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

**New or Modified Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

|  |
| --- |
| **[ ]New Course, [ ]Experimental Course (1-time offering), or [X]Modified Course (Check one box)** |

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

|  |  |
| --- | --- |
| Ronald Sitton, Ph.D. 2/15/2022 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Brad Rawlins 2/16/2022 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 2/23/2022  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Carl M. Cates 3/2/2022 **College Dean** | Alan Utter 3/31/2022  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Ronald Sitton, Ph.D., School of Media and Journalism, [rsitton@astate.edu](mailto:rsitton@astate.edu) 870-972-2979

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Fall 2022, 2022-2023 Graduate Bulletin

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

|  |  |  |
| --- | --- | --- |
|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** | **MDIA** | **N/A** |
| **Number\*** | **5333** | **6333** |
| **Title** | Trending Topics | **N/A** |
| **Description\*\*** | A seminar that addresses current topics in the area of communication. | **A seminar that addresses current topics in media and journalism.** |

***\**** (Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

\*\*Forty words or fewer as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? NO]**

(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...
2. **Proposed course frequency [Modification requested? NO]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

N/A

1. **Proposed course type [Modification requested? NO]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Enter text...

1. **Proposed grade type [Modification requested? NO]**

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

Enter text...

1. NO Is this course dual-listed (undergraduate/graduate)?
2. 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.)*

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

Enter text...

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. NO Is this course in support of a new program?

a. If yes, what program?

M.S. in Mass Communication

1. YES Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

MDIA 5333 Trending Topics

**Course Details**

1. **Proposed outline** **[Modification requested? NO]**

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

Enter text...

1. **Proposed special features** **[Modification requested? NO]**

(e.g. labs, exhibits, site visitations, etc.)

Enter text...

1. **Department staffing and classroom/lab resources**

Enter text...

1. Will this require additional faculty, supplies, etc.?

No additional staff requirements

1. 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.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

The M.S. in Mass Communication curriculum revision is adding multiple courses on a 4+1 to allow students to gain master’s credits while working on their bachelor’s degree. The movement of those courses have provided a dearth of 6000-level courses students will need to complete the available hours.

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

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

Enter text...

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

Enter text...

c. Student population served.

Enter text...

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

Enter text...

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. NO Do the proposed modifications result in a change to the assessment plan?

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. 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...

1. Considering the indicated program-level learning outcome/s (from question #19), 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.*

|  |  |
| --- | --- |
| **Program-Level Outcome 1 (from question #19)** | 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**

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

|  |  |
| --- | --- |
| **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**

|  |
| --- |
| **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. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*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.** |

**CURRENT**

**Graduate Bulletin 2021-2022, p. 233**

## Journalism

**Master of Science in Mass Communications**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| 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 |
| **Sub-total** | **12** |
| **Journalism Requirements:** | **Sem. Hrs.** |
| **Select twelve hours from the following:**  STCM 5113, Integrated Marketing Communication  STCM 5023, Public Opinion, Propaganda and the Mass Media STCM 5603, Crisis Communication  STCM 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, Diversity and Media  MDIA 5373, Internet Communications  MDIA 6083, Journalism Seminar  MDIA 6333, Trending Topics  MDIA 680V, Independent Study | **12** |
| **Electives:** | **Sem. Hrs.** |
| Advisor-approved Electives  *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.* | **6** |
| **Total Required Hours:** | **30** |

**Graduate Bulletin 2021-2022, p. 234**

## Radio-Television

**Master of Science in Mass Communications**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| 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 |
| **Sub-total** | **12** |
| **Radio-Television Requirements:** | **Sem. Hrs.** |
| **Select twelve hours from the following:**  STCM 5023, Public Opinion, Propaganda and the Mass Media STCM 6023, Advanced Studies in Communications Law  MDIA 5313, Multimedia Reporting ~~MDIA 5333, Trending Topics~~  MDIA 5343, News Production and Performance MDIA 5363, Multimedia Storytelling  MDIA 5373, Internet Communications MDIA 5573, Sportscasting  MDIA 6023, Advanced Studies in Broadcast Management MDIA 6033, The Broadcast Documentary  MDIA 6073, International Communication Seminar MDIA 6223, Broadcasting Seminar  MDIA 6333, Trending Topics  MDIA 680V, Independent Study | **12** |
| **Electives:** | **Sem. Hrs.** |
| Advisor-approved Electives  *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.* | **6** |
| **Total Required Hours:** | **30** |

**Graduate Bulletin 2021-2022, p. 379**

**MDIA 5313. Multimedia Reporting** Apply the basics of traditional journalism skills in the digital media practice and develop the abilities of integrating audio, photographs, graphics and video as multimedia storytelling tools to enrich online news coverage. Prerequisite, basic computer competency.

**MDIA 5323. Diversity and Media** Survey of the diversity of American race, gender and the mass media in the United States.

**~~MDIA 5333. Trending Topics~~** ~~A seminar that addresses current topics in the area of~~

~~communication.~~

**Graduate Bulletin 2021-2022, p. 381**

**MDIA 6333. Trending Topics.** A seminar that addresses current topics in media and journalism.

**MDIA 6423. Media Entrepreneurship** Students will focus on development of entrepreneurial products by taking an idea from conception to production completion while practicing aspects of management, financing, and entrepreneurship. Students will address communication industry dilemmas that address creative product development.

**MDIA 6433. Media Programming Strategies** Strategy and creative development of media offerings. Students will analyze a media market, develop programming options based on market data and initiate scheduling and promotion of such programming.

**MDIA 670V. Thesis**

**PROPOSED**

**Graduate Bulletin 2021-2022, p. 233**

## Journalism

**Master of Science in Mass Communications**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| 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 |
| **Sub-total** | **12** |
| **Journalism Requirements:** | **Sem. Hrs.** |
| **Select twelve hours from the following:**  MDIA 5043, Studies in Newspaper Management  MDIA 5053, Public Affairs Reporting MDIA 5323, Diversity and Media  MDIA 5373, Internet Communications  MDIA 6013, Specialized Writing MDIA 6333, Trending Topics MDIA 6083, Journalism Seminar MDIA 680V, Independent Study  STCM 5113, Integrated Marketing Communication  STCM 5023, Public Opinion, Propaganda and the Mass Media STCM 5603, Crisis Communication  STCM 6023, Advanced Studies in Communications Law | **12** |
| **Electives:** | **Sem. Hrs.** |
| Advisor-approved Electives  *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.* | **6** |
| **Total Required Hours:** | **30** |

**Graduate Bulletin 2021-2022, p. 234**

## Radio-Television

**Master of Science in Mass Communications**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| 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 |
| **Sub-total** | **12** |
| **Radio-Television Requirements:** | **Sem. Hrs.** |
| **Select twelve hours from the following:**  MDIA 5023, Public Opinion, Propaganda and the Mass Media  MDIA 5313, Multimedia Reporting  MDIA 5343, News Production and Performance MDIA 5363, Multimedia Storytelling  MDIA 5373, Internet Communications MDIA 5573, Sportscasting  MDIA 6023, Advanced Studies in Broadcast Management MDIA 6033, The Broadcast Documentary  MDIA 6073, International Communication Seminar MDIA 6223, Broadcasting Seminar  MDIA 6333, Trending Topics  MDIA 680V, Independent Study STCM 6023, Advanced Studies in Communications Law | **12** |
| **Electives:** | **Sem. Hrs.** |
| Advisor-approved Electives  *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.* | **6** |
| **Total Required Hours:** | **30** |

**Graduate Bulletin 2021-2022, p. 379**

**MDIA 5313. Multimedia Reporting** Apply the basics of traditional journalism skills in the digital media practice and develop the abilities of integrating audio, photographs, graphics and video as multimedia storytelling tools to enrich online news coverage. Prerequisite, basic computer competency.

**MDIA 5323. Diversity and Media** Survey of the diversity of American race, gender and the mass media in the United States.

**Graduate Bulletin 2021-2022, p. 380**

**MDIA 6333. Trending Topics.** A seminar that addresses current topics in media and journalism.

**MDIA 6423. Media Entrepreneurship** Students will focus on development of entrepreneurial products by taking an idea from conception to production completion while practicing aspects of management, financing, and entrepreneurship. Students will address communication industry dilemmas that address creative product development.

**MDIA 6433. Media Programming Strategies** Strategy and creative development of media offerings. Students will analyze a media market, develop programming options based on market data and initiate scheduling and promotion of such programming.

**MDIA 670V. Thesis**