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

**Program Modification Form**

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

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| --- |
| **Modification Type: [ ]Admissions, [X]Curricular Sequence, or [ ]Other** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| |  |  | | --- | --- | | Po-Lin Pan | 10/15/2020 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Marceline Hayes | 10/16/2020 |   **Department Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (if applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 10/28/2020 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Director of Assessment** *(only for changes impacting assessment)* | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | Gina Hogue | 10/29/2020 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (if applicable)** |  |

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

Myleea Hill, Dept. of Communication, mhill@astate.edu, 870 215-8205

1. **Proposed Change** (for undergraduate curricular changes please provide an 8-semester plan (appendix A), if applicable)

In MS in Strategic Communications (no emphasis), change:

**~~Select twelve hours from the following:~~**

~~STCM 5113, Integrated Marketing Communication   
STCM 5213, Social Media in Strategic Communication   
STCM 5463, Interactive Advertising~~

~~STCM 5473, Social Media Measurement   
STCM 5603, Crisis Communication~~

~~(~~*~~Students who have taken a 4000-level version of the above classes may substitute an approved Communication Studies Elective class.~~*~~)~~

To

**Communication Electives** 12

Select 12 hours from COMS or STCM courses.

Students may also choose up to six hours of approved cognate electives.

(Students who have taken a 4000-level of a course may not take the 5000-level for graduate credit.)

1. **Effective Date**

Fall 2021

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

The modification of required electives updates the degree requirements to reflect a broader breadth of options by the Department of Communication in the AOS curriculum. The five listed courses were the only electives offered when the degree was developed in 2018. Now, multiple tracks are offered. The proposal for a broader generalists degree is a direct result of requests from students to take courses other than those specified from the five courses.

**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. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*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.** |

**Graduate Bulletin 2020-2021, p. 221**

**CURRENT**

**Strategic Communication**

**Master of Science**

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| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 38) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| STCM 6033, Media Regulation, Public Interest and the Law **OR**  MDIA 6423, Media Entrepreneurship | 3 |
| CMAC 6053, Quantitative Research Methods | 3 |
| STCM 6253, Audience Market Analysis | 3 |
| STCM 6263, Advertising Account Management | 3 |
| STCM 6303, Seminar in Strategic Communications | 3 |
| STCM 6533, Strategic Communication Management Capstone | 3 |
| **~~Select twelve hours from the following:~~**  ~~STCM 5113, Integrated Marketing Communication STCM 5213, Social Media in Strategic Communication STCM 5463, Interactive Advertising~~  ~~STCM 5473, Social Media Measurement STCM 5603, Crisis Communication~~  ~~(~~*~~Students who have taken a 4000-level version of the above classes may substitute an approved Communication Studies Elective class.~~*~~)~~  Communication Electives  *Select 12 hours from COMS or STCM courses.*  *Students may also choose up to six hours of approved cognate electives.*  *(Students who have taken a 4000-level of a course may not take the 5000-level for graduate credit.)* | **12** |
| **Sub-total** | **30** |
| **Total Required Hours:** | **30** |

**PROPOSED**

**Strategic Communication**

**Master of Science**

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| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 38) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| STCM 6033, Media Regulation, Public Interest and the Law **OR**  MDIA 6423, Media Entrepreneurship | 3 |
| CMAC 6053, Quantitative Research Methods | 3 |
| STCM 6253, Audience Market Analysis | 3 |
| STCM 6263, Advertising Account Management | 3 |
| STCM 6303, Seminar in Strategic Communications | 3 |
| STCM 6533, Strategic Communication Management Capstone | 3 |
| **~~Select twelve hours from the following:~~**  ~~STCM 5113, Integrated Marketing Communication STCM 5213, Social Media in Strategic Communication STCM 5463, Interactive Advertising~~  ~~STCM 5473, Social Media Measurement STCM 5603, Crisis Communication~~  ~~(~~*~~Students who have taken a 4000-level version of the above classes may substitute an approved Communication Studies Elective class.~~*~~)~~  Communication Electives  *Select 12 hours from COMS or STCM courses.*  *Students may also choose up to six hours of approved cognate electives.*  *(Students who have taken a 4000-level of a course may not take the 5000-level for graduate credit.)* | **12** |
| **Sub-total** | **30** |
| **Total Required Hours:** | **30** |

**Appendix A, 8-Semester Plan**

(**Referenced in #2** - **Undergraduate Proposals Only)**

*Instructions: Please identify new courses in italics*.

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| **Arkansas State University-Jonesboro**  **Degree:**  **Major:**  **Year:** | | | | | | | | |
| Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, COMPASS) may not be able to complete this program of study in eight (8) semesters. Developmental courses do not count toward total degree hours. **Students having completed college level courses prior to enrollment will be assisted by their advisor in making appropriate substitutions. In most cases, general education courses may be interchanged between semesters.** A minimum of 45 hours of upper division credit (3000-4000 level) is required for this degree. | | | | | | | | |
| **Year 1** | | | |  | **Year 1** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
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| **Year 2** | | | |  | **Year 2** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
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| **Total Hours** |  |  |  |  | **Total Hours** |  |  |  |
| **Year 3** | | | |  | **Year 3** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
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| **Total Hours** |  |  |  |  | **Total Hours** |  |  |  |
| **Year 4** | | | |  | **Year 4** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
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| **Total Hours** |  |  |  |  | **Total Hours** |  |  |  |
| **Total Jr/Sr Hours \_\_\_ Total Degree Hours \_\_\_** | | | | | | | | |
| **Graduation Requirements:** | | | | | | | | |