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

**Bulletin / Banner Change Transmittal 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.

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| --- | --- | --- | --- |
| Po-Lin Pan 3/8/2018 **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| Marceline Hayes 3/8/18 **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 4/12/2018 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Gina Hogue | 3/29/2018 |   **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)

Po-Lin Pan, Dept. of Communication, ppan@astate.edu 870-972-2695

**2.Proposed Change**

Change title, description, and frequency of AD 3003 as follows:

**Current:**

**Account Planning and Management** This is an advanced course in strategic media and data analysis and the management of client/agency relationships. Spring.

**New:**

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

**3.Effective Date**

Fall 2018

**4. Justification –** The course will entirely replace Communication Research Methods as a required research methods course for all Strategic Communication majors and thus has been redesigned to focus more heavily on research methodology. The course will not be highlighted with the management of client-agency relationships anymore, but focus on how to find consumer insights by using various applied research methods, such as interviewing, focus groups, and survey questionnaires, in advertising planning process. The original component of management will be removed, but covered by other courses, such as Strategic Communication Case Studies. From an assessment perspective, this course serves the following learning outcome of the strategic communication program:

1. Students will apply professional ethical principles and practices appropriate to the target audience, purpose, and context.

2. Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.

3. Students will embrace difference and diversity and culture using sensitivity in a global society and adapt messages to diverse audiences.

4. Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages.

5. Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices.

6. Students will support principles of free expression and the historical context of free expression within a diverse and global society.

All program levels in the assessment plan related to this course will only focus on how to develop, create, and evaluate communication messages to target audience and market, but not how to manage client-agency relationships for the development, creation, and evaluation of communication messages.

**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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**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/)

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 41) |  |
| **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. 84)  **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 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** |

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**Major in Strategic Communication**

**Bachelor of Science**

**Emphasis in Public Relations**

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

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 41) |  |
| **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. 84)  **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 (Public Relations):** | **Sem. Hrs.** |
| AD 3023, Principles of Advertising **OR**  PR 4113, Integrated Marketing Communications | 3 |
| PR 3003, Principles of Public Relations | 3 |
| PR 3013, Public Relations Tools & Techniques | 3 |
| PR 4013, Public Relations Practicum and Professional Development | 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** |

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**Major in Strategic Communication**

**Bachelor of Science**

**Emphasis in Social Media Management**

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

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 41) |  |
| **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. 84)  **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.** |
| COMS 4263 Organizational Communication **OR**  MDIA 3373 Introduction to Internet Communications | 3 |
| Communications Electives/Specializations (see advisor for additional information) | 9 |
| **Sub-total** | **12** |
| **Emphasis Area (Social Media Management):** | **Sem. Hrs.** |
| AD 3023, Principles of Advertising **OR**  PR 4113, Integrated Marketing Communications | 3 |
| AD 3133, Interactive Advertising | 3 |
| AD 4333, Social Media Measurement | 3 |
| PR 3003, Principles of Public Relations | 3 |
| 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** |

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**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 and Sales** Study of the structure of the media advertising in- dustry, with emphasis on media selection and planning, as well as the basic methods of selling. Sales affiliation project required. Fall, Summer.

**AD 4003. Account Planning ~~and Management~~** ~~This is an advanced course in strategic media and data analysis and the management of client/agency relationships. Spring.~~ 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 PRAD3143. 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.