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

**Course Revision Proposal Form**

**[X] 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.

|  |  |
| --- | --- |
| 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

AD 3333

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 Advertising and Sales

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

If yes, include new Course Title Below.

Advertising Strategy and Sales

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.

Study of the structure of the ~~media~~ advertising industry, with emphasis on strategic legacy, digital, and social media selection and planning, as well as the basic methods of ~~selling~~ advertising sales. ~~Sales affiliation project required.~~

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. – [**YES** ] Request for Course Frequency Change(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

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

~~Fall,~~ Spring, Summer.

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

a. If yes, what program?

Enter text...

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. **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...

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.*

A social media and digital advertising strategy unit has been added while discussions of brand index and advanced media planning calculations are streamlined, as media planning calculators are now accessible for no cost through websites and applications.

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

Assessment data indicate the need to emphasize connecting media selection with overall strategy. Additionally, alumni and advisory board members have sought students for jobs requiring skills that will be addressed in the new curriculum. 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. .

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?

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**

|  |
| --- |
| **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.* |

Undergraduate Bulletin 2018-2019, p. 236

**Major in Strategic Communication**

**Bachelor of Science**

**Emphasis in Advertising**

A [complete 8-semester degree plan is available at http://registrar.astate.edu/.](http://registrar.astate.edu/)

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **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. 85)  **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** |
| **Major Requirements:** | **Sem. Hrs.** |
| AD 4003, Account Planning & Management **OR**  COMS 3363, Communication Research | 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 4753, Strategic Communication Case Studies **OR**  PRAD 4763, Strategic Communication Campaigns | 3 |
| **Sub-total** | **16** |
| **Communications Electives or Specialization:** | **Sem. Hrs.** |
| Communications Electives/Specializations (see advisor for additional information) | **12** |
| **Emphasis Area (Advertising):** | **Sem. Hrs.** |
| AD 3023, Principles of Advertising | 3 |
| AD 3033, Advertising Elements and Execution | 3 |
| AD 3333, ~~Media~~ Advertising **Strategy** and Sales | 3 |
| PR 3003, Public Relations Principles **OR**  PR 4113, Integrated Marketing Communications | 3 |
| PRAD 3553, Strategic Visual Communications **OR**  PRAD 4213, Social Media in Strategic Communications | 3 |
| **Sub-total** | **15** |
| **Minor:** | **Sem. Hrs.** |
| *Must be outside of the Departments of Media and Communication and approved by advisor.* | **18-21** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **18-21** |
| **Total Required Hours:** | **120** |

p. 491

**DEPARTMENT OF COMMUNICATION Advertising (AD)**

**AD 3023. Principles of Advertising** Advertising history, theory and practice, including traditional and nontraditional media. Fall, Spring.

**AD 3033. Advertising Elements and Execution** Principles and practices in creating and critiquing advertising messages across media platforms. Prerequisites, CMAC 2003 and AD 3023. Fall.

**AD 3133. Interactive Advertising** Online interactive advertising, including integration social media into the marketing communications plan, use of online display ads, and development of an effective search engine strategy. Fall.

**AD 3193. Advanced Photography** An in-depth examination of the uses of natural and artificial lighting, lenses, cameras, studios, and other elements needed for professional photogra- phy in advertising, promotion, portraits, sports and other environments. Emphasis placed on the business of photography. Fall.

**AD 3333. ~~Media~~ Advertising Strategy and Sales** Study of the structure of the ~~media~~ advertising industry, with emphasis on strategic legacy, digital, and social media selection and planning, as well as the basic methods of ~~selling~~ advertising sales.~~Sales affiliation project required.~~ ~~Fall,~~ Spring, Summer.

**AD 4003. Account Planning** Study of consumer insights that are strategically applied by account planners and creative teams in the advertising planning process. Fall, Spring.

**AD 4033. Advertising Case Studies and Campaigns** Study of recent advertising cases and campaigns involving business, industry, institutions and government. Students create a com- prehensive advertising campaign for a given client. Prerequisite, AD 3033, MDIA 3363, and PRAD 3143. Spring.

**AD 4333. Social Media Measurement** Measurement and improvement of investment out- comes from use of social media in advertising, public relations, and marketing communications. Spring.