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| For Registrar’s Use only |

Code # MCOM02 (2014)

**New Emphasis/Concentration or Option Proposal-Bulletin Change Transmittal Form**

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

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| **New Certificate or Degree Program** (The following critical elements are taken directly from the Arkansas Department of Higher Education’s “Criteria and Procedures for Preparing Proposals for New Programs”.) Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary.*.* |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

**1. Proposed Program Title**

BS in Strategic Communication with an emphasis in Social Media Management

**2. CIP Code Requested**

5.11.6

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

Holly Hall

[hollyhall@astate.edu](mailto:hollyhall@astate.edu) 870-972-3135

**4. Proposed Starting Date**

Fall 2015

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

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| CMAC 2053, Introduction to Visual Communications | 3 |
| CMAC 3001, Professional Seminar | 1 |
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**Major in Strategic Communication**

**Bachelor of Science Emphasis in Social Media Management**

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 40) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate Degrees (p. 82)  **Students with this major must take the following:**  *CMAC 1003, Mass Communication in Modern Society COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **College of Media and Communication Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Media and Communication Section) | **4** |
| **Major Requirements:** | **Sem. Hrs.** |
| AD 4003, Account Planning & Management | 3 |
| CMAC 1001, Media Grammar and Style | 1 |
| CMAC 2003, Media Writing | 3 |
| CMAC 4073, Communications Law and Ethics | 3 |
| PRAD 3143, Strategic Writing | 3 |
| PRAD 3553, Strategic Visual Communications | 3 |
| **Sub-total** | **16** |
| **Communications Electives or Specialization:** | **Sem. Hrs.** |
| GCOM 1813 Introduction to Digital Publishing OR GCOM 3673 Desktop Publishing  CMP 2313 Multimedia Production OR CMP 4363 Multimedia Storytelling  COMS 4263 Organizational Communication OR CMP/MMJ 3373 Introduction to Internet Communication | **9** |
| **Emphasis Area (Social Media Management):** | **Sem. Hrs.** |
| AD 3023, Principles of Advertising **OR** PR 4113, Integrated Marketing Communications | 3 |
| PR 3003, Principles of Public Relations | 3 |
| PRAD 4213 Social Media in Strategic Communications | 3 |
| PR 4033, Public Relations Case Studies and Campaigns | 3 |
| MMJ 4123 Media Management and Entrepreneurship | 3 |
| **Sub-total** | **15** |
| **Minor: Marketing, and one of the electives within the marketing minor must be MKTG 4073 Social Media Marketing** | **Sem. Hrs.** |
|  | **18-21** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **17-~~20~~** |
| **Total Required Hours:** | **120** |

**LETTER OF NOTIFICATION – 3  
NEW OPTION, CONCENTRATION, EMPHASIS**(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request:

Arkansas State University

2. Contact person/title:

Holly Hall, Associate Professor of Communication

3. Phone number/e-mail address:

870-972-3135/hollyhall@astate.edu

4. Proposed effective date:

Fall 2015

5. Title of degree program:

BS in Strategic Communication

6. CIP Code:

5.11.6

7. Degree Code:

5.11.6

8. Proposed option/concentration/emphasis name:

BS in Strategic Communication with an emphasis in Social Media Management

9. Reason for proposed action:

This proposed emphasis in Social Media Management is designed for students interested in careers as Social Media Managers for a company or advertising/PR agency, Social Community Managers and Digital PR/Advertising Strategists. Organizations are using more social media than ever before. The average midsize or large company (1000 employees or more) has 178 “social media assets” (Twitter handles, employee blogs, etc.)–yet only 25% of companies offer social business training to their employees. Marketers rate social media as the second-most imporant factor (64%) in search, behind only strong content (82%). (BtoB Magazine) One-third of global b2b buyers use social media to engage with their vendors, and 75% expect to use social media in future purchases processes. (Social Media B2B) Top executives need to be involved in social media. 77% of buyers say they are more likely to buy from a company whose CEO uses social media. 94% said C-suite social media participation enhances a brand image. And 82% of employees say they trust a company more when the CEO and leadership team communicate via social media. (eMarketer) With these trends comes a need for experts who understand how to best to use this new media. In addition to the growth of marketing, public relations and advertising positions (all of which will require a deep understanding of social media), the industry has created a demand for new specialized positions in managing social media assets.

10. New option/concentration/emphasis objective

The objective of the Social Media Management emphasis area is to provide an understanding about the fast-growing, evolving social media industry from a public relations perspective. This understanding includes strategy, monitoring and brand-building through social media in conjunction with traditional public relations, advertising and marketing strategies and techniques.

**11. Provide the following:**

a. Curriculum outline - List of required courses

**(1)General Education requirements (35 hours)**

*Must take Mass Communication in Modern Society and Oral Communications*

**(2)Major requirements**

CMAC 2053 Intro to Visual Communication **3** **credits**

CMAC 1001 Media Grammar and Style **1** **credit**

CMAC 2003 Media Writing **3** **credits**

CMAC 3001 Professional Seminar **1** **credit**

AD 4003 Account Planning and Management **3** **credits**

PRAD 3143 Strategic Writing **3 credits**

PRAD 3553 Strategic Visual Communications **3 credits**

CMAC 4073 Communication Law & Ethics **3** **credits**

b. New course descriptions

NA

c. Program goals and objectives

The program goals are the same as the goals of the college, which aim to help students think critically, communicate effectively and be professional

d. Expected student learning outcomes

Prepare students to do the following:

-Identify business opportunities that social media can support

-Align social media efforts to organizational goals

-Deliver a social media strategy

-Create content roadmaps and measurement frameworks that integrate social media into the business

-Identify opportunities to expand the use of social technologies

-Grow business tactical understanding of posting or creating content and participating in social conversations

12. Will the new option be offered via distance delivery?

Not at this time. There are a few classes within the College of Media and Communications that are offered online such as Principles of Public Relations, Principles of Advertising and Organizational Communication or as web assisted courses such as Social Media in Strategic Communication. The majority of classes are face-to-face classes.

13. Mode of delivery to be used:

Lecture

14. Explain in detail the distance delivery procedures to be used:

NA

15. Is the degree approved for distance delivery?

NA

16. List courses in option/concentration/emphasis. Include course descriptions for new courses.

**Social Media Management Emphasis**

GCOM 1813, Introduction to Digital Publishing **or** GCOM 3673 Desktop Publishing **3** **credits**

PR 3003, Principles of Public Relations **3** **credits**

AD 3023 Principles of Advertising **3 credits**

PRAD 4213 Social Media in Strategic Communications **3** **credits**

PR 4113 Integrated Communications Strategies **3** **credits**

CMP 4363 Multimedia Storytelling **or** CMP 2313 Multimedia Production **3 credits**

COMS 4263 Organizational Communication **or** CMP/MMJIntroduction to Internet Communication **3 credits**

MMJ 4123 Media Management and Entrepreneurship **3 credits**

PR 4033 Public Relations Case Studies and Campaigns – with Social Media campaign focus **3 credits**

**Minor in Marketing (18 credits)**

17. Specify the amount of the additional costs required, the source of funds, and how funds will be used.

No new equipment or facilities will be needed to initiate the program.   
The program will be formulated through existing courses within the College of Media and Communication and the College of Business, requiring no additional expenditures.

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| **President/Chancellor Approval Date:** Enter date... | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |
| **Board of Trustees Notification Date:**  Enter date... |