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

**New Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] 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 for inclusion in curriculum committee agenda.

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| Po-Lin Pan 10/12/2018**Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**COPE Chair (if applicable)** |
| Marceline Hayes 10/12/2018**Department Chair:**  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Head of Unit (If applicable)**   |
| Warren Johnson 1/22/2019**College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Undergraduate Curriculum Council Chair** |
| Gina Hogue 1/22/2019**College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Graduate Curriculum Committee Chair** |
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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**General Education Committee Chair (If applicable)**   | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Vice Chancellor for Academic Affairs** |

1. Contact Person (Name, Email Address, Phone Number)

Marceline Hayes, Dept. of Communicaion mhayes@astate.edu, 972-2816

2. Proposed Starting Term and Bulletin Year

Fall 2019, Bulletin year 2019-2020

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 4433

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).

Health Communication Campaigns

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

Planning, implementation, and evaluation of health communication campaigns.

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?
	1. If yes, which ones?

COMS 1203

* 1. Why or why not?

 COMS 1203 (Oral Communication) will provide foundational terms and concepts.

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.*

Fall

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.

Performance

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. **Yes** 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?

 Certificate in Health 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?

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.)

Weeks 1-2: Overview of Health Communication Campaigns Process: Planning, Designing, Implementing, Evaluating

Weeks 3-4: Theories and Models of Health Communication Campaigns (e.g., Health Belief Model, Theory of Reasoned Action, Transtheoretical Model, Social Cognitive Theory, Extended Parallel Process Model, Communication-Commitment Model, Traditional Persuasion such as Ethos/Pathos/Logos)

Week 5: Developing Clear, Measureable Goals and Objectives

Weeks 6-7: Research Methods for Health Communication Campaigns, Midterm Exam

Weeks 8-9: Overview of Paid, Earned, and Shared Media in Health Communication Campaigns

Weeks 10-11: Social Media Principles and Tools for Communicating Health Messages

Weeks 11-12: Cases and Exemplars (Prostate Cancer Foundation, Breast Cancer Foundation vs. Komen, etc.)

Week 13: Principles of Effective Crisis Communication

Week 14: Student Campaign Project Presentations, Final Exam

18. Special features (e.g. labs, exhibits, site visitations, etc.)

None

19. Department staffing and classroom/lab resources

Faculty with health communication expertise on staff

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)

 By the end of the semester students should be able to: (1.) Understand fundamental concepts, theories, and models involved in the study of health communication campaigns, (2.) Create a health communication campaign plan for a target audience. (3) Create a well-designed and informative health communication campaign infographic.

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.

 The overall mission of the department is to provide a strong theoretical foundation in communication as well as an emphasis on practical skills. Students have the flexibility to focus on specific areas of interest. The health communication industry is growing and there are several careers available to communication students with a background in health communication. This course will serve as a Communication elective and adds to other courses in the program that focus on health communication such as COMS 2253 (Intro to Health Communication), COMS 4403 (Seminar in Health Communication), and COMS 4423 (Narratives in Health and Healing).

c. Student population served.

The population served is primarily Department of Communication majors but would also be open to students in other majors on campus.

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

This course is upper level due to the depth of material and the objectives and goals of the course which correspond with higher levels of learning in Bloom’s taxonomy such as creating and evaluating rather than just basic understanding. Students in the graduate version of the course will in additional conduct research, moniter its implementation, and evaluate the results.

**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?

Bachelor of Arts in Communication Studies Program Goals:

1. Employ communication theories, perspectives, principles, and concepts

2. Engage in communication inquiry

3. Create messages appropriate to the audience, purpose, and context

4. Critically analyze messages

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)** | Employ communication theories, perspectives, principles, and concepts |
| Assessment Measure | Direct measures: Final capstone project. Senior exit exam. Indirect measure: Senior exit surveys.  |
| Assessment Timetable | Final capstone project offered every spring beginning 2019. Senior exit surveys each semester.  |
| Who is responsible for assessing and reporting on the results? | Communication Studies Assessment team and department chairperson. |

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| **Program-Level Outcome 2(from question #23)** | Engage in communication inquiry |
| Assessment Measure | Direct measures: Final capstone project. Senior exit exams. Indirect measure: Senior exit surveys.  |
| Assessment Timetable | Final capstone project offered every spring beginning 2019. Senior exit surveys each semester.  |
| Who is responsible for assessing and reporting on the results? | Communication Studies Assessment team and department chairperson. |

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

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| **Program-Level Outcome 3 (from question #23)** | Create messages appropriate to the audience, purpose, and context |
| Assessment Measure | Direct measures: Final capstone project. Senior exit exam. Indirect measure: Senior exit surveys.  |
| Assessment Timetable | Final capstone project offered every spring beginning 2019. Senior exit surveys each semester.  |
| Who is responsible for assessing and reporting on the results? | Communication Studies Assessment team and department chairperson. |

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

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| **Program-Level Outcome 4 (from question #23)** | Critically analyze messages |
| Assessment Measure | Direct measures: Final capstone project. Senior exit exam. Indirect measure: Senior exit surveys.  |
| Assessment Timetable | Final capstone project offered every spring beginning 2019. Senior exit surveys each semester.  |
| Who is responsible for assessing and reporting on the results? | Communication Studies Assessment team and department chairperson. |

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

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

 **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** | Understand fundamental concepts, theories, and models involved in the study of health communication campaigns,. |
| Which learning activities are responsible for this outcome? | Campaign project, Exams, Quizzes, Discussion Boards |
| Assessment Measure  | Campaign project graded on a set of guidelines and criteria. Grade exams and quizzes. Discussion board rubric. |

*(Repeat if needed for additional outcomes)*

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| **Outcome 2** | Create a health communication campaign plan for a target audience.  |
| Which learning activities are responsible for this outcome? | Campaign project |
| Assessment Measure  | Campaign project graded on a set of guidelines and criteria |

*(Repeat if needed for additional outcomes)*

*(Repeat if needed for additional outcomes)*

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| **Outcome 3** | Create a well-designed and informative health communication campaign infographic. |
| Which learning activities are responsible for this outcome? | Health communication infographic |
| Assessment Measure  | Health communication infographic rubric  |

*(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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**Major in Communication Studies**

**Bachelor of Arts**

A [complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/](https://www.astate.edu/info/academics/degrees/)

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 44) |  |
| **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. 89)**Students with this major must take the following:***CMAC 1003, Mass Communications in Modern Society**COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| COMS 2243, Principles of Argumentation | 3 |
| COMS 2313, Communication Theory | 3 |
| COMS 2373, Introduction to Interpersonal Communication | 3 |
| COMS 3363, Communication Research Methods **OR**COMS 3433, Communication Criticism | 3 |
| COMS 4533, Communication Studies Capstone | 3 |
| **Communication Studies Electives (21 hours required; 18 hours must be upper- level):**AD 3023, Principles of AdvertisingCOMS 2253, Introduction to Health Communication COMS 3203, Business and Professional Communication COMS 3243, Principles of PersuasionCOMS 3253, Principles of ListeningCOMS 3363, Communication Research Methods*If not taken to satisfy the core requirement* COMS 3373, Gender Communication COMS 3433, Communication Criticism*If not taken to satisfy the core requirement* COMS 4203, Small Group Communication COMS 4243, Interpersonal Communication COMS 4253, Intercultural Communication COMS 4263, Organizational Communication COMS 431V, Special ProblemsCOMS 4323, Communication in Personal RelationshipsCOMS 4373, Conflict ResolutionCOMS 4383, Computer Mediated CommunicationCOMS 4403, Health CommunicationCOMS 4423, Narratives in Health and HealingCOMS 4433, Health Communication CampaignsPR 3003, Principles of Public RelationsPR 4603, Crisis Communication | 21 |
| **Sub-total** | **36** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **46** |
| **Total Required Hours:** | **120** |

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**Major in Communication Studies**

**Bachelor of Arts**

**Emphasis in Interpersonal Communication**

A [complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/](https://www.astate.edu/info/academics/degrees/)

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| **University Requirements:** |  |
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| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 89)**Students with this major must take the following:***CMAC 1003, Mass Communications in Modern Society**COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
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| **Sub-total** | **24** |
| **Emphasis Area (Interpersonal Communication):** | **Sem. Hrs.** |
| COMS 4243, Interpersonal Communication | 3 |
| COMS 4323, Communication in Personal Relationships | 3 |
| COMS 4373, Conflict Resolution | 3 |
| COMS 4403, Seminar in Health Communication | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **46** |
| **Total Required Hours:** | **120** |

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**Major in Communication Studies**

**Bachelor of Arts**

**Emphasis in Organizational Communication**

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| **University Requirements:** |  |
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| COMS 2313, Communication Theory | 3 |
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| **Sub-total** | **24** |
| **Emphasis Area (Organizational Communication):** | **Sem. Hrs.** |
| COMS 3203, Business and Professional Communication | 3 |
| COMS 4203, Small Group Communication | 3 |
| COMS 4263, Organizational Communication | 3 |
| COMS 4443, Leadership and Communication | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **46** |
| **Total Required Hours:** | **120** |

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**Major in Communication Studies**

**Bachelor of Arts**

**Emphasis in Public Communication**

A [complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/](https://www.astate.edu/info/academics/degrees/)

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| UC 1013, Making Connections | **3** |
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| **Sub-total** | **24** |
| **Emphasis Area (Public Communication):** | **Sem. Hrs.** |
| COMS 3243, Principles of Persuasion | 3 |
| COMS 4253, Intercultural Communication | 3 |
| COMS 431V, Special Problems | 3 |
| PR 3003, Principles of Public Relations | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **46** |
| **Total Required Hours:** | **120** |

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COMS 4403. Seminar in Health Communication Study of the major cultural, interpersonal, and public communication issues affecting health communication. Spring, odd.

COMS 4443. Leadership and Communication Leadership and communication in organizations and society. [place in correct numerical order]

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

**COMS 4433. Health Communication Campaigns** Planning, implementation, and evaluation of health communication campaigns. Fall.

COMS 4533. Communication Studies Capstone Application of skills and knowledge gained
in the Communication Studies major through a research project presented orally and in writing. Prerequisites, COMS 2313; COMS 3363 or COMS 3433; permission of instructor. Fall, Spring.