

Graduate Council  
March 15, 2018  
Library 6th Floor Conference Room 603

Voting Members Present: Amanda Wheeler, Ashley Schulz, Green (proxy for David Jeong), Debbi Shelton, Erik Gilbert (proxy for Lauri Umansky and Deborah Chappel Traylor), Fabricio Medina-Bolivar, Gil Fowler, Hideya Koizumi, John Mello, Lauren Schack Clark, Qian Yu (proxy for Rokib Hasan), Shawn Drake, Steve Green, Steve Bounds

Non-Voting Members Present: Allyson Myers, Summer DeProw, Karen Wheeler

Members Absent: Not applicable

Meeting called to order at 3:00 pm.

1. Approval of February 15, 2018 Minutes [Gil Fowler motion to approve, John Mello seconded. Pass]
2. Course Proposals
  - a. Subcommittee 1
    - i. 2018G\_EBS05\_LON6\_MLED-MSE-inactive
      1. Motion was made to acknowledge. Pass
    - ii. 2018G\_NHP03\_BC\_PT-8191  
2018G\_SM01\_CD\_BIO-5303-Forensic-Entomology  
2018G\_SM02\_BC\_CS-Satisfactory-Progress-Definition
      1. NHP03, SM01-02 all considered together.
      2. Motion to approve all: Gil Fowler. Second: Debbi Shelton. Pass
  - b. Subcommittee 2
    - i. 2018G\_BU01\_BC\_MBA-Entrance-Changes
    - ii. 2018G\_BU02\_CD\_BUAD-600V
    - iii. 2018G\_BU03\_CD\_BUAD-6703
    - iv. 2018G\_BU04\_CD\_BUAD-6706
    - v. 2018G\_LAC07\_NC\_COMS-6533
      1. BU01-4 and LAC07 all considered together.
      2. Motion to approve all: Steve Green. Second: Fabricio Medina-Bolivar. Pass

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c. Subcommittee 3

i. 2018G\_LAC06\_LON11\_MS-Strategic-Communication

1. Motion to Acknowledge: Steve Bounds. Pass

3. Graduate Faculty Status Requests

a. Update

i. 2017G\_NC37b\_Reg\_Fac\_Paul-Mixon

1. Committee discussed if the update to the CV was clear.
2. Motion to return, asking for clarification to show all appropriate criteria met, in light of new Graduate Faculty status categories: John Mello. Second: Gil Fowler. Pass

b. Temporary

i. 2018G\_NC36\_Temp\_Peggy-Wright

1. There is no justification included on the form.
2. Motion to return: John Mello. Second: Amanda Wheeler. Pass.

ii. 2018G\_NC37\_Temp\_Sarah-Scott

2018G\_NC38\_Temp\_Farley-Schweighart

1. NC37 and NC38 considered together.
2. Motion to approve: Steve Bounds. Second: Gil Fowler. Pass
3. NC38 should be approved for three years, ending Fall 202.

iii. 2018G\_NC39\_Temp\_Joseph-Richmond

1. Faculty member is in a pre-tenure position. No form is required. They have Graduate Faculty status until 2023.

c. Regular

i. 2018G\_NC40\_Reg\_Fac\_Joan-Henley

2018G\_NC41\_Reg\_John-Robertson

1. NC40 and NC41 considered together.
2. Motion to approve: Steve Bounds. Second: Fabricio Medina-Bolivar. Pass

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ii. 2018G\_NC42\_Reg\_Shawn-Bayouth

1. Faculty member is in a pre-tenure position. No form is required. They have Graduate Faculty status until 2024.
4. Amanda Wheeler asked about documents which were tabled in January. Allyson Myers and Alyssa Simpson confirmed that those issues were fixed.
5. Erik Gilbert informed the committee that the MPA program had submitted a proposal to change their admission requirements to the Graduate Council, and the proposal was passed in April of 2017. Dr. Cooksey overrode the decision. She informed Jesse Blankenship, Robin Harmon, and Tracy Finch of the veto on April 25<sup>th</sup>, 2017. He asked if the Graduate Council was aware of this veto. He also indicated that the neither the Dean, the Program Director, nor the Graduate Council Chair were notified by that email of her decision. He shared that the department had already produced promotional material with the updated admission requirements.
  - a. Karen Wheeler explained that data regarding how the change would affect their enrollment was sent to the Dean and the Chair.
6. Committee discussed the implications of deleting the “privileges and responsibilities” of the proposed Graduate Faculty Status categories. Those privileges and responsibilities are not being removed, they are just being restated without the heading.
7. Shawn Drake noted that she would give a Graduate Policy Group update after the regular meeting adjourns.

Motion to adjourn: Steve Bounds. Second: Erik Gilbert. Meeting adjourned at 3:56 pm.

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**Standard Subcommittee Memberships**

Subcommittee 1	Subcommittee 2	Subcommittee 3
Gil Fowler	Steve Green	Shawn Drake
Deborah Chappel Traylor	David Jeong	Debbie Shelton
Lauren Schack Clark	Amanda Wheeler	Fabricio Medina Bolivar
Lauri Umansky	Steve Bounds	Hideya Koizumi
John Mello	Ashley Schulz	Rokib Hasan
Can review: AET, EBS, NHP, SM	Can review: BU, LAC, NHP, SM	Can review: AET, BU, EBS, LAC

To access graduate faculty status applications:

<http://www.astate.edu/a/shared-governance/shared-governance-committees/undergraduate-curriculum-council/graduate-council/noncurricular>

Password: **Grad\_Faculty**

To access curricular proposals

<https://www.astate.edu/a/shared-governance/shared-governance-committees/undergraduate-curriculum-council/graduate-council/current-documents.dot>

# Bulletin / Banner Change Transmittal Form

**Undergraduate Curriculum Council** Print 1 copy for signatures and save 1 electronic copy.

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [pheath@astate.edu](mailto:pheath@astate.edu)

<input type="text"/>	<input type="text" value="ENTER DATE..."/>
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**Department Curriculum Committee Chair**

<input type="text"/>	<input type="text" value="ENTER DATE..."/>
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**COPE Chair (if applicable)**

<input type="text"/>	<input type="text" value="ENTER DATE..."/>
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**Department Chair:**

<input type="text"/>	<input type="text" value="ENTER DATE..."/>
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**General Education Committee Chair (If applicable)**

John Mello 2/15/2018

**College Curriculum Committee Chair**

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**Undergraduate Curriculum Council Chair**

<input type="text"/>	<input type="text" value="ENTER DATE..."/>
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**College Dean**

<input type="text"/>	<input type="text" value="ENTER DATE..."/>
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**Graduate Curriculum Committee Chair**

<input type="text"/>	<input type="text" value="ENTER DATE..."/>
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**Vice Chancellor for Academic Affairs**

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

C. William Roe, [broe@astate.edu](mailto:broe@astate.edu), 972-8069.

**2.Proposed Change**

Waive GMAT/GRE requirements for admission to MBA and Macc programs under certain conditions.

**3.Effective Date**

4/2/2018

**4.Justification** – Please provide details as to why this change is necessary.

This change in entrance requirements comes about as a result of a practice in a number of business colleges of waiving test scores for exemplary undergraduate grades or leadership experience. The College of Business is losing potentially excellent students due to the current entrance requirements, which do not allow for alternative ways a student can enter into the Master’s in Business Administration program. After reviewing over 100 college of business requirements we found that high undergraduate grades or leadership experience of at least five years as substitutes for GMAT/GRE scores is being increasingly

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common. Therefore, in order to stay competitive with other schools we propose alternative ways to being accepted into the College of Business Master's program.

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### UNCONDITIONAL ADMISSION

~~Applicants for the Master of Business Administration (M.B.A.) degree program must submit a score on the Graduate Management Admission Test (GMAT) or Graduate Record Examination (GRE).~~ Entering students will be granted unconditional admission if they meet one of the following sets of criteria:

- A minimum cumulative GPA of 2.75, or its equivalent on a 4.0 scale, on all under graduate coursework completed AND a minimum GMAT composite score of 480. A minimum cumulative GPA of 3.00, or its equivalent on a 4.0 scale, on the last 60 hours of undergraduate coursework completed AND a minimum GMAT composite score of 480.
- A minimum cumulative GPA of 2.75, or its equivalent on a 4.0 scale, on all undergraduate coursework completed AND a minimum GRE composite score of 300 with a minimum of 145 on the Verbal Section and a minimum of 145 on the Quantitative Section.
- A minimum GPA of 3.00, or its equivalent on a 4.0 scale, on the last 60 hours of undergraduate coursework completed and a minimum GRE composite score of 300 with a minimum of 145 on the Verbal Section and a minimum of 145 on the Quantitative Section.
- **GMAT/GRE exams are waived for individuals with a minimum 3.0 GPA for the last 60 hours of undergraduate education at a U.S. AACSB college of business, or 5 years of progressively responsible positions at a supervisory or managerial level, or 5 years experience at a commissioned officer level in the U.S. military.**

Information pertaining to the GMAT or GRE may be obtained by contacting the Testing Center at (870) 972-2038. International students must submit the required TOEFL or IELTS scores

The bulletin can be accessed at <http://www.astate.edu/a/registrar/students/>

Revised 9/15/15

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**Department Chair:**

John Mello 2/26/2018  
**College Curriculum Committee Chair**

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

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**Undergraduate Curriculum Council Chair**

C. William Roe 2/26/2018  
**College Dean**

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**Graduate Curriculum Committee Chair**

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**Vice Chancellor for Academic Affairs**

### 1. Course Title, Prefix and Number

Independent Study, BUAD 600V.

### 2. Contact Person (Name, Email Address, Phone Number)

Dr. John Mello; [jmello@astate.edu](mailto:jmello@astate.edu); 870-972-3515.

### 3. Last semester course will be offered

Course has never been offered.

Please clarify by selecting one of the following:

- a.  Remove Course from bulletin for Fall 2018
- b.  Other -

#### **4. Student Population**

- a. The course was initially created for what student population?  
MBA and Macc students.
- b. How will deletion of this course affect those students?  
No. There is no demand for this course.

#### **College, Departmental, or Program Changes**

5. a. How will this affect the college, department, and/or program?  
It will have no effect on the college, departments, or programs.
- b. Does this program and/or course affect another department? No  
If yes, please provide contact information from the Dean, Department Head, and/ or Program Director whose area this affects.
- c. Please provide a short justification for why this course being deleted from program.  
This course was never offered to any MBA or Macc students, and there is no demand for the course.

6. **Is there currently a course listed in the bulletin which is equivalent to this one?** No  
If yes, which course(s)?

7. **Will this course be equivalent to a new course?** No  
If yes, what course?


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ACCT 6173. CPA Examination Review 1 The course will review the FAR and BEC portions of the CPA exam with a special focus on complex topics and content that is covered less in a traditional accounting degree program but tested on the CPA Exam.

Prerequisite: ACCT 3033 and ACCT 4053. Special course fee, \$1,200. ACCT 6183. CPA Examination Review 2 The course will review the Audit and REG portions of the CPA exam with a special focus on complex topics and content that is covered less in a traditional accounting degree program but tested on the CPA Exam. Prerequisite: ACCT 3033 and ACCT 4053. Special course fee, \$1,200. ACCT 670V. Accounting Internship Provides practical accounting experience by assigning students to work in a meaningful capacity in an outside organization. Detailed paper required. Must have approval of Internship Proposal by graduate business programs director and department chair. Only three hours of credit may be applied to degree requirements. Prerequisite: Must have completed 15 hours of graduate courses toward degree as eligibility for internship and have an overall GPA of 3.0 or higher.

Business Administration (BUAD)

~~BUAD 600V. Independent Study Prior approval must be granted by the department chair.~~ BUAD 6703. Internship May be repeated once. Grade earned will be Pass or Fail. BUAD 6706. Internship May be repeated once. Grade earned will be Pass or Fail. Economics (ECON)

ECON 5323. Public Expenditure and Taxation Deals with public revenues, the theory of taxation, institutions and problems of the revenue system as a whole, and the effects of the taxing, spending, lending, and borrowing by government units upon the national income and employment. Prerequisites: ECON 2313, 2323 or 2333. ECON 5333. Government Regulation of Business Survey of theoretical treatments of oligopoly, natural monopoly, and market failures; review of antitrust statutes applicable to pricefixing, monopoly, mergers, vertical restraints, and price discrimination; social welfare trade-offs associated with public regulation of electric, natural gas, cable TV, and telecommunications firms. Not available for credit for MBA degree.

Prerequisites: ECON 2313, 2323. ECON 6093. Directed Individual Study Detailed individual research directed by graduate faculty, resulting in a paper and presentation. Consent of instructor and approval of prospectus by graduate business programs director required. ECON 6253. Econometrics Application of regression analysis on time series and cross sectional data to empirically verify economic theory. Various estimation techniques including regression and simultaneous equation models, serial correlation, heteroscedasticity, panel data and instrumental estimation methods are discussed. ECON 6313. Managerial Economics A complete survey of price theory as applied to business decision making and a summary of public

policy toward business. Prerequisites: ECON 2313, ECON 2323, or MBA 502V and 503V. ECON 6333. Business Cycles and Forecasting Descriptive account of U.S. business cycles; survey of business cycle theory including New Keynesian, and new Classical approaches; review of forecasting techniques such as exponential smoothing and multiple regression. Prerequisite: ECON 2313.

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**Vice Chancellor for Academic Affairs**

### 1. Course Title, Prefix and Number

Internship, BUAD 6703.

### 2. Contact Person (Name, Email Address, Phone Number)

Dr. John Mello; [jmello@astate.edu](mailto:jmello@astate.edu); 870-972-3515.

### 3. Last semester course will be offered

Course has never been offered.

Please clarify by selecting one of the following:

- a.  Remove Course from bulletin for Fall 2018
- b.  Other -

#### **4. Student Population**

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**College Dean**

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

**Undergraduate Curriculum Council Chair**

**Graduate Curriculum Committee Chair**

**Vice Chancellor for Academic Affairs**

### 1. Course Title, Prefix and Number

Internship, BUAD 6706.

### 2. Contact Person (Name, Email Address, Phone Number)

Dr. John Mello; [jmello@astate.edu](mailto:jmello@astate.edu); 870-972-3515.

### 3. Last semester course will be offered

Course has never been offered.

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You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the 'format painter' icon →  **Format Painter**, and selecting the text you would like to apply the change to.

Please visit <https://youtu.be/yjdL2n4lZm4> for more detailed instructions.

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### Master of Science in Education (M.S.E.)

Biology  
Chemistry  
Curriculum and Instruction  
—Curriculum Director Track  
—Gifted, Talented and Creative Director Track  
—Special Education Director Track  
Early Childhood Education  
English  
Educational Theory and Practice  
Educational Leadership  
Mathematics  
~~Middle Level Education~~  
Physical Education  
Reading  
Social Science  
Special Education  
—Gifted, Talented, and Creative  
—Instructional Specialist K-12

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### DEGREES OFFERED

The College of Education and Behavioral Science offers work leading to the following graduate degrees with emphasis areas as noted:

- A. Doctor of Education Degree in Educational Leadership
- B. Specialist in Community College Education Degree
- C. Specialist in Education Degree
  - 1. Educational Leadership
  - 2. Psychology and Counseling
  - 3. Reading
- D. Master of Arts in Teaching
- E. Master of Science in College Student Personnel Services
- F. Master of Science in Early Childhood Education
- G. Master of Science in Exercise Science
- H. Master of Science in Education Degree
  - 1. Early Childhood Education
  - 2. Educational Leadership
  - 3. Curriculum and Instruction
  - 4. Theory and Practice
  - 5. Middle Level Education**
  - 6. Physical Education
  - 7. Reading
- 8. Special Education

~~P 134 – 135~~

## ~~Program of Study for the Master of Science in Education Degree in Middle Level Education~~

### ~~PURPOSE OF THE DEGREE~~

~~The purpose of the Master of Science in Education degree program in Middle Level Education is to offer educators and educators-in-training a planned program of study focusing on the development and educational needs of children in grades 4 – 8.~~

### ~~ADMISSION REQUIREMENTS~~

~~Students seeking admission into the Master of Science in Education degree program in Elementary Education must meet the admission requirements of Graduate Admissions and the specific program requirements. In addition, applicants must have completed a minimum of 18 semester hours of professional education courses including the requirements for a valid teaching certificate based on a four-year teacher education program.~~

~~**Unconditional Admission:** In addition to Graduate Admissions criteria, academic proficiency must be established through satisfaction of either of the following admissions selection criteria:~~

- ~~a. A minimum cumulative undergraduate grade point average of 3.00 (or 3.25 on the last 60 hours) and a raw score of at least 380 on the Miller Analogies Test (MAT) or a minimum scaled score of 150 on the verbal reasoning section of the GRE and a minimum scaled score of 141 on the quantitative reasoning section of the GRE.~~
- ~~b. A minimum cumulative undergraduate grade point average of 2.75 (or 3.00 on the last 60 hours) and a raw score of at least 388 on the MAT or a minimum scaled score of 150 on the verbal reasoning section of the GRE and a minimum scaled score of 141 on the quantitative reasoning section of the GRE.~~

~~**Conditional Admission:** In addition to Graduate Admissions criteria for conditional admission, academic proficiency must be established through satisfaction of either of the following admission selection criteria:~~

~~A minimum cumulative undergraduate grade point average of 2.5 and a score of at least 368 on the MAT (or a minimum scaled score of 146 on the verbal reasoning section of the GRE and a minimum scaled score of 140 on the quantitative reasoning section of the GRE).~~

## **Middle Level Education**

### **Master of Science in Education**

#### **University Requirements:**

~~See Graduate Degree Policies for additional information (p. 35)~~

<b>Teacher Education Core:</b>	<b>Sem. Hrs:</b>
ELFN 6773, Statistics and Research	3
TE 6233, Teaching and Assessment	3
TE 6243, Technology as a Tool for Teaching	3
TE 6253, Perspectives on Professionalism in Education	3
<b>Sub-total</b>	<b>12</b>
<b>Program Requirements:</b>	<b>Sem. Hrs:</b>
MLED 6403, The World of the Young Adolescent Mid-Level Child	3
MLED 6413, Standards Based Instruction	3
MLED 6423, Teaming, Teaching, and Learning in the Mid-Level Grades	3
<b>Sub-total</b>	<b>9</b>
<b>Middle Level Specialty Areas:</b>	<b>Sem. Hrs:</b>
<b>Select one of the following specialty areas:</b>	<b>9-12</b>
<b>Middle Level Content Specialty Area:</b>	
Six hours each from two specialty areas (English, Mathematics, Science, and Social Studies) for a total of twelve hours, as approved by advisor	
<b>Middle Level Content Specialty Area:</b>	
Nine hours from one specialty area (English, Mathematics, Science, and Social Studies) as approved by advisor	
<b>National Board Specialty:</b>	
ELCI 6083, Supervision and Evaluation of Teaching	
TE 6263, Teachers as Professionals: Working Toward National Teaching Standards	
TE 6283, Practicum in Teacher Education	
<b>Middle Childhood Specialty (Select nine to twelve hours from the following):</b>	
GOUN 6913, Child and Adolescent Counseling	
ELCI 5513, Teaching Global Perspectives	
ELED 5613, Techniques of Behavior management	
ELED 6003, Literature and Book Selection in the Elementary School	
ELED 6013, Home School Relations	
ELED 660V, Thesis	
RDNG 5313, Methods and Materials in Reading	
RDNG 5343, Reading in the Content Area: Middle and Secondary School	
TE 6263, Teachers as Professionals: Working Toward National Teaching Standards	
Advisor Approved Electives (up to 6 hours)	
<b>Total Required Hours:</b>	<b>30-33</b>

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Master of Science in Education in Educational Leadership.....	130, 131
Master of Science in Education in Educational Theory and Practice.....	132, 133
Master of Science in Education in English.....	193, 194
Master of Science in Education in Mathematics.....	275



~~Master of Science in Education in Middle Level Education.....134, 135~~  
Master of Science in Education in Physical Education..... 136, 137, 138

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Methods and Materials - Secondary Education, Course Descriptions.....309  
    Teaching English Course Descriptions.....329  
    Teaching Social Studies Course Descriptions.....334  
Middle Level Education  
    Course Descriptions.....313

~~Master of Science in Education in.....135~~

# LETTER OF NOTIFICATION – 6

## Inactive/Reactivate Program

1. Institution submitting request: Arkansas State University
2. Contact person/title: Dr Ron Towery, Chair, Teacher Education
3. Phone number/e-mail address: 8702198909, rtowery@astate.edu
4. Proposed effective date (last date for new student enrollments): Spring 2018
5. Title of degree program: Master of Science in Education in Middle Level Education
6. CIP Code: 13.1202
7. Degree Code: 6780
8. Reason for proposed action:

**Inactive status – No new students can be admitted to the program after the effective date.** (Program on inactive status for 5 years will be removed from the AHECB approved program inventory.)

Provide the following information:

- a. Reason for proposed action - placing program on inactive status.  
Enrollment has been very low for several years (3 graduates 16/17; 1 15/16; 3 14/15; 4 13/14)
- b. Number of students enrolled in program.  
No students currently enrolled.
- c. How will students in the inactive program be accommodated?  
No students are in the program.
- d. Projected program completion date. Fall 17
- e. Provide documentation of written notification to students currently enrolled in the program.  
No students to notify.

**Reactivate program** (Program on inactive status less than 5 years):

Provide the following information:

- a. Justification for program reactivation.
- b. Curriculum outline by semester including total semester credit hours required.
- c. List of new courses.
- d. New course descriptions.
- e. Program goals and objectives.
- f. Expected student learning outcomes.
- g. Program approval letter from licensure/certification entity, if required.
- h. Scheduled program review date (within 10 years of program implementation)
- i. Provide a copy of written notification to other institutions in the area of the proposed program offering.

9. Institutional curriculum committee review/approval date, if required:
10. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer:

Date:



# Reconfiguration of Existing Degree Program Proposal Form

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.

Gilbert Fowler	2/14/2018
----------------	-----------

Department Curriculum Committee Chair

ENTER DATE

COPE Chair (if applicable)

Marceline Hayes 2/14/2018

Department Chair:

ENTER DATE

Head of Unit (If applicable)

Warren Johnson 2/19/2018

College Curriculum Committee Chair

ENTER DATE

Undergraduate Curriculum Council Chair

Gina Hogue 2/20/2018

College Dean

ENTER DATE

Graduate Curriculum Committee Chair

<input type="text"/>	ENTER DATE
----------------------	------------

General Education Committee Chair (If applicable)

ENTER DATE

Vice Chancellor for Academic Affairs

**i. Proposed Program Title**

Master of Science in Strategic Communication

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

Dr. Holly Hall, Dept. of Communication, [hollyhall@astate.edu](mailto:hollyhall@astate.edu), 870-972-3135

**iii. Proposed Starting Date**

Fall 2018

**iv. 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> 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 →  **Format Painter**, and selecting the text you would like to apply the change to.

Please visit <https://youtu.be/yjdL2n4lZm4> for more detailed instructions.

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

## Insert Page 52 after Master of Science in Mass Communication (M.S.M.C.)

### Master of Science in Mass Communications (M.S.M.C.)

Journalism
Radio-Television

### Master of Science in Media Management (M.S.M.M.) Master of Science in Nursing (M.S.N.)

Adult Gerontology Clinical Nurse Specialist —Nurse Administrator Option —Nurse Educator Option
Family Nurse Practitioner
Nurse Anesthesia

## Master of Science in Strategic Communication (M.S.S.C.)

### Master of Social Work (M.S.W.)

### Professional Science Masters (P.S.M.)

Biotechnology
---------------

[Insert Page 201 after the Radio-Television Master of Science in Mass Communications and before the Graduate Certificate in Health Communication]

<b>University Requirements:</b>	
See Graduate Degree Policies for additional information (p. 35)	
<b>Program Requirements:</b>	<b>Sem. Hrs.</b>
MDIA 6043, Theory of Mass Communications	3
CMAC 6053, Quantitative Research Methods in Communications	3
CMAC 6203, Introduction to Graduate Study	3
CMAC 6253, Qualitative Research Methods in Communications	3
<b>Sub-total</b>	<b>12</b>
<b>Journalism Requirements:</b>	<b>Sem. Hrs.</b>
<b>Select twelve hours from the following:</b>	<b>12</b>
COMS 5113, Integrated Marketing Communication COMS 5023, Public Opinion, Propaganda and the Mass Media COMS 5603, Crisis Communication COMS 6023, Advanced Studies in Communications Law MDIA 5043, Studies in Newspaper Management MDIA 5053, Public Affairs Reporting MDIA 5083, Sports, Business and Opinion Writing MDIA 5323, Race, Gender and Media MDIA 5373, Internet Communications MDIA 6083, Journalism Seminar MDIA 680V, Independent Study	
<b>Electives:</b>	<b>Sem. Hrs.</b>
Advisor-approved Electives <i>May include six hours of thesis or project credit, courses in the college and/or courses outside the college. The topic of the thesis or project is subject to approval by the student's thesis or project committee. The thesis or project may be a continuation or extension of research begun in a Communications graduate class.</i>	6
<b>Total Required Hours:</b>	<b>30</b>

## Program of Study for the Master of Science in Strategic Communication Studies Degree

The Master of Science in Strategic Communication program provides a comprehensive foundation for a successful career in a wide range of communication fields. The program combines the foundational theories of effective communication with practical application to make an impact in a constantly changing media landscape.

### Admission Requirements

Applicants seeking admission to the Master of Science degree in Strategic Communication must submit a sample of writing, which could be a recent term paper or research paper. With approval of the advisor, a student may complete up to six hours in cognate courses.

## Strategic Communication

Master of Science

<b>University Requirements:</b>	
See Graduate Degree Policies for additional information (p. 35)	
<b>Program Requirements:</b>	<b>Sem. Hrs.</b>
COMS 6033, Media Regulation, Public Interest and the Law <b>OR</b> MDIA 6423, Media Entrepreneurship	3
CMAC 6053, Quantitative Research Methods	3
COMS 6253, Audience Market Analysis	3
COMS 6263, Media Account Management	3
COMS 6303, Seminar in Strategic Communications	3
<i>COMS 6533, Strategic Communication Management Capstone</i>	3
Select 4 of the following: COMS 5113, Integrated Marketing Communication COMS 5213, Social Media in Strategic Communication COMS 5463, Interactive Advertising COMS 5473, Social Media Measurement COMS 5603, Crisis Communication OR Approved Communication Studies Elective(s) (Students who have taken a 4000-level version of the above classes may substitute an approved Communication Studies Elective class.)	12
<b>Total Required Hours:</b>	<b>30</b>



**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-Jonesboro
2. Contact person/title: Dr. Holly Hall, Associate Professor
3. Title(s) of degree programs to be consolidated/reconfigured:  
Master of Science in Media Management  
Graduate Certificate in Health Communication  
**(Neither of these programs will be deleted.)**
4. Current CIP Code(s)/Current Degree Code(s): 09.0702, 09.0905
5. Proposed title of consolidated/reconfigured program: Master of Science in Strategic Communication
6. Proposed CIP Code for new program: 09.0999
7. Proposed Effective Date: Fall 2018
8. Reason for proposed program consolidation/reconfiguration:  
*(Indicate student demand (projected enrollment) for the proposed program and document that the program meets employer needs)*

This online Master’s Degree in Strategic Communication is designed for those who want to excel in advertising, public relations, social media or corporate communication. Based on anecdotal evidence from recent graduates of our bachelor’s degree program, we believe the need for this master’s program exists. This program will help graduates successfully move on to a variety of fulfilling careers applying the strategic communication principles and skills they learned to jobs that run the gamut from business, government, and politics to entertainment, health, and social justice. Our program has specific communication expertise embedded in the curriculum emphasizing developing trends in social media. From the Bureau of Labor Statistics: “Employment of public relations specialists is projected to grow 9 percent from 2016 to 2026, about as fast as the average for all occupations. The need for organizations to maintain their public image will continue to drive employment growth.” (<https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>) Many potential students have undergraduate degrees in strategic communication areas, but received them at a time when social and digital media were not a part of the curriculum. A master’s degree will help our graduates stand out in this highly competitive and growing field. The rise of social and digital media is changing

communication across industries, increasing the need for communication professionals with a diverse skill set whose messages get heard.

9. 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.*

*Master of Science in Media Management*

Course Number	Course Name	Credit Hours
<b>CMAC 6053</b>	<b>Quantitative Research Methods in Mass Communication</b>	<b>3</b>
CMAC 6463	Media Management Applications/Capstone	3
COMS 6033	Media Regulation, Public Interest & the Law	3
<b>COMS 6253</b>	<b>Audience Marketing Analysis</b>	<b>3</b>
MDIA 6023	Advanced Studies in Broadcast Management	3
MDIA 6043	Theory of Mass Communication	3
Choose One Option		
Mass Media Management (Select four of the following)		
<b>COMS 5113</b>	<b>Integrated Marketing Communication</b>	<b>3</b>
<b>COMS 5213</b>	<b>Social Media in Strategic Communication</b>	<b>3</b>
<b>COMS 5603</b>	<b>Crisis Communication</b>	<b>3</b>
<b>COMS 6263</b>	<b>Media Account Management</b>	<b>3</b>
COMS 6413	Organizational and Intercultural Communication	3
MDIA 6423	Media Entrepreneurship	3
Public Administration (Select for of the following)		
COMS 5213	Social Media in Strategic Communication	3
COMS 6263	Media Account Management	3
POSC 6543	Administrative Behavior	3
POSC 6563	Seminar in Public Administration	3
POSC 6593	Seminar in Human Resource Management	3
POSC 6613	Administrative Leadership	3
POSC 6623	Administrative Ethics	3
POSC 6633	Public Information Management	3
Social Media Management (Select four of the following)		
COMS 5113	Integrated Marketing Communication	3
COMS 5213	Social Media in Strategic Communication	3

COMS 5463	Interactive Advertising	3
COMS 5473	Social Media Measurement	3
COMS 6263	Media Account Management	3
Total Hours		30

*Graduate Certificate in Health Communication*

Course Number	Course Name	Credit Hours
NURS 6483	Ethics in Health Care	3
COMS 5402	Seminar in Health Communication	3
COMS 5243 <b>OR</b> COMS 6243	Interpersonal Communication <b>OR</b> Seminar in Interpersonal Communication	3
COMS 5253	Intercultural Communication	3
Electives		
COMS 6303	Seminar in Strategic Communications	3
Elective	Elective	3
Total Hours		18

*Proposed Master of Science in Strategic Communication*

Semester 1		
Course Number	Course Name	Credit Hours
CMAC 6053	Quantitative Research Methods	3
COMS 6303	Seminar in Strategic Communications	3
COMS 6253	Audience Market Analysis	3
COMS 6263	Media Account Management	3
Semester 2 (select four of the following)		
COMS 5213	Social Media in Strategic Communications	3
COMS 5113	Integrated Marketing Communication	3
COMS 5463	Interactive Advertising	3
COMS 5473	Social Media Measurement	3
COMS 5603	Crisis Communication	3
Semester 3		
COMS 6033 or MDIA 6423	Media Regulation, Public Interest and the Law OR Media Entrepreneurship	3
COMS 6533	Strategic Communication Management Capstone	3
Total Hours		30

*COMS 6533 Strategic Communication Management Capstone*

*Students will investigate a real-world strategic communication issue, formulating solutions, recommendations and strategies that bridge the gap between theory and practice. Course will be taken the final term of completing degree requirements.*

10. Provide program budget. Indicate amount of funds available for reallocation.  
No new funds or resources are required for this degree program.
11. Provide current and proposed organizational chart. *See end of document.*
12. Institutional curriculum committee review/approval date: [Enter text..]
13. Are the existing degrees offered off-campus or via distance delivery? The Master of Science in Media Management is offered via Distance Delivery
14. Will the proposed degree be offered on-campus, off-campus, or via distance delivery?  
The proposed program will be offered via Distance Delivery
15. Identify mode of distance delivery or the off-campus location for the proposed program.  
Blackboard Learn platform
16. 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).*  
N/A
17. 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.*
18. List institutions offering similar program and identify the institutions used as a model to develop the proposed program.  
Liberty University Online – M.A. in Strategic Communication  
The University of Iowa – Master’s in Strategic Communication  
Columbia University – M.S. in Strategic Communication

Michigan State University – M.A. in Strategic Communication Online

Model used to develop was courses taken from the M.S. in Media Management program

19. Provide scheduled program review date (within 10 years of program implementation).  
Fall 2028
20. Provide additional program information if requested by ADHE staff.  
[Enter text...]

---

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic officer: \_\_\_\_\_

Date:

Name (printed):

**Program Budget  
(referenced in # 10)**

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

Due to many of these courses being already being offered in AOS programs, no new funds or resources are required for this degree program

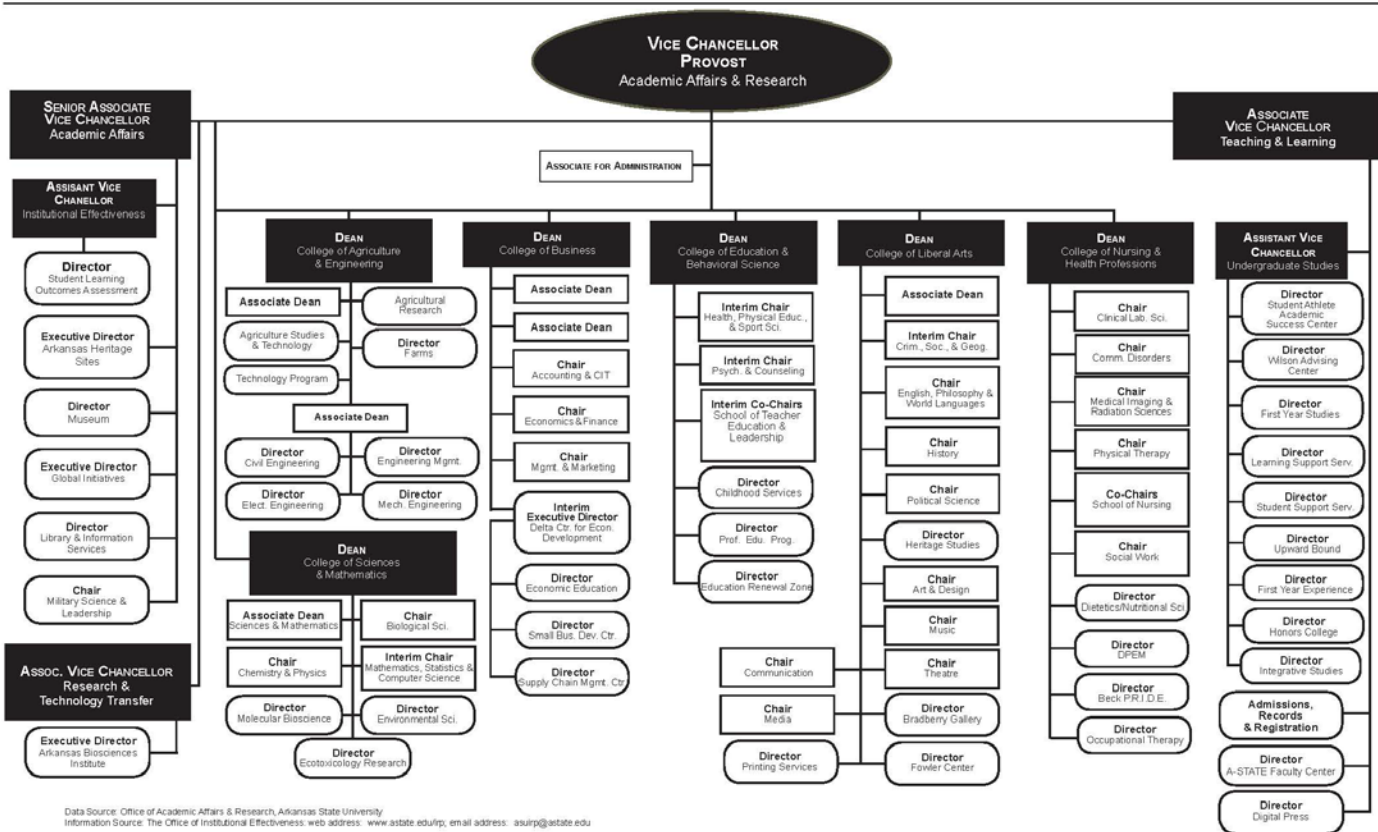
# Organizational Chart (referenced in # 11)

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

The program will be housed in the College of Liberal Arts and Communication Department of Communication

## Academic Affairs & Research - Jonesboro Campus

### 2016-2017 Organizational Structure



**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

**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.*

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

### **Program Assessment**

**Outcome 1** To apply theories of communications to problems of today.

Assessment Measure Capstone experience

Which courses are responsible for this outcome? COMS 6533 Strategic Communication Management Capstone

Assessment Timetable At the end of the capstone class. Results will be compiled, analyzed and reported at the annual Strategic Communication faculty assessment meeting in December.

Who is responsible for assessing and reporting on the results? Capstone class instructor, Strategic Communication Program Assessment Chair

**Outcome 2** To apply principles of research to problems and issues in communications

Assessment Measure Capstone experience

Which courses are responsible for this outcome? COMS 6533 Strategic Communication Management Capstone

Assessment Timetable At the end of the capstone class. Results will be compiled, analyzed and reported at the annual Strategic Communication faculty assessment meeting in December.

Who is responsible for assessing and reporting on the results? Capstone class instructor, Strategic Communication Program Assessment Chair

*Please repeat as necessary.*

## New Course Proposal Form

Undergraduate Curriculum Council

Graduate Council

<input checked="" type="checkbox"/> New Course or <input type="checkbox"/> Experimental Course (1-time offering)	(Check one box)
--	-----------------

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.

Gilbert Fowler 2/14/2018  
**Department Curriculum Committee Chair**

	ENTER DATE...
--	---------------

**COPE Chair (if applicable)**

Marceline Hayes 2/14/2018  
**Department Chair:**

	ENTER DATE...
--	---------------

**Head of Unit (If applicable)**

Warren Johnson 2/19/2018  
**College Curriculum Committee Chair**

	ENTER DATE...
--	---------------

**Undergraduate Curriculum Council Chair**

Gina Hogue 2/20/2018  
**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)  
Holly Hall, Dept. of Communication, [hollyhall@astate.edu](mailto:hollyhall@astate.edu), 972-3135

2. Proposed Starting Term and Bulletin Year  
Fall 2018

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9.*)  
COMS 6533

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

Strategic Communication Management Capstone

Short title: STRATEGIC COMM MGMT CAPSTONE

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

Students will investigate a real-world strategic communication issue, formulating solutions, recommendations and strategies that bridge the gap between theory and practice. Course will be taken the final term of completing degree requirements.

6. Prerequisites and major restrictions. (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).

a. **Yes** Are there any prerequisites?

a. If yes, which ones?

CMAC 6053, Quantitative Research Methods

COMS 6253, Audience Market Analysis

COMS 6263, Media Account Management

COMS 6303, Seminar in Strategic Communications

b. Why or why not?

These classes will provide the research and topical foundation for the major course requirement of a research paper.

b. **Yes** Is this course restricted to a specific major?

a. If yes, which major? Master's in Strategic Communication

7. Course frequency (e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

n/a

8. Will this course 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 choose one.

lecture

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])  
standard letter

10. **No** Is this course dual listed (undergraduate/graduate)?

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.

**11.2** – Are these courses offered for equivalent credit? No  
Please explain.

12. **Yes** Is this course in support of a new program?

- a. If yes, what program?  
Master's in Strategic Communication

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

- a. If yes, what course?

14. **No** Will this course be equivalent to a deleted course?

- a. If yes, which course?

15. **Yes** Has it been confirmed that this course number is available for use?

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

16. **No** 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.

## Course Details

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

**Course focus:** Students will complete an intensive research project focused on a topic related to the field of strategic communication. Possible topics can be chosen from the fields of business, politics, advocacy, non-profits, entertainment, public health, the environment, popular culture, and other sectors.

- Students will conduct a review of the relevant scholarly and professional literature, carry out research on the topic using appropriate methodological approaches, and write a research paper that expresses and supports a thesis. It is an opportunity for students to become an expert in a specialized topic, deepening their understanding of an area that they are passionate about and that aligns with their career goals.
- Sample topic ideas: effective crisis communication in response to hurricane threats, strategic communication about renewable energy, the Virginia Tech massacre: framing and crisis communication, analysis of news aggregator and social media habits, higher education branding and university athletics, corporate social responsibility and the Red Campaign, visual persuasion in campaign advertising, communication strategies and mental health stigma, advertising and gender portrayals, political communication and young voter engagement.

### **Course Schedule:**

#### **Module 1**

(1) Lecture: Fundamentals of research design

(2) Post to the discussion board your research paper topic ideas including a thesis statement and methodological approach. Classmates provide feedback and suggestions to each other. Your topic will ultimately be approved by the instructor and the instructor will notify you when the topic has been approved so that you may begin the research process.

**All work is to be completed by Friday at 8 a.m.**

#### **Module 2**

(1) Lecture: Choosing appropriate literature

(2) Identify 15 or more peer-reviewed and scholarly sources specific to your topic and compile/write an annotated bibliography.

**All work is to be completed by Friday at 8 a.m.**

#### **Module 3**

(1) Lecture: Writing the Literature Review

(2) Based on their annotated bibliography, students write a detailed outline for their literature review and complete a draft of their research designs. Students will post to the discussion board for feedback from the instructor and class.

**All work is to be completed by Friday at 8 a.m.**

#### **Module 4**

(1) Students will use this week to conduct their research. Post status of research process to the discussion board.

**All work is to be completed by Friday at 8 a.m.**

**Module 5**

(1)Continue conducting research and prepare a draft of findings to post to the discussion board.

**All work is to be completed by Friday at 8 a.m.**

**Module 6**

(1)Post final paper to the discussion board.

**All work is to be completed by Friday at 8 a.m.**

**Module 7**

(1)Post reflection to discussion board: What would you do differently on this research project if you had it to do over again? What are some options for future research with your topic? What recommendations can you make regarding your topic to practitioners in the strategic communication field?

18. Special features (e.g. labs, exhibits, site visitations, etc.)

19. Department staffing and classroom/lab resources

This is an online class that will not require additional staff or physical resources.

- a. Will this require additional faculty, supplies, etc.?  
No

20. **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.*

**Course Justification**

21. Justification for course being included in program. Must include:

- a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

**Rationale:** This course will serve as our capstone course for the new online Master's in Strategic Communication. The Strategic Communication capstone course is an opportunity for students to synthesize and apply knowledge from throughout the Strategic Communication program. Under the guidance of the instructor, students investigate a real-world strategic communication issue, devising solutions, recommendations and strategies that bridge the gap between theory and practice.

**Course Goals:** Students who successfully complete this course should: Demonstrate the ability to choose an independent research topic; evaluate published research in the area of their chosen topic; design a research project; apply concepts, theories, ideas and frameworks to the design of their research projects; apply appropriately one or more quantitative or qualitative approaches, or mixed methods approaches in conducting their research and produce a substantial, independent academic research paper.

- b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

The Master of Science program in Strategic Communication is based on two program goals. The specific goals addressed in this course are italicized.

- I. Graduates should be able to *apply theories of communication* to problems of today.
- II. Graduates should be able to *apply the principles of research* to problems and issues in communication.

c. Student population served.

This course is for students enrolled in the online Master's in Strategic Communication degree program. This program is designed for those who want to excel in advertising, public relations, social media or corporate communication.

d. Rationale for the level of the course (lower, upper, or graduate).

Graduate level course: The Strategic Communication capstone course is an opportunity for students to synthesize and apply knowledge from throughout the Strategic Communication Master's program. The course is graduate level as students are expected to conduct a level of research and writing that goes beyond what would be expected of our undergraduate program. Specifically, the students must demonstrate the ability to choose an independent research topic; evaluate published research in the area of their chosen topic; design a research project; apply concepts, theories, ideas and frameworks to the design of their research projects; apply appropriately one or more quantitative or qualitative approaches, or mixed methods approaches in conducting their research and produce a substantial, independent academic research paper.



## Assessment

### Relationship with Current Program-Level Assessment Process

22. 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?

This course will serve as our capstone course for the new Master's program in Strategic Communication. See the assessment table below for specifics on how this course fits into the program's assessment plan.

23. 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.*

### **Course Assessment**

**Course Goals:** Students who successfully complete this course should:

Demonstrate the ability to choose an independent research topic; evaluate published research in the area of their chosen topic; design a research project; apply concepts, theories, ideas and frameworks to the design of their research projects; apply appropriately one or more quantitative or qualitative approaches, or mixed methods approaches in conducting their research and produce a substantial, independent academic research paper.

### **Course Outcomes:**

The Master of Science program in Strategic Communication is based on two program goals. The specific goals addressed in this course are italicized.

- I. Graduates should be able to *apply theories of communication* to problems of today.
- II. Graduates should be able to *apply the principles of research* to problems and issues in communication

### Capstone Paper Rubric

CRITERIA	1 = Beginner	2 = Basic	3 = Proficient	4 = Mastery	Score
Significance of Topic	Topic is of little importance or unrelated to field of study. Topic will not add to the body of literature in the field of study. Topic has little theoretical or practical importance to the field of study. Topic demonstrates no innovative	Topic is of some importance and is related to field of study. Topic will somewhat add to the body of literature in the field of study. Topic had basic theoretical and practical importance to the field of study. Topic demonstrates	Topic is important and related to field of study. Topic will moderately add to the body of literature in the field of study. Topic has moderate theoretical and practical	Topic of major importance and specifically related to the field of study. Topic has significant theoretical and practical importance to the field of study. Topic	

	thinking.	some innovative thinking.	importance to the field of study. Topic demonstrates a moderate level on innovative thinking.	demonstrates a high level of innovative thinking.	
Purpose	Unclear and confusing. No conceptualization.	Somewhat understandable but needs clarity. Some level of conceptualization.	Clearly stated and appropriately worded. Moderately conceptualized.	Clearly stated and appropriately worded. Well conceptualized.	
Research Questions/ Hypothesis	Unrelated to purpose and poorly written. Significant revision needed.	Somewhat related to purpose and understandable. Significant revision needed.	Related purpose and understandable. Moderate revision needed.	Clearly related to purpose and understandable. Little or no revision needed.	
Review of Literature/ Theoretical Framework	Incomplete or disorganized. Includes an inappropriate number of non-refereed sources. Fails to establish an appropriate theoretical framework (including motivational theories) for the research topic. Fails to site appropriately. Not appropriate for publication or presentation.	Partially complete and somewhat disorganized. Includes few non-refereed sources. Establishes a basic theoretical framework (including motivational theories) for the research topic. Demonstrates a basic understanding of appropriate citation format, but requires significant revision. Is not appropriate for publication or presentation without significant revision.	Complete literature review with sound organization. Includes very few non-referred sources and provides current research relevant to the field and the topic. Establishes a sound and proficient theoretical framework (including motivational theories) for the research topic. May be appropriate for publication or presentation with major or moderate revision.	Comprehensive literature review. Includes current and landmark literature highly relevant to the topic. Establishes an advanced theoretical framework (including motivational theories) for the research topic. Is appropriate for publication or presentation with little or no revision.	

<p>Method</p>	<p>Incomplete and little description of methods. Methods appear inappropriate or unrelated to purpose and research questions. Data analysis is incomplete and inappropriate. Not appropriate for publication or presentation.</p>	<p>Partial description of methods which appear to be appropriate and related to purpose and research questions. Data analysis appears appropriate for the research but needs significant refinement. Is not appropriate for publication or presentation without significant revision.</p>	<p>Moderately well written and mostly complete description of methods. Methods appear sound, appropriate and related to purpose and research questions. Data analysis is appropriate for the research but needs some refinement. May be appropriate for publication or presentation with major or moderate revision.</p>	<p>Well written, detailed description of methods. Methods are highly appropriate for this type of project and are directly linked to the purpose and research questions. Data analysis is highly appropriate for the research and needs little or no refinement. Is appropriate for publication or presentation with little or no revision.</p>	
<p>Results &amp; Discussion</p>	<p>Inaccurately stated based on the data. No discussion to compare findings to previous research. No relationship to purpose and research questions/hypothesis. Fails to discuss key findings. Shows little or no critical analysis of research related to topic and compared to current study. Not appropriate for publication or presentation</p>	<p>Accurately stated based on the data. Limited discussion with some comparison to previous research. Relates material to purpose and research questions/hypothesis. Some discussion of key findings and their implications. Shows some critical analysis of research related to topic and compared to current study. Is not appropriate for publication or presentation without significant revision.</p>	<p>Accurately stated based on the data. Discussion relates findings to previous research on topic. Discussion relates key findings to previous research and prevents implications. Shows critical analysis of research related to topic and compared to current study. May be appropriate for publication or</p>	<p>Accurately stated based on the data. Thoughtful, detailed and comprehensive discussion is presented. Key findings are specifically related to previous research. Implications are well presented. Shows creative thinking and thoughtful insight. Shows critical analysis of research related to topic and compared to current study.</p>	

			presentation.	Is appropriate for publication or presentation with little or no revision.	
Format, Citations, & References	Project is disorganized or difficult to read. Project is not presented in format appropriate for intended scholarly venue. Presentation of material is inappropriate and unprofessional. Few appropriate citations are used. Citations and references are not presented in proper format and need significant revision.	Project is somewhat organized but in need of significant clarification. The majority of the project is not presented in format appropriate for intended scholarly venue. Presentation of material is somewhat appropriate and professional. A moderate number of appropriate citations are used, but more may be needed. Citations and references are not presented in proper format, and are in need of moderate revision.	Project is organized, but in need of major clarification in some areas. The majority of the project is presented in format appropriate for intended scholarly venue. Presentation of material is appropriate and professional. A high number of appropriate citations are used, Few, if any, additional sources may be needed. The Majority of citations and references are presented in proper format, and are in need of minor revision.	Project is well organized, needing only very little clarification, if any. The entire project is presented in format appropriate for intended scholarly venue. Presentation of the material is highly appropriate and professional. All citations are appropriate. Additional sources are not needed. All citations and references are presented in proper format and do not need revision.	
Concentration in Strategic Communication	Does not identify topical strategic communication issues and skills for addressing those issues.	Somewhat identifies topical strategic communication issues and some skills for addressing those issues.	Mostly identifies topical strategic communication issues and most skills for addressing those issues.	Completely identifies topical strategic communication issues and skills for addressing those issues.	
Overall Content/ Project Evaluation (Readiness to Submit for Publication or	Demonstrates lack of knowledge in field of study, the selected topic, and research design. Not appropriate for publication or presentation.	Demonstrates basic level of knowledge in field of study, the selected topic, and research design. Is not appropriate for publication or presentation without	Demonstrates a proficient level of knowledge related to field of study, the selected topic, and research design. May be appropriate for	Demonstrates a high level of mastery of knowledge related to field of study, the selected topic, and research design. Is	

Professional Presentation)		significant revision.	publication or presentation with major revision.	appropriate for publication or presentation with little or no revision.	

**Program Assessment**

**Outcome 1** To apply theories of communications to problems of today.

Assessment Measure Capstone experience

Which courses are responsible for this outcome? COMS 6533 Strategic Communication Management Capstone

Assessment Timetable At the end of the capstone class. Results will be compiled, analyzed and reported at the annual Strategic Communication faculty assessment meeting in December.

Who is responsible for assessing and reporting on the results? Capstone class instructor, Strategic Communication Program Assessment Chair

**Outcome 2** To apply principles of research to problems and issues in communications.

Assessment Measure Capstone experience

Which courses are responsible for this outcome? COMS 6533 Strategic Communication Management Capstone

Assessment Timetable At the end of the capstone class. Results will be compiled, analyzed and reported at the annual Strategic Communication faculty assessment meeting in December.

Who is responsible for assessing and reporting on the results? Capstone class instructor, Strategic Communication Program Assessment Chair


## Bulletin Changes

### Instructions

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Please visit <https://youtu.be/yjdL2n4lZm4> for more detailed instructions.

Graduate Bulletin 2017-2018, p. 325 [see also proposal for MS in Strategic Communication]

**COMS 6413. Organizational and Intercultural Communication** Course will introduce students to intercultural communication and function of organization communication in the workplace, addressing how effective communication within organizations affects business and how to advance intercultural skills while being aware of different world views.

*COMS 6533. Strategic Communication Management Capstone* Students will investigate a real-world strategic communication issue, formulating solutions, recommendations and strategies that bridge the gap between theory and practice. Course will be taken the final term of completing degree requirements. Prerequisites: CMAC 6053, COMS 6253, COMS 6263, and COMS 6303.

**COMS 660V. Internship in Communication Studies** Combines relevant work experience with classroom theory.

**COMS 670V. Thesis**

**COMS 680V. Independent Study**

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

## Bulletin / Banner Change Transmittal Form

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.

Kristie Vinson	3/1/2018		ENTER DATE
<b>Department Curriculum Committee Chair</b>		<b>COPE Chair (if applicable)</b>	
Shawn Drake, PT, PhD	3/1/2018		ENTER DATE
<b>Department Chair:</b>		<b>Head of Unit (If applicable)</b>	
Deanna Barymon	3/1/2018		ENTER DATE
<b>College Curriculum Committee Chair</b>		<b>Undergraduate Curriculum Council Chair</b>	
Susan Hanrahan	3/1/2018		ENTER DATE
<b>College Dean</b>		<b>Graduate Curriculum Committee Chair</b>	
	ENTER DATE		ENTER DATE
<b>General Education Committee Chair (If applicable)</b>		<b>Vice Chancellor for Academic Affairs</b>	

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

Shawn Drake

**2.Proposed Change**

Change PT 8191 Culminating Experience from Fall Year 3 to Spring Year 3

**3.Effective Date**

Fall 2018

**4.Justification** – Please provide details as to why this change is necessary.

The course number/title was changed to PT 8191 Culminating Experience and moved to Fall of Year 3 at GC meeting on 10/18/16. Faculty would like to keep Culminating Experience in the Spring Year 3. Students take a practice board exam that is implemented by the Federation of State Boards of Physical Therapy (FSBPT). FSBPT changed the time between taking two

**Please note – any change to course number, course prefix, or course title should utilize the ‘Course Revision’ form.**

Form Revised: 09/05/2017



exams from 30 days to 90 days, allowing easier administration of the exam in the spring, which is the preferred time to offer the course.


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Page 213

Fall, Year 3	Sem. Hrs.
PT 7343, Administration	3
<del>PT 818V, Independent Study &amp; Culminating Experience</del>	<del>4</del>
PT 8571, Research III	1
PT 8573, Special Topics in Physical Therapy	3
PT 8674, Musculoskeletal III	4
PT 8774, Neuromuscular IV	4
PT 8872, Clinical Decision Making	2
<b>Sub-total</b>	<del>18</del> <b>17</b>
Spring, Year 3	Sem. Hrs.
PT 8585, Clinical Education IV	5
PT 8685, Clinical Education V	5

**Please note - any change to course number, course prefix, or course title should utilize the 'Course Revision' form.**  
Form Revised: 09/05/2017

PT 8191 Independent Study & Culminating Experience	1
	<del>10</del> 11
Sub-total	
Total Required Hours:	108

**Please note - any change to course number, course prefix, or course title should utilize the 'Course Revision' form.**  
 Form Revised: 09/05/2017

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

## Course Deletion Proposal Form

Undergraduate Curriculum Council

Graduate Council

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Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

David F. Gilmore	3/1/2018
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**Department Curriculum Committee Chair**

	ENTER DATE
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**COPE Chair (if applicable)**

Travis D. Marsico	3/1/2018
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**Department Chair:**

	ENTER DATE
--	------------

**Head of Unit (If applicable)**

David F. Gilmore	3/1/2018
------------------	----------

**College Curriculum Committee Chair**

	ENTER DATE
--	------------

**Undergraduate Curriculum Council Chair**

Anne A. Grippo	3/1/2018
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**College Dean**

	ENTER DATE
--	------------

**Graduate Curriculum Committee Chair**

	ENTER DATE
--	------------

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

	ENTER DATE
--	------------

**Vice Chancellor for Academic Affairs**

**1. Course Title, Prefix and Number**

Forensic Entomology    BIO 5303

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

Tanja McKay    [tmckay@astate.edu](mailto:tmckay@astate.edu)    972-3240

**3. Last semester course will be offered**

Last offered Fall 2015

Please clarify by selecting one of the following:

- a.  Remove Department of Biological Sciences from bulletin for Fall of 2018
- b.  Other -

#### **4. Student Population**

- a. The course was initially created for what student population?

Undergraduate students in the Forensic Sciences Program, Department of Chemistry and Physics. At the time of the creation of this course, we also decided graduate students would be interested in this course as well.

- b. How will deletion of this course affect those students?

No students will be affected since the Forensic Sciences Program no longer exists. (removed in 2010-11). The last student graduated in 2017.

#### **College, Departmental, or Program Changes**

5. a. How will this affect the college, department, and/or program?

No students will be affected since the Forensic Sciences Program no longer exists. Although this course was offered in Biological Sciences, this deletion will not affect students since it is not a degree requirement for graduate students.

- b. Does this program and/or course affect another department? **No**

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

- c. Please provide a short justification for why this course being deleted from program.

The last time this course was offered, only two students signed up for this course. Since the Forensic Sciences Program no longer exists and it is not a requirement for students in other degree programs, including Biological Sciences, this deletion will not affect students. This course is not a degree requirement.

6. **Is there currently a course listed in the bulletin which is equivalent to this one?**

If yes, which course(s)?

No

7. **Will this course be equivalent to a new course?**

If yes, what course?


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Page 365 in Graduate Bulletin 2017-2018

**BIO 5302. Laboratory for Aquatic Entomology** Four hours per week. To be taken concurrently with BIO 5301. Special course fees may apply.

~~**BIO 5303. Forensic Entomology** The life history, ecology, and behavior of insects and related arthropods and how they affect the interpretation of potential crime scenes.~~

**BIO 5311. Fishery Biology** A study of identification, ecology, food habits, management, and behavior of fishes. Lecture one hour per week.  
Prerequisites: BIO 1301,1303.

## Bulletin / Banner Change Transmittal Form

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Graduate Council

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Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

E. T. Hammerand	1/18/2018
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**Department Curriculum Committee Chair**

--

**COPE Chair (if applicable)**

ENTER DATE

Hung-Chi Su	2/23/2018
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**Department Chair:**

--

**Head of Unit (If applicable)**

ENTER DATE

David F Gilmore	3/1/2018
-----------------	----------

**College Curriculum Committee Chair**

--

**Undergraduate Curriculum Council Chair**

ENTER DATE

Anne A. Grippo	3/1/2018
----------------	----------

**College Dean**

--

**Graduate Curriculum Committee Chair**

ENTER DATE

	ENTER DATE
--	------------

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

--

**Vice Chancellor for Academic Affairs**

ENTER DATE

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

E. T. Hammerand, hammerand@astate.edu, 680.8109

### 2.Proposed Change

modification to department definition of satisfactory progress

### 3.Effective Date

2/23/2018

### 4.Justification – Please provide details as to why this change is necessary.

The current department definition for satisfactory progress has proven to be unnecessarily stringent.

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**Please note – any change to course number, course prefix, or course title should utilize the 'Course Revision' form.**

Form Revised: 09/05/2017


## Bulletin Changes

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2017-2018 Graduate Bulletin, page 261

### SATISFACTORY PROGRESS

Students are required to maintain a “B” average in all graduate coursework in Computer Science and approved Mathematics/Statistics courses. ~~If a student is placed on academic probation, they must increase the GPA to at least 3.0 within one semester or they will be removed from the program.~~ A student who receives two “C”s in one semester or receives a “C” while on probation will be terminated from the program. A student who receives one “F” will be removed from the program.

**Please note – any change to course number, course prefix, or course title should utilize the ‘Course Revision’ form.**  
Form Revised: 09/05/2017