Code # COM31

**New/Special Course Proposal-Bulletin Change Transmittal Form**

**Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [mmcginnis@astate.edu](mailto:mmcginnis@astate.edu)

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| --- |
| **New Course or**  **Special Course (Check one box)**  *Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary.* |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

1. Proposed Course Prefix and Number (For variable credit courses, indicate variable range.)

MCOM 3001

2. 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).

Professional Seminar

3. 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 problems, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Seminar

4. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

Standard letter grading

5. Is this course dual listed (undergraduate/graduate)?

No

6. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

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

This course is designed to give students an overview of professional careers, etiquette, and best practices in a broad range of communication and media based contexts.

8. Indicate all prerequisites and 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).

a. Are there any prerequisites?

No prerequisites required

b. Why?

Enter text...

9. Course frequency(e.g. Fall, Spring, Summer). Not applicable to Graduate courses.

Fall and Spring

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

Brad Rawlins, [brawlins@astate.edu](mailto:brawlins@astate.edu), 870-972- 3161

11. Proposed Starting Term/Year

Spring 2014

12. Is this course in support of a new program? Yes/No

If yes, what program?

No

13. Does this course replace a course being deleted? No

If yes, what course?

Enter text...

Has this course number been used in the past? No

*Submit Course Deletion Proposal-Bulletin Change Transmittal Form.*

14. 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.

15. Justification should include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

One of the greatest challenges experienced by students is to conceptualize early in their college careers specific paths that will lead them to employment beyond graduation. Additionally, students often experience a disconnect between theoretical application of courses and the functional/practical realities of corporate America. To that end the College of Media and Communication wishes to create a professional seminar. This course is designed to increase the students overall awareness in regard to professional employment in various fields of communication and media. Specifically, this course will help to increase the student’s awareness of the roles of diversity, ethics, professional etiquette and standards in the context of communication and media based professions. This course will also give students the opportunity to interact with industry professionals from multiple career tracks within the fields of communication and media. Additionally, this course will equip each student with an individual one- on-one mentor in a field related to their career goals.

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 College of Media and Communication is committed to helping students “learn to think critically and communicate effectively in preparation for productive roles, for example, in news, radio, television, film, public relations, organizational communication, health communication, advertising, photo-journalism, graphic communication, web and multimedia production and design.” Specifically, this course will help to perpetuate that vision by introducing students to a broad range of professional careers from the above mentioned interest areas. Additionally, this course will give students the opportunity to interact with multiple successful industry professionals over the course of the semester. Finally, this course will increase the student’s awareness and appreciation for professional standards, the role of diversity, and ethical frameworks as they apply to professional communication and media contexts.

c. Student population served.

This class will be a requirement for all majors in the College of Media and Communication.

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

This course will be taught at the 3000 level and students will be advised to take this at the beginning of their junior year. This sequence will provide students with several benefits: 1. It will provide students with a professional mentor early in their undergraduate collegiate experience. 2. This course will help students to be forward thinking in terms of job preparation, resume building, and the need for external internships. Finally, this course will provide students with a foundational knowledge in areas such as diversity and ethics that will be built upon in their subsequent upper level undergraduate endeavors.

16. 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.)

Week 1: Introduction to course.

Week 2: Introducing the mentoring program.

Week 3: The professional field of communication.

Week 4: The professional field of media.

Week 5: How to build a communication/media based professional resume.

Week 6: The role of diversity in the professional fields of communication and media.

Week 7: The role of ethics in the professional fields of communication and media.

Week 8: Guest speaker in communication.

Week 9: Guest speaker in advertising.

Week 10: Guest speaker in public relations.

Week 11: Guest speaker in broadcast news.

Week 12: Guest speaker in multimedia production.

Week 13: Guest Speaker in health communication.

Week 14: How to be successful in a professional interview.

Week 15: In class peer based interviews.

Week 16: Mock interview major assignment.

17. Course requirements (e.g. research papers, projects, interviews, tests, etc.)

1. Students will write 2-3 page reflection papers in reference to the presentations of all external guest speakers.

2. Students will be asked to complete a professional resume.

3. Students will complete a professional mock interview in the area of communication or media.

4. Students will be asked to complete 3 topical based interviews with their externally assigned mentor.

5. Students will be asked to create an individual career map.

6. Students will be asked to write a 3-5 page paper outlining their personal “code of ethics”.

7. Students will be asked to write a 3-5 page paper outlining their personal “statement on diversity”

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

19. Department staffing and classroom/lab resources (Will this require additional faculty, supplies, etc.?)

This class will be staffed by the Dean of the college and will require no additional faculty support.

20. What is the primary intended learning goal for students enrolled in this course?

The primary goal of this course is for students to demonstrate a functional knowledge and increased appreciation/understanding of professional standards and best practices in a broad range of professional communication and media based contexts

21. Reading and writing requirements:

a. Name of book, author, edition, company and year

There will be no required text for this course.

b. Number of pages of reading required per week: Enter text...

c. Number of pages of writing required over the course of the semester: Approximately 25-50 pages of writing will be required for this course.

22. High-Impact Activities (Check all that apply)

Collaborative assignments

Research with a faculty member

Diversity/Global learning experience

Service learning or community learning

Study abroad

Internship

Capstone or senior culminating experience

Other Explain: Students will be assigned a personal mentor in this course from a field related to their individual career goals in the context of either communication or media. They will be asked to write a journal detailing their experience throughout the course of that process (lessons learned etc….)

23. Considering the indicated primary goal (in Box #20), provide up to three outcomes that you expect of students after completion of this course.

**Outcome #1:** (For example, what will students who meet this goal know or be able to do as a result of this course?)

. To develop a professional resume geared toward the context of professional communication and/or media.

Learning Activity:(For example, what instructional processes do you plan to use to help students reach this outcome?)

In class instruction/lecture, review of multiple professional resume’s from various communication and media contexts.

Assessment Tool: (For example, what will students demonstrate, represent, or produce to provide evidence of their learning?)

Students will create/complete a professional resume specific to the field of communication or media.

*(Repeat if needed for additional outcomes 2 and 3)*

**Outcome #2:**

. To demonstrate proficiency in a professional communication and/or media based job interview.

Learning Activity:

In class instruction/’lecture, question/answer sessions with context based professionals, and peer based mock interviews.

Assessment Tool:

Students will be asked to complete a simulated professional interview in the field of communication or media as a graded assignment.

**Outcome #3**:

To gain a broader understanding of the career possibilities in the fields of communication and media.

Learning Activity:

In class instruction/lecture, attendance to at least 6 presentations by communication/media professionals. One-on-one interactions with externally assigned professional mentors.

Assessment Tool:

Students will be asked to complete a career map outlining multiple career paths in the fields of communication and/or media related professional contexts.

24. Please indicate the extent to which this course addresses university-level student learning outcomes:

* 1. Global Awareness

Minimally  
Indirectly  
Directly

* 1. Thinking Critically

Minimally  
Indirectly  
Directly

* 1. Using Technology

Minimally  
Indirectly  
Directly

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

Paste bulletin pages here...