforms, and production. Emphasis is placed on delivery of content across media platforms for diverse audiences. Fall, Spring.

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**STCM 3333. Advertising Strategy and Sales** Study of the structure of the advertising industry, with emphasis on strategic legacy, digital, and social media selection and planning, as well as the basic methods of advertising sales. Spring, Summer.

**STCM 3553. Strategic Visual Communication** Theoretical, contextual and practical natures of persuasive images in the context of strategic communication. Prerequisite, STCM 3003, STCM 3023, or STCM 3043. Fall, Spring

**STCM 4003. Account Planning** Study of consumer insights that are strategically applied by account planners and creative teams in the advertising planning process. Fall, Spring

**STCM 4013. Public Relations Practicum and Professional Development** Advanced PR course requiring application of skills in supervised work with various businesses, institutions, organizations and social agencies. Student will work a minimum of 10 hours per week outside the classroom with assigned workplace mentor. Instructor permission required. Fall, Spring.

**~~STCM 4023. Public Opinion, Propaganda and the Mass Media~~** ~~Survey of public opinion formation and change, with special attention to the role of the mass media in the creation and use of public opinion and propaganda. Fall~~

**STCM 4073. Strategic Communication Law and Ethics** Analysis of laws, regulations, and ethical considerations affecting the strategic communication industry. Prerequisite: ENG 1013. Fall, Spring, Summer.

**STCM 4113. Integrated Marketing Communications** Focuses on the strategic integration of various channels and methods of communications for the purpose of delivering key messages to diverse target audiences in order to elicit specific responses, create a dialogue and engender relationship building. Prerequisite, STCM 3023, or STCM 3003, or MKTG 3013. Fall, Spring.

**STCM 4213. Social Media in Strategic Communications** This course examines concepts and applications of social media within mass communications, news, advertising, and public relations industries. We will explore and apply social media tools, integrating them into an organization’s overall communication strategy. Spring.

**STCM 4333. Social Media Measurement** Measurement and improvement of investment outcomes from use of social media in advertising, public relations, and marketing communications. Spring.

**STCM 4503. Seminar in Nonprofit Communication** Study and practice of nonprofit communication strategies and tactics, including fundraising, nonprofit branding, grant writing, and cross-platform content creation. Fall.

**STCM 4603. Crisis Communication** An investigation of communications during crises, focusing on public relations, advertising and other persuasive efforts by institutions, corporations, movement leaders, and citizens to describe, persuade and shape human interactions with their environment during a crisis. Fall, Spring

**STCM 4633. Trending Topics** Exploration of current topics and issues in public relations and advertising

**STCM 4753. Strategic Communication Case Studies** Study of recent strategic communication cases involving business, industry, institutions, and government. Students conduct a comprehensive strategic communication case study for a given client. Prerequisites, COMS 3363 or STCM 4003, and STCM 3143, or instructor permission. Fall.

**STCM 4763. Strategic Communication Campaigns** Study and practice in planning strategic communication campaigns for business, industry, institutions, and government. Students create a comprehensive strategic communication campaign for a given client. Prerequisites, COMS 3363 or STCM 4003, and STCM 3143 or instruction permission. Spring

**STCM 4773. Internship in Strategic Communication** Field-based experience in a supervised setting that will enhance strategic communication knowledge and skills. Prerequisite: Approval of department chair. Fall, Spring, Summer.