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

**Bulletin / Banner Change Transmittal Form**

**[ ] Undergraduate Curriculum Council**

**[X] 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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| |  |  | | --- | --- | | Dr. Gil Fowler | 1/4/2018 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Osa Amienyi | 1/5/2018 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 1/24/2018 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Gina Hogue | 1/25/2018 |   **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)

**Dr. Gil Fowler, Dept. of Media,** [**gfowler@astate.edu**](mailto:gfowler@astate.edu)**, 972-2078**

**2.Proposed Change**

**Remove courses as indicated below from MS in Media Management, Options 1 and 3, so that all courses specified in these options will now be required.**

**3.Effective Date**

**Fall 2018**

**4.Justification –** *Please provide details as to why this change is necessary.*

**Some courses have been eliminated at this point in the on-line program emphasis offerings so as to minimize the number of courses offered each term and the number of faculty needed to cover that many individual classes each term. Students in the on-line program cannot take on campus courses to meet degree requirements nor can students enrolled in the on campus programs take courses designed for the on-line program. We need to wait to provide a broader offering of experiences until the enrollment numbers in the online Media Management degree program grow to a point where we have sufficient enrollment numbers to work with. In essence, fewer class offerings will result in larger number of students in the particular classes offered.**

**The particular courses eliminated from the sequences are still eligible for on-campus offerings and thus should not be removed from the Bulletin.**

**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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**Media Management**

**Master of Science in Media Management**

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| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 35) |  |
| **Program Requirements:**  *All students are required to document a foundation in media either through professional experience or academic training. Those without such a foundation may be required to complete a series of undergraduate courses.* | **Sem. Hrs.** |
| CMAC 6053, Quantitative Research Methods in Mass Communication | 3 |
| CMAC 6463, Media Management Applications/Capstone | 3 |
| COMS 6033, Media Regulation, Public Interest & the Law | 3 |
| COMS 6253, Audience Marketing Analysis | 3 |
| MDIA 6023, Advanced Studies in Broadcast Management | 3 |
| MDIA 6043, Theory of Mass Communication | 3 |
| **Select one of the following options:**  *Students may take one of the options listed below totaling twelve (12) hours of credit.*  **Option 1: Mass Media Management ~~(select four of the following)~~:**  COMS 5113, Integrated Marketing Communication  ~~COMS 5213, Social Media in Strategic Communication~~  COMS 5603, Crisis Communication  COMS 6263, Media Account Management  ~~COMS 6413, Organizational and Intercultural Communication~~  MDIA 6423, Media Entrepreneurship  **Option 2: Public Administration (select four of the following):**  COMS 5213, Social Media in Strategic Communication  COMS 6263, Media Account Management  POSC 6543, Administrative Behavior  POSC 6563, Seminar in Public Administration  POSC 6593, Seminar in Human Resource Management  POSC 6613, Administrative Leadership  POSC 6623, Administrative Ethics  POSC 6633, Public Information Management  **Option 3: Social Media Management ~~(select four of the following)~~:**  COMS 5113, Integrated Marketing Communication  COMS 5213, Social Media in Strategic Communication  COMS 5463, Interactive Advertising  COMS 5473, Social Media Measurement  ~~COMS 6263, Media Account Management~~ | 12 |
| **Sub-total** | **30** |
| **Total Required Hours:** | **30** |