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

**Letter of Notifications**

**[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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| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Michael Bowman | 10/10/2018 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Osabuohien P. Amienyi | 10/10/2018 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 10/17/2018 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Gina Hogue | 10/17/2018 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

**If you require to fill out a Letter of Notification, please email** [**curriculum@astate.edu**](mailto:curriculum@astate.edu) **or contact Academic Affairs and Research at (870) 972-2030 for guidance PRIOR TO submitting these through the curricular process.**

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

Lily Zeng, Dept. of Media, [zengli@astate.edu](mailto:zengli@astate.edu), 972-3070

**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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**TECHNICAL CERTIFICATE PROGRAMS**

Arkansas State University offers technical programs in which certificates of proficiency are awarded. These programs are offered for students who wish to prepare for employment in a minimum of one or two years and do not wish to pursue formal programs leading to an associate or a baccalaureate degree in the areas.

A Certificate of Proficiency in Computed Tomography is awarded upon completion of 12 hours of specific coursework. This program required admission to the university. For more information, see the College of Nursing and Health Professions section of this bulletin.

A Certificate in Corporate Media is awarded upon successful completion of 12 hours of specific coursework. This program requires admission to the university. For more information, see the College of Liberal Arts and Communication section of this bulletin.

A Certificate in Digital Humanities is awarded upon successful completion of 18-20 hours of specific coursework. This program requires admission to the university. For more information, see the College of Liberal Arts and Communications section of this bulletin.

A Certificate of Proficiency in Emergency Medical Technician – Basic is awarded upon successful completion of 12 hours of specific coursework. This program requires admission. For more informa- tion, see the Major in Disaster Preparedness and Emergency Management Program in the College of Nursing and Health Professions.

A Certificate of Proficiency in Information Technology training is awarded upon completion of 24 semester hours of specified courses. The courses presented for this certificate must include ENG 1003, ENG 1013, and a minimum of 9 semester hours of Computer & Information Technology (CIT) courses. For further information on this technical certificate program, see the Neil Griffin College of Business section of this bulletin.

A Certificate in Leadership Studies is awarded upon successful completion of 12 hours of specific coursework. This prog

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**College of Liberal Arts and Communication**

*Professor Carl M. Cates, Dean*

*Associate Professor Gina Hogue, Associate Dean*

**MISSION STATEMENT**

The mission of the College of Liberal Arts and Communication is to provide students and the region with innovative educational opportunities that will enable lifelong learning, professional leadership, and engaged lives.

Encompassing the areas of fine arts, humanities, media and communication, and social sciences, the College of Liberal Arts and Communication aims to:

• Provide excellent instruction to all students in the essential skills of oral communication, writing, critical thinking, and appreciation of their cultural heritage through the general education components of degree requirements;

• Create a dynamic transformative education experience to prepare students for their

professional careers or further study and their roles as leaders in a global society;

• Promote an understanding and appreciation of diversity in all its various forms and the ways it can contribute to the enrichment of society;

• Expand diversity and global awareness by encouraging the study of languages and participation in international exchange programs;

• Enhance and promote faculty scholarly, creative, and professional development;

• Encourage interdisciplinary programs and collaborative research;

• Facilitate and develop outreach activities to enrich the minds and hearts of pre-collegiate students, alumni, and diverse communities of the Mississippi Delta Region and greater Arkansas.

The College of Liberal Arts and Communication offers a wide range of undergraduate degree programs including a Bachelor of Arts in Art (emphasis in Art History), Communication Studies (and emphases in Interpersonal, Organizational, and Public Communication), Criminology, Digital Innovations, English, History, Music, Philosophy, Political Science, Sociology, Theatre (and emphases in Acting, Design Technology, Directing, and Musical Theatre), and World Languages and Cultures (emphases in French, Global Studies, and Spanish); a Bachelor of Fine Arts in Art (emphases in Art Education and Studio Art) and Graphic Design (and emphasis in Digital Design); a Bachelor of Music (emphases in Composition as well as Instrumental, Keyboard, and Vocal Performance); a Bachelor of Music Education (emphases in Instrumental and Vocal Music); a Bachelor of Science in Creative Media Production (emphases in Audio/Video Production, Graphic Communication, Narrative Media, and Sports Media), Multimedia Journalism (emphases in Broadcast Journalism, News Editorial, and Photojournalism), and Strategic Communication (emphases in Advertising, Public Relations, and Social Media Management); and a Bachelor of Science in Education in English, Social Science, and World Languages and Cultures (emphases in French and Spanish). Most degree programs offer minors. Minors are also available in the following fields: African-American Studies, Children’s Advocacy Studies, Cognitive Science, Folklore Studies, French, German, Graphic Communication, History and Philosophy of Science and Technology, Interdisciplinary Family Studies, International Studies, Medieval Studies, Modern European Studies, Religious Studies, Spanish, Sports Media, Women and Gender Studies, and Writing Studies. A minor in Homeland Security and Disaster Preparedness is offered in partnership with the College of Nursing and Health Professions. The College provides Associate of Applied Science degrees in Crime Scene Investigation, Law Enforcement Administration, and Law Enforcement and certificates in **Corporate Media,** Digital Humanities, Museum Studies, Nonprofit Communication, Social Media Management, Spanish for the Professions, and Swift Coding. It also provides pre-professional advisement for law school as part of its Political Science, Philosophy, History, and Criminology majors.

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**Department of Media Certificates**

**Certificate in Corporate Media**

|  |  |
| --- | --- |
| **Required Courses:** *This certificate is not available to majors in Creative Media Production, emphasis in Corporate Media.* | **Sem. Hrs.** |
| *MDIA 2223, Video Production I* | 3 |
| *MDIA 3223, Video Production II* | 3 |
| MDIA 4353, Corporate Media Production | 3 |
| MDIA 4483, Broadcast Graphics | 3 |
| **Total Required Hours:** | **12** |

**LETTER OF NOTIFICATION – 8**

**UNDERGRADUATE CERTIFICATE PROGRAM**

(6-21 SEMESTER CREDIT HOURS)

1. Institution submitting request: **Arkansas State University**

1. Contact person/title: **Dr. Karen Wheeler, senior associate vice chancellor**
2. Phone number/e-mail address: **870-972-2030; kwheeler@astate.edu**
3. Proposed effective date: **Fall 2019**
4. Name of proposed Undergraduate Certificate Program (Program must consist of 7-18 semester credit hours): **Corporate Media**
5. Proposed CIP Code: **09.0799**
6. Reason for proposed program implementation: **This is in response to stakeholder feedback.**
7. Provide the following:
   * 1. Curriculum outline - List of courses in new program – Underline required courses

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| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| **MDIA 2223 Video Production I** | **3** |
| **MDIA 3223 Video Production II** | **3** |
| **MDIA 4353 Corporate Media Production** | **3** |
| **MDIA 4483 Broadcast Graphics** | **3** |
| **Total Required Hours:** | **12** |

* + 1. Total semester credit hours required for proposed program (Program range: 6-21 semester credit hours)

**12**

* + 1. New courses and new course descriptions

**MDIA 2223. Video Production I** Introductory course that focuses on the basics of creating videos in the field and studio by shooting good video, recording good audio, editing raw footage into a coherent story or presentation, and sharing finished videos.

**MDIA 3223. Video Production II** Intermediate course exploring non-linear editing techniques and practices, as well as the history and theory of film/video editing. Topics include post-production workflow, video formats and compression, exporting, sound design, color correction, and multicam editing.

* + 1. Program goals and objectives

**Students will utilize critical creative thinking to create corporate media messages appropriate across multiple platforms while embracing free expression and ethical principles.**

* + 1. Expected student learning outcomes
* **Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.**
* **Students will embrace free expression to adapt media messages to diverse and global audiences.**
* **Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.**
* **Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices.**
  + 1. Documentation that program meets employer needs

**Annual program assessment findings and employer needs necessitated these changes.**

The current media landscape requires students employed in strategic communication, marketing, advertising, and public relations organizations to have a variety of corporate media production skills to successfully compete in the marketplace. The Occupational Handbook by Bureau of Labor Statistics shows that opportunities for professionals with video and corporate media production skills are expected to increase 13% from 2016-2026 (<https://www.bls.gov/ooh/media-and-communication/film-and-video-editors-and-camera-operators.htm> ) and those with broadcast skills will increase 8% during the same period (<https://www.bls.gov/ooh/media-and-communication/broadcast-and-sound-engineering-technicians.htm> ).

For example, MOR Media is a local media company involved in radio broadcasting, advertising, printing, and graphic communication.  Dina Mason, President and General Manager of MOR Media, noted that “The media business is in a constant flux of change and ASTATE has worked to make students’ education apply to the changing field. I believe (offering certificates) is another plan that accomplishes the goal of graduates being prepared to hit the ground running when companies like mine hire them.”  She concluded “I can personally recommend the Corporate Media and Graphic Communication (certificates) as it relates to my business.”

Throughout the media/advertising/public relations industry, Ms. Mason also noted “I also have dealt with many companies that have Corporate Media staffing positions and I can attest that they too will be appreciative (of these certificates).  KAIT Vice President and General Manager Hatton Weeks required a “much needed, different approach” to the station’s current marketing efforts.  Weeks noted that hiring a Marketing Director with Corporate Media production skills will greatly enhance KAIT’s marketing plans.

* + 1. Student demand (projected enrollment) for proposed program

**N/A**

* + 1. Program approval letter from licensure/certification entity, if required

**N/A**

* + 1. Name of institutions offering similar programs and the institution(s) used as model to develop proposed program

**N/A**

* + 1. Scheduled program review date (within 10 years of program implementation)

**2029.**

1. Institutional curriculum committee review/approval date:
2. Will this program be offered on-campus, off-campus, or via distance delivery? If yes, indicate mode of distance delivery. Mark \*distance technology courses.

**On campus and online.**

1. Identify off-campus location. Provide a copy of email notification to other institutions in the area of the proposed off-campus program offering and their responses; include your reply to the institutional responses.

**N/A**

1. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer: Date: