Code # Enter text…

**Course Revision 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.

|  |  |
| --- | --- |
| 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)** |
| **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **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 ppan**[**@astate.edu**](mailto:mhill@astate.edu) **870-972-2695**

2. Proposed Starting Term and Bulletin Year for Change to Take Effect

**Fall 2018**

3. Current Course Prefix and Number

**AD 4003**

3.1 – [Yes / No] Request for Course Prefix and Number change **NO**

If yes, include new course Prefix and Number below. *(Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. Proposed number for experimental course is 9. )*

3.2 – If yes, has it been confirmed that this course number is available for use? Yes / No

*If no: Contact Registrar’s Office for assistance.*

4. Current Course Title

**Account Planning and Management**

4.1 – [Yes / No] Request for Course Title Change **Yes**

If yes, include new Course Title Below.

**Account Planning**

5. – [Yes / No ] Request for Course Description Change. **YES**

If yes, please include brief course description (40 words or fewer) as it should appear in the bulletin.

**Current Listing:**

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

**Proposed Listing:**

AD 4003. Account Planning. Study of consumer insights that are strategically applied by account planners and creative teams in the advertising planning process. Fall, Spring

6. – [Yes / No ] Request for prerequisites and major restrictions change. **No**

*(If yes, 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. Are there any prerequisites? **NO** 
   1. If yes, which ones?
   2. Why or why not? Enter text...

Justification: 1. Refer to transmittal form requesting deletion of “college core” courses as there is no longer a college of Media and Communication. 2. CMAC 2053 does not provide a skills lab as outlined in the original approved transmittal form for the course; therefore PRAD 3553 will remove the “advanced” designation and focus more on the “practical nature” and basic skills.

Note: Original transmittal form stated: The introduction to visual communication course will give students an understanding of *basic software* and theoretical principles as they relate to visual communication. Having students take this course as a prerequisite will allow faculty to take a more *advanced* theoretical, contextual and functional approach in the Strategic Visual Communication course.

1. Is this course restricted to a specific major? **NO**
   1. If yes, which major? Note: This course is specifically designed to benefit students in the Strategic Communication program in the department of Communication but is open to all majors.

7. – [Yes / No ] Request for Course Frequency Change(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

a. If yes, please indicate new frequency: **NO**

8. – [Yes / No ] Request for Class Mode Change **NO**

*If yes, indicate if this course will 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.*

Enter text...

9. – [Yes / No ] Request for grade type change **NO**

*If yes, what is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate]* Enter text...

10. Is this course dual listed (undergraduate/graduate)? **NO**

a. If yes, indicate course prefix, number and title of dual listed course.

11. Is this course cross listed? **NO**

*(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.)*

1. If yes, please list the prefix and course number of cross listed course.

Enter text...

1. Are these courses offered for equivalent credit? Yes / No

Please explain. Enter text...

12. Is this course change in support of a new program? **NO**

a. If yes, what program?

Enter text...

13. Does this course replace a course being deleted? **N0**

a. If yes, what course?

Enter text...

14. Will this course be equivalent to a deleted course or the previous version of the course? **NO**

a. If yes, which course?

Enter text...

15. Does this course affect another program? **NO**

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

16. Does this course require course fees? **NO**

*If yes: Please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Revision Details**

17. Please outline the proposed revisions to the course.

*Include information as to any changes to course outline, special features, required resources, or in academic rationale and goals for the course.*

**1. Revise Course Description:**

**Current Listing:**

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

**Proposed Listing:**

**AD 4003. Account Planning. Study of consumer insights that are strategically applied by account planners and creative teams in the advertising planning process. Fall, Spring**

**2. Drop Prerequisite: No**

18. Please provide justification to the proposed changes to the course.

Justification: The course is particularly designed for strategic communication majors and prepares strategic communication majors to develop their basic research and analytic skills for industry needs.

19. Do these revisions result in a change to the assessment plan? **NO**

*\*If yes: Please complete the Assessment section of the proposal on the next page.*

*\*If no: Skip to Bulletin Changes section of the proposal.*

**Assessment**

**University Outcomes**

20. Please indicate the university-level student learning outcomes for which this new course will contribute. Check all that apply.

|  |  |  |
| --- | --- | --- |
| * 1. **[ ]** Global Awareness | * 1. **[ ]** Thinking Critically | * 1. **[ ]** Information Literacy |

**Relationship with Current Program-Level Assessment Process**

21. 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?

Enter text...

22. 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.

This course serves the following program learning outcome of the strategic communication department:

1. Students will apply professional ethical principles and practices appropriate to the 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.

*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.*

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

|  |  |
| --- | --- |
| **Program-Level Outcome 1 (from question #23)** | Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context. |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |
| **Program-Level Outcome 2 (from question #23)** | Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research. |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |
| **Program-Level Outcome 3 (from question #23)** | Students will embrace difference and diversity and culture using sensitivity in a global society and adapt messages to diverse audiences. |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |
| **Program-Level Outcome 4 (from question #23)** | Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages. |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |
| **Program-Level Outcome 5 (from question #23)** | Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |
| **Program-Level Outcome 6 (from question #23)** | Students will support principles of free expression and the historical context of free expression within a diverse and global society. |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |

**Course-Level Outcomes**

23. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

|  |  |
| --- | --- |
| **Outcome 1** | Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research. |
| Which learning activities are responsible for this outcome? | Students will write creative briefs to understand how to create persuasive messages to target audiences. |
| Assessment Measure | Creative brief writing and exams. |
| **Outcome 2** | Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages. |
| Which learning activities are responsible for this outcome? | Students will understand how to find consumer insights by practicing interviewing and survey questionnaire. |
| Assessment Measure | Interviewing, survey questionnaire, and exams |
| **Outcome 3** | Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices |
| Which learning activities are responsible for this outcome? | Students will develop their critical thinking by interpreting consumers insights and applying these insights to create persuasive messages. |
| Assessment Measure | Interviewing, survey questionnaire, and creative brief writing |

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

|  |
| --- |
| **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.* |

Advertising (AD)

AD 3333. Media Advertising and Sales. Study of the structure of the media advertising industry, 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. Fall, 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 comprehensive advertising campaign for a given client. Prerequisite, AD 3033, MDIA 3363, and PRAD 3143. Spring.

The bulletin can be accessed at <http://www.astate.edu/a/registrar/students>/

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