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

**New or Modified Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

|  |
| --- |
| **[X]New Course, [ ]Experimental Course (1-time offering), or [ ]Modified Course (Check one box)** |

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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| Ronald Sitton 3/3/2023 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Brad Rawlins. 3/3/2023 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 3/28/2023  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Gina Hogue 3/30/2023 **College Dean** | Dr. Calvin White 9/22/2023  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Ronald Sitton, School of Media and Journalism, rsitton@astate.edu, 870-972-2979

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Fall 2023

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

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| --- | --- | --- |
|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** |  | **MDIA** |
| **Number\*** |  | **6253**  **[create Cross List]** |
| **Title**  (include a short title that’s 30 characters or fewer) |  | **Audience Market Analysis** |
| **Description\*\*** |  | Using social scientific research methods for audience/consumer analysis, this course provides a survey of applications of research in media industries. Pragmatic task activities will be conducted via Nielsen, Arbitron, SRDS and related data sources to find audience market insights.  Dual Listed/Cross Listed: STCM 6253 |

***\**** Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*.

\*\*Forty words or fewer (excepting prerequisites and other restrictions) as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? No]**

(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. NO Are there any prerequisites?
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

Enter text...

1. NO Is this course restricted to a specific major?
   1. If yes, which major? Enter text...
2. **Proposed course frequency [Modification requested? No]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

N/A

1. **Proposed course type [Modification requested? No]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

lecture

1. **Proposed grade type [Modification requested? No]**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

standard letter

1. NO Is this course dual-listed (undergraduate/graduate)?
2. YES Is this course cross-listed?

*(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.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

STCM 6253

**b.** – YES Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. NO Is this course in support of a new program?

a. If yes, what program?

Enter text...

1. No Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

Enter text...

**Course Details**

1. **Proposed outline** **[Modification requested? No]**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

same as STCM 6253

1. **Proposed special features** **[Modification requested? No]**

(e.g. labs, exhibits, site visitations, etc.)

Enter text...

1. **Department staffing and classroom/lab resources**

Enter text...

1. Will this require additional faculty, supplies, etc.?

NO

1. NO Does this course require course fees?

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

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

Enter text...

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

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

STCM 6253, an existing course taught by a faculty member of the School of Media and Journalism, is currently under the program requirements for the Media Management (MSMM) degree. Cross-listing it as MDIA 6253 will make it easier for students to locate the course.

b. How does the course fit with the mission of the department? If course is mandated by an accrediting or certifying agency, include the directive.

It’s already in the Media Management degree track.

c. Student population served.

Graduate students

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

The existing STCM 6253 is a master’s level course.

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. NO Do the proposed modifications result in a change to the assessment plan?

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. 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...

1. Considering the indicated program-level learning outcome/s (from question #19), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*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.*

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| --- | --- |
| **Program-Level Outcome 1 (from question #19)** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Assessment Measure | Please include direct and indirect assessment measure for outcome. |
| Assessment  Timetable | What semesters, and how often, is the outcome assessed? |
| Who is responsible for assessing and reporting on the results? | Who (person, position title, or internal committee) is responsible for assessing, evaluating, and analyzing results, and developing action plans? |

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

**Course-Level Outcomes**

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

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| --- | --- |
| **Outcome 1** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Which learning activities are responsible for this outcome? | List learning activities. |
| Assessment Measure | What will be your assessment measure for this outcome? |

*(Repeat if needed for additional outcomes)*

**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.** |

**CURRENT**

<https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=Media+Management&returnto=search>

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| |  | | --- | | Media Management, MSMM | |  |   Return to {$returnto_text} Return to: [Catalog Search](https://catalog.astate.edu/search_advanced.php?catoid=4)  The Master of Science in Media Management degree exists to enhance one’s ability to function and lead in today’s ever changing media environment by providing individuals sound management skills and philosophies so they can play a lead role in tomorrow’s media with integrity, innovation, excellence and professionalism. Unlike the MSMC degrees, the MSMM degree does not require the individual courses [COMS 6203 - Introduction to Communication Studies](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search#tt2079) or [MDIA 6283 - Qualitative Research Methods](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search#tt3004) as part of one’s college core. Instead portions of those courses will be interwoven into other course offerings. This degree prepares students for opportunities in organizational and strategic communication, broadcasting, journalism and new technologies. ADMISSION REQUIREMENTS Admission to the Master of Science in Media Management is based on a variety of evidence, including educational experience and record, professional experience, one letter of recommendation, a resume, and a written statement of purpose.  Moreover, an applicant’s undergraduate background must include courses with grades of “C” or higher in some media or media-related field or their equivalents. If the student is deficient, these courses must be taken in addition to the graduate course requirements specified below. Such undergraduate deficiencies must be completed prior to or during the first graduate enrollment period.  Any potential graduate transfer credits must be from another accredited institution. Per Graduate Admissions guidelines, to gain unconditional admission a student must also have a 3.0 GPA for any prior graduate courses or programs. No more than 6 hours of transfer work, if any, will be accepted. |
| UNIVERSITY REQUIREMENTS: See [Graduate Degree Policies](https://catalog.astate.edu/content.php?catoid=4&navoid=104#master-s-degree-policies) for additional information 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.   * [MDIA 6023 - Advanced Studies in Broadcast Management](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [MDIA 6043 - Theory of Mass Communications](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [MDIA 6053 - Quantitative Research Methods](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [MDIA 6463 - Media Management Applications](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [STCM 6033 - Communication Regulations and Policy](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * **MDIA 6253 – Audience Market Analysis Sem. Hrs: 3** * [~~STCM 6253 - Audience Market Analysis~~](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search)**~~Sem. Hrs:~~****~~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:  * [STCM 5113 - Integrated Marketing Communication](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [STCM 5603 - Crisis Communication](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [STCM 6263 - Advertising Account Management](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [MDIA 6423 - Media Entrepreneurship](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3**  Option 2: Public Administration **(select four of the following):**   * [STCM 5213 - Social Media in Strategic Communication](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [STCM 6263 - Advertising Account Management](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [POSC 6543 - Administrative Behavior](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [POSC 6563 - Seminar in Public Administration](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [POSC 6593 - Seminar in Human Resources Management](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [POSC 6613 - Administrative Leadership](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [POSC 6623 - Administrative Ethics](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3**  Option 3: Digital Management:  * [STCM 5113 - Integrated Marketing Communication](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [STCM 5213 - Social Media in Strategic Communication](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [STCM 5463 - Interactive Advertising](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [STCM 5473 - Social Media Measurement](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3**  Sub-total: 30TOTAL REQUIRED HOURS: 30 |

<https://catalog.astate.edu/content.php?filter%5B27%5D=MDIA&filter%5B29%5D=6253&filter%5Bcourse_type%5D=-1&filter%5Bkeyword%5D=&filter%5B32%5D=1&filter%5Bcpage%5D=1&cur_cat_oid=4&expand=&navoid=106&search_database=Filter#acalog_template_course_filter>

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| MDIA 6253 - Audience Market Analysis **Sem. Hrs:** **3**  Using social scientific research methods for audience/consumer analysis, this course provides a survey of applications of research in media industries. Pragmatic task activities will be conducted via Nielsen, Arbitron, SRDS and related data sources to find audience market insights.   **Dual Listed/Cross Listed:** STCM 6253. |

<https://catalog.astate.edu/content.php?filter%5B27%5D=STCM&filter%5B29%5D=6253&filter%5Bcourse_type%5D=-1&filter%5Bkeyword%5D=&filter%5B32%5D=1&filter%5Bcpage%5D=1&cur_cat_oid=4&expand=&navoid=106&search_database=Filter#acalog_template_course_filter>

**STCM 6253 - Audience Market Analysis**

**Sem. Hrs:** **3**  
  
Using social scientific research methods for audience/consumer analysis, this course provides a survey of applications of research in media industries. Pragmatic task activities will be conducted via Nielsen, Arbitron, SRDS and related data sources to find audience market insights.   
  
**Dual Listed/Cross Listed:** MDIA 6253.

PROPOSED

https://catalog.astate.edu/preview\_program.php?catoid=4&poid=1043&hl=Media+Management&returnto=search

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| |  | | --- | | Media Management, MSMM | |  |   Return to {$returnto_text} Return to: [Catalog Search](https://catalog.astate.edu/search_advanced.php?catoid=4)  The Master of Science in Media Management degree exists to enhance one’s ability to function and lead in today’s ever changing media environment by providing individuals sound management skills and philosophies so they can play a lead role in tomorrow’s media with integrity, innovation, excellence and professionalism. Unlike the MSMC degrees, the MSMM degree does not require the individual courses [COMS 6203 - Introduction to Communication Studies](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search#tt2079) or [MDIA 6283 - Qualitative Research Methods](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search#tt3004) as part of one’s college core. Instead portions of those courses will be interwoven into other course offerings. This degree prepares students for opportunities in organizational and strategic communication, broadcasting, journalism and new technologies. ADMISSION REQUIREMENTS Admission to the Master of Science in Media Management is based on a variety of evidence, including educational experience and record, professional experience, one letter of recommendation, a resume, and a written statement of purpose.  Moreover, an applicant’s undergraduate background must include courses with grades of “C” or higher in some media or media-related field or their equivalents. If the student is deficient, these courses must be taken in addition to the graduate course requirements specified below. Such undergraduate deficiencies must be completed prior to or during the first graduate enrollment period.  Any potential graduate transfer credits must be from another accredited institution. Per Graduate Admissions guidelines, to gain unconditional admission a student must also have a 3.0 GPA for any prior graduate courses or programs. No more than 6 hours of transfer work, if any, will be accepted. |
| UNIVERSITY REQUIREMENTS: See [Graduate Degree Policies](https://catalog.astate.edu/content.php?catoid=4&navoid=104#master-s-degree-policies) for additional information 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.   * [MDIA 6023 - Advanced Studies in Broadcast Management](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [MDIA 6043 - Theory of Mass Communications](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [MDIA 6053 - Quantitative Research Methods](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [MDIA 6463 - Media Management Applications](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [STCM 6033 - Communication Regulations and Policy](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * MDIA 6253 – Audience Market Analysis **Sem. Hrs:** **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:  * [STCM 5113 - Integrated Marketing Communication](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [STCM 5603 - Crisis Communication](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [STCM 6263 - Advertising Account Management](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [MDIA 6423 - Media Entrepreneurship](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3**  Option 2: Public Administration **(select four of the following):**   * [STCM 5213 - Social Media in Strategic Communication](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [STCM 6263 - Advertising Account Management](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [POSC 6543 - Administrative Behavior](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [POSC 6563 - Seminar in Public Administration](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [POSC 6593 - Seminar in Human Resources Management](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [POSC 6613 - Administrative Leadership](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [POSC 6623 - Administrative Ethics](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3**  Option 3: Digital Management:  * [STCM 5113 - Integrated Marketing Communication](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [STCM 5213 - Social Media in Strategic Communication](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [STCM 5463 - Interactive Advertising](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3** * [STCM 5473 - Social Media Measurement](https://catalog.astate.edu/preview_program.php?catoid=4&poid=1043&hl=MDIA&returnto=search) **Sem. Hrs:** **3**  Sub-total: 30TOTAL REQUIRED HOURS: 30 |

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### MDIA 6253 - Audience Market Analysis

**Sem. Hrs:** **3**  
  
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**Dual Listed/Cross Listed:** STCM 6253.

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**STCM 6253 - Audience Market Analysis**

**Sem. Hrs:** **3**  
  
Using social scientific research methods for audience/consumer analysis, this course provides a survey of applications of research in media industries. Pragmatic task activities will be conducted via Nielsen, Arbitron, SRDS and related data sources to find audience market insights.   
  
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