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

**Course Deletion 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.

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| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Po-Lin Pan | 10/4/2018 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Marceline Hayes | 10/4/2018 |   **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** |

**1. Course Title, Prefix and Number**

PRAD 3013, Promotional Writing for Electronic and Digital Media

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

Holly Hall, Dept. of Communication

[hollyhall@astate.edu](mailto:hollyhall@astate.edu)

870-972-3135

**3. Last semester course will be offered**

Spring 18

Please clarify by selecting one of the following:

1. [X] Remove PRAD 3013 from bulletin for Fall of 2019
2. [ ] Other - Please clarify - Click here to enter text.

**4. Student Population**

a. The course was initially created for what student population?

The course was created for PR and Advertising students as a copyrighting course focusing more on strategic communication writing rather than news writing.

b. How will deletion of this course affect those students?

It will not affect students as it is not a required course.

**College, Departmental, or Program Changes**

**5.** a. How will this affect the college, department, and/or program?

It will not affect either the college, department or program.

b. **Yes** Does this program and/or course affect another department?

If yes, provide confirmation of acceptance/approval of changes from the Dean, Department Head, and/or Program Director whose area this affects.

It was an elective offered for the online BGS degree (not listed in Bulletin), but is not a required course.

c. Please provide a short justification for why this course being deleted from program.

The content of this course is now being offered in our new Strategic Writing classes, which are required for our majors. PRAD 3013 was only an elective course and not required for our majors or any other program.

**6. No Is there currently a course listed in the bulletin which is equivalent to this one?**

If yes, which course(s)?

There is no direct equivalent, although some of the content from PRAD 3013 will be offered in our strategic writing classes (PRAD 2143 and PRAD 3143).

**7. No Will this course be equivalent to a new course?**

If yes, what course?

No

**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.* |

Undergraduate Bulletin 2018-2019, p. 493

**Strategic Communication (PRAD)**

**PRAD 2143. Strategic Writing I** Fundamentals of the distinct writing requirements, styles, and formats of social, online, broadcast, print and other platforms used in strategic communication; emphasis on context, storytelling, and audience understanding. Fall, Spring.

**~~PRAD 3013. Promotional Writing for Electronic and Digital Media~~** ~~Methods and tech­niques of writing non-news radio and television scripts and web content. Emphasis on commercials and program continuity, promotional announcements, public service announcements. Some atten­tion to teleplay, screenplay and corporate video techniques.~~ 494

The bulletin can be accessed at https://www.astate.edu/a/registrar/students/bulletins/

**PRAD 3043. Principles of Strategic Communication** Broad survey of strategic commu­nication practice, emphasizing advertising and public relations in the context of integrated brand promotion. Fall, Spring, Summer.