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

**New Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

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| **[X] New Course or [ ]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.

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| Po-lin Pan 9/5/2018 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Marceline Hayes 9/5/2018 **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)

Holly Hall, Dept. of Communication

870-972-3135

hollyhall@astate.edu

2. Proposed Starting Term and Bulletin Year

Fall 2019

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 6313

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).

Seminar in Information Technology Law

Short Title: Information Technology Law

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

Application of principles of privacy law and technology to current legal and policy problems.

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).

1. **Yes** Are there any prerequisites? Yes
   1. If yes, which ones?

***COMS 5013, EU and US Data Protection Law and COMS 5143, Privacy Law***

* 1. Why or why not?

COMS 5013 and COMS 5143 provide the needed foundational knowledge to further critically analyze data protection and privacy law and policy issues in this class.

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

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.

Enter text...

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

Please explain. Enter text...

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

a. If yes, what program?

The already-existing M.S. in Strategic Communication has a new emphasis in Information Technology Law & Policy.

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?

a. If yes, which course?

Enter text...

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.

Enter text...

**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 for a legal research paper/law review article

(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.

**Module 2**

(1)Lecture: Choosing appropriate literature

(2)Identify 8 or more peer-reviewed and scholarly sources specific to your topic and compile/write an annotated bibliography.

**Module 3**

(1)Lecture: Writing the Introduction section

(2)Based on their annotated bibliography, students write a detailed outline for their introduction and the issues to be addressed in their paper. Students will post to the discussion board for feedback from the instructor and class.

**Module 4**

(1)Students will use this week to continue working on the background/case law/history section of their paper. Post status of research process to the discussion board.

Also ethics case study on a current data protection case/situation.

**Module 5**

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

**Module 6**

(1)Post final paper to the discussion board.

**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.)

none

19. Department staffing and classroom/lab resources

No new resources required

1. 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)

At the conclusion of the course, participants will:

(1) Apply data protection law/policy to a current issue in the field

(2) Evaluate ethical issues in data protection and privacy law.

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.

This is the last course students take in the emphasis and provides an opportunity for them to apply knowledge gained in prior classes in privacy law and data protection law.

c. Student population served.

This class will primarily serve Strategic Communication master’s degree students, but is also open to students across campus as an elective at the graduate level, if they have taken the needed prerequisites.

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

This course is a graduate level course due to the depth of and focus on the legal and theoretical concepts of data protection and privacy law, with critical analysis of case law and performing scholarly research.

**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 fits into the new emphasis of Information Technology Law and Policy for the Master’s program in Strategic Communication. The MS in Strategic Communication has a fully developed assessment plan to include the following student learning outcomes:

Students will

(1) Apply theories of communications to problems of today.

(2) Apply principles of research to problems and issues in communications.

The emphasis in information technology law and policy will contribute to these outcomes and will specifically develop students’ knowledge and application of data privacy and protection laws.

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.*

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| **Program-Level Outcome 1 (from question #23)** | Apply theories of communications to problems of today. |
| Assessment Measure | Capstone experience (SCOM 6533 Strategic Communication Management) |
| Assessment  Timetable | At the end of the capstone class. Results will be complied, 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 |

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| **Program-Level Outcome 2 (from question #23)** | Apply principles of research to problems and issues in communications. |
| Assessment Measure | Capstone experience (SCOM 6533 Strategic Communication Management) |
| Assessment  Timetable | At the end of the capstone class. Results will be complied, 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 |

**Course-Level Outcomes**

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

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| **Outcome 1** | Apply data protection law/policy to a current issue in the field |
| Which learning activities are responsible for this outcome? | Law review, scholarly article and trade publication readings, discussion board assignments |
| Assessment Measure | Final paper |

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| **Outcome 2** | Evaluate ethical issues in data protection and privacy law. |
| Which learning activities are responsible for this outcome? | Law review, scholarly article and trade publication readings, discussion board assignments |
| Assessment Measure | Final paper |

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

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| **Instructions** |

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| **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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**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 Account Management** Advanced study of the principles and practice of media account management. Includes an in-depth analysis of advantages and disadvantages of multiple media platforms 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 6313 Seminar in Information Technology Law*** *Application of principles of privacy law and technology to current legal and policy problems. Prerequisites: COMS 5013and COMS 5143.*

**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.