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

**Course Revision Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

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

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

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| --- | --- |
| Po-Lin Pan 9/5/2018 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Marceline Hayes 9/12/2018 **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| Warren Johnson 9/19/2018 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Gina Hogue 9/21/2018 **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)

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

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

Fall 2019

3. Current Course Prefix and Number

COMS 6263

3.1 – **[NO]** Request for Course Prefix and Number change

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

Enter text...

3.2 – **Yes / No** If yes, has it been confirmed that this course number is available for use?

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

4. Current Course Title

Media Account Management

4.1 – **[Yes]** Request for Course Title Change

If yes, include new Course Title Below.

Advertising Account Management

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

Enter text...

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

Enter text...

5. – **[Yes]** Request for Course Description Change.

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

Advanced study of the principles and practice of ~~media~~ advertising account management. Includes an in-depth analysis of advantages and disadvantages of multiple media and strategic communication platforms in communicating messages to diverse target audiences and a discussion of effective and ethical client relationships.

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

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

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

Enter text...Why or why not?

Skills and concepts needed to successfully complete the course are self-contained within course material.

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

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

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

Enter text...

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

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

Enter text...

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

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

Enter text...

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

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

Enter text...

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

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

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

Enter text...

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

Please explain. Enter text...

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

a. If yes, what program?

Masters of Science in Strategic Communication

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

a. If yes, what course?

Enter text...

14. **NO** Will this course be equivalent to a deleted course or the previous version of the course?

a. If yes, which course?

Enter text...

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

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

Masters of Science in Media Management

Dr. Gil Fowler – Director of Media/Communication graduate programs approved the change.

16. Does this course require course fees? NO

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

**Revision Details**

17. Please outline the proposed revisions to the course.

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

Social media and digital advertising are included in the course in addition to traditional sales for legacy media account management. The proposed new course title and description better reflect the changing landscape of the advertising and media industry.

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

Alumni working in traditional media outlets report the need to be familiar with a broad range of interactive advertising options to best serve clients. Changes in the advertising landscape and media industry necessitate a curriculum shift to address more social and digital paid media in addition to traditional, legacy media sales. The Strategic Communication Assessment data indicate the need for students to improve presentations to clients, particularly related to paid media.

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

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

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

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

**Assessment**

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

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

communication

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

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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

**Course-Level Outcomes**

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

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

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**Media Management**

**Master of Science in Media Management**

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| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 35) |  |
| **Program Requirements:**  *All students are required to document a foundation in media either through professional experience or academic training. Those without such a foundation may be required to complete a series of undergraduate courses.* | **Sem. Hrs.** |
| CMAC 6053, Quantitative Research Methods in Mass Communication | 3 |
| CMAC 6463, Media Management Applications/Capstone | 3 |
| COMS 6033, Media Regulation, Public Interest & the Law | 3 |
| COMS 6253, Audience Marketing Analysis | 3 |
| MDIA 6023, Advanced Studies in Broadcast Management | 3 |
| MDIA 6043, Theory of Mass Communication | 3 |
| **Select one of the following options:**  *Students may take one of the options listed below totaling twelve (12) hours of credit.*  **Option 1: Mass Media Management:**  COMS 5113, Integrated Marketing Communication  COMS 5603, Crisis Communication  COMS 6263, ~~Media~~ Advertising Account Management  MDIA 6423, Media Entrepreneurship  **Option 2: Public Administration (select four of the following):**  COMS 5213, Social Media in Strategic Communication  COMS 6263, ~~Media~~ Advertising Account Management  POSC 6543, Administrative Behavior  POSC 6563, Seminar in Public Administration  POSC 6593, Seminar in Human Resource Management  POSC 6613, Administrative Leadership  POSC 6623, Administrative Ethics  POSC 6633, Public Information Management  **Option 3: Social Media Management:**  COMS 5113, Integrated Marketing Communication COMS 5213, Social Media in Strategic Communication COMS 5463, Interactive Advertising  COMS 5473, Social Media Measurement | 12 |
| **Sub-total** | **30** |
| **Total Required Hours:** | **30** |

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**Strategic Communication**

**Master of Science**

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| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 35) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| COMS 6033, Media Regulation, Public Interest and the Law **OR**  MDIA 6423, Media Entrepreneurship | 3 |
| CMAC 6053, Quantitative Research Methods | 3 |
| COMS 6253, Audience Market Analysis | 3 |
| COMS 6263, ~~Media~~ Advertising Account Management | 3 |
| COMS 6303, Seminar in Strategic Communications | 3 |
| COMS 6533, Strategic Communication Management Capstone | 3 |
| **Select twelve hours from 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  (*Students who have taken a 4000-level version of the above classes may substitute an approved*  *Communication Studies Elective class.*) | **12** |
| **Sub-total** | **30** |
| **Total Required Hours:** | **30** |

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**COMS 5373. Conflict Resolution** The conflict and communication course examines conflict as a communication variable created through interpersonal interaction in dyads, small groups, families, and organizations. Dual listed as COMS 4373.

**COMS 5383. Computer Mediated Communication** This course considers how identities, relationships and communities are created and influenced by our use of computers and the internet. We will gain understanding of these processes by engaging new media scholarship and activities involving different forms of new media. Dual listed as COMS 4383.

**COMS 5403. Seminar in Health Communication** Study of the major cultural, interpersonal, and public communication issues affecting health communication.

**COMS 5423. Narratives in Health and Healing** Explores the social construction of health, illness and healing through the study of narrative. Dual listed as COMS 4423.

**COMS 5463. Interactive Advertising** An introduction to the world of online interactive advertising. It surveys a variety of important topics, from integrating social media initiatives into the overall marketing communications plan to online display ads to developing an effective search engine strategy.

**COMS 5473. Social Media Measurement** Measurement and improvement of investment

outcomes from use of social media in advertising, public relations, and marketing communications.

**COMS 5603. Crisis Communication** An investigation of communications during crises, focusing on public relations, advertising and other persuasive efforts by institutions, corporations, movement leaders, and citizens to describe, persuade and shape human interactions with their environment during a crisis.

**COMS 6023. Advanced Studies in Communications Law** An advanced study of communications law problems, issues, and responsibilities. Selected publications in the field will be examined. Individual projects concerning legal problems in freedom and responsibilities of the mass media.

**COMS 6033. Media Regulation, Public Interest and the Law** Course provides an introduction to media laws and regulations, addressing how they impact media managers, how to allocate necessary resources, and how to remain current as to media policies and regulations.

**COMS 6103. Communication Theory** Theories, models, and approaches relevant to the study

of human communication.

**COMS 6233. Communication Education** A study of the history and philosophy of the pedagogy

of communication studies, to include both theoretical and applied aspects of the discipline.

**COMS 6243. Seminar in Interpersonal Communication** This course is designed to introduce students to foundational as well as current theory and research in interpersonal communication. Students will examine several interpersonal communication contexts and processes as well as methodologies in interpersonal communication.

**COMS 6253. Audience Market Analysis** Using social scientific research methods for audience/consumer analysis, this course provides a survey of applications of research in media industries. Pragmatic task activities will be conducted via Nielsen, Arbitron, SRDS and related data sources to find audience market insights.

**COMS 6263. ~~Media~~ Advertising Account Management** Advanced study of the principles and practice of ~~media~~ **advertising** account management. Includes an in-depth analysis of advantages and disadvantages of multiple media platforms **and strategic communication** in communicating messages to diverse target audiences and a discussion of effective and ethical client relationships.

**COMS 6303. Seminar in Strategic Communications** The role of strategic communications in and for organizations and brands, including communications objective(s), target audience(s), and key messages. Addresses application of communication theory and research related to public relations, advertising, and social media.

**COMS 6363. Advertising, Media, and Society** Advanced study of the relationship between media, advertising, and society. Includes an examination of ethical and social ramifications of advertising in global and diverse societies and across multiple media platforms.