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| For Academic Affairs and Research Use Only | |
| CIP Code: | Click here to enter text. |
| Degree Code: |  |

**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.

|  |  |
| --- | --- |
| Dr. Ronald Sitton **10/12/2018** **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Dr. Osa Amienyi **5/10/2018** **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| Warren Johnson 2/20/2019  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Gina Hogue 2/20/2019  **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

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

**Ronald Sitton, rsitton@astate.edu, 972-2979**

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

**Fall 2019, 2019-2020 Bulletin**

3. Current Course Prefix and Number

**MDIA 4123**

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

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. )*

Enter text...

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

**Media Management and Entrepreneurship**

4.1 – [**Yes**] Request for Course Title Change

If yes, include new Course Title Below. *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).*

**Media Innovation and Entrepreneurship**

5. – [**Yes** ] Request for Course Description Change.

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

**Entrepreneurial techniques and skills including innovative practices, business finance, client interaction, and ethics applicable across multiple media-based contexts and platforms.**

6. – [**Yes** ] Request for prerequisites and major restrictions change.

*(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?

Enter text...

* 1. Why or why not?

**Remove prerequisite of CMAC 3001, which is unnecessary.**

1. **No** Is this course restricted to a specific major?
   1. If yes, which major? Enter text...

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

a. If yes, please indicate new frequency:

Enter text...

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

*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. – [**No** ] Request for grade type change

*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. **No** Is this course dual listed (undergraduate/graduate)? Yes / No

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

11. **No** 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.)*

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

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

Please explain.

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

a. If yes, what program?

Enter text...

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

a. If yes, what course?

14. **Yes** Will this course be equivalent to a deleted course or the previous version of the course?

a. If yes, which course?

**MDIA 4123 – Media Management and Entrepreneurship**

15. **Yes** Does this course affect another program?

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

**BS Creative Media Production, Emphases in Corporate Media, Graphic Communication, and Sports Media**

16. **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.*

**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.*

**Title and course description update.**

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

**Clarification of course content as currently taught.**

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.*

***\*See question 19 before completing the Assessment portion of this proposal.***

**Assessment**

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

20. 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...

21. 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.

*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.*

|  |  |
| --- | --- |
| **Program-Level Outcome 1 (from question #23)** | 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**

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

|  |  |
| --- | --- |
| **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**

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

Note: Changes to BS in Multimedia Journalism curriculum are presented in separate proposal.

**Undergraduate Bulletin 2018-2019, p. 269 (changes from 2018U\_LAC68; previous changes in green)**

**Major in Creative Media Production**

Bachelor of Science

Emphasis in Corporate Media

A [complete 8-semester degree plan is available at http://registrar.astate.edu/.](http://registrar.astate.edu/)

|  |  |
| --- | --- |
| University Requirements: |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| First Year Making Connections Course: | Sem. Hrs. |
| UC 1013, Making Connections | 3 |
| General Education Requirements: | Sem. Hrs. |
| See General Education Curriculum for Baccalaureate degrees (p. 85)  Students with this major must take the following:  CMAC 1003, Mass Communications in Modern Society  COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option) | 35 |
| Major Requirements: | Sem. Hrs. |
| GCOM 1813, Introduction to Digital Publishing | 3 |
| *MDIA 2023, Media Aesthetics* | 3 |
| *MDIA 2033, Writing for Creative Media I* | 3 |
| *MDIA 2123, Audio Production I* | 3 |
| *MDIA 2223, Video Production I* | 3 |
| *MDIA 3323, Media Analytics and Data Visualization* | 3 |
| *MDIA 3413, Writing for Creative Media II* | 3 |
| MDIA 4123, Media ~~Management~~ Innovation and Entrepreneurship | 3 |
| MDIA 4363, Multimedia Storytelling | 3 |
| *MDIA 4812, Media Portfolio* | 2 |
| Sub-total | 29 |
| Emphasis Area (Corporate Media): | Sem. Hrs. |
| *MDIA 1011, Experiential Media I* | 1 |
| *MDIA 3011, Experiential Media II* | 1 |
| *MDIA 3123, Audio Production II* | 3 |
| *MDIA 3223, Video Production II* | 3 |
| *MDIA 3233, Video Production III* | 3 |
| MDIA 4353, Corporate Media Production | 3 |
| *MDIA 4473, Media Production Practicum* | 3 |
| Sub-total | 17 |
| Electives: | Sem. Hrs. |

**from 2018U\_LAC69**

**Major in Creative Media Production**

Bachelor of Science

Emphasis in Graphic Communication

A [complete 8-semester degree plan is available at http://registrar.astate.edu/.](http://registrar.astate.edu/)

|  |  |
| --- | --- |
| University Requirements: |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| First Year Making Connections Course: | Sem. Hrs. |
| UC 1013, Making Connections | 3 |
| General Education Requirements: | Sem. Hrs. |
| See General Education Curriculum for Baccalaureate degrees (p. 85)  Students with this major must take the following:  CMAC 1003, Mass Communications in Modern Society  COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option) | 35 |
| Major Requirements: | Sem. Hrs. |
| ~~CMAC 1001, Media Grammar and Style~~ | ~~1~~ |
| ~~CMAC 2003, Media Writing~~ | ~~3~~ |
| ~~CMAC 2053, Introduction to Visual Communications~~ | ~~3~~ |
| ~~CMAC 3001, Professional Seminar~~ | ~~1~~ |
| ~~CMAC 4073, Communications Law and Ethics~~ | ~~3~~ |
| ~~MDIA 2313, Multimedia Production~~ | ~~3~~ |
| ~~MDIA 3363, Communications Research~~ | ~~3~~ |
| GCOM 1813, Introduction to Digital Publishing | 3 |
| *MDIA 2023, Media Aesthetics* | 3 |
| *MDIA 2033, Writing for Creative Media I* | 3 |
| *MDIA 2123, Audio Production I* | 3 |
| *MDIA 2223, Video Production I* | 3 |
| *MDIA 3323, Media Analytics and Data Visualization* | 3 |
| *MDIA 3413, Writing for Creative Media II* | 3 |
| MDIA 4123, Media ~~Management~~ Innovation and Entrepreneurship | 3 |
| MDIA 4363, Multimedia Storytelling | 3 |
| ~~Media or Communication Electives~~ *MDIA 4812, Media Portfolio* | ~~6~~ 2 |
| Sub-total | 29 |
| Emphasis Area (Graphic Communication): | Sem. Hrs. |
| ~~GCOM 1813, Introduction to Digital Publishing~~ | ~~3~~ |
| GCOM 2673, Digital Prepress Workflow ~~and File Creation~~ | 3 |
| MDIA 3043, Basic Digital Photography | 3 |
| MDIA 3373, Introduction to Internet Communications | 3 |
| GCOM 3603, Graphic Production Systems | 3 |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| GCOM 4643, Graphic Communications Management Seminar | 3 |
| CMAC 4063, Internship | 3 |
| Sub-total | ~~15~~ 21 |
| ~~Minor:~~ | ~~Sem. Hrs.~~ |
| ~~Must be outside of the Departments of Media and Communication and approved by advisor.~~ | ~~18-21~~ |
| ~~Electives:~~ | ~~Sem. Hrs.~~ |
| ~~Electives~~ | ~~17-20~~ |
| Electives: | Sem. Hrs. |
| Upper-level MDIA electives | 6 |
| Electives | 26 |
| Sub-total | 32 |
| Total Required Hours: | 120 |

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**Major in Creative Media Production**

Bachelor of Science

Emphasis in Sports Media

A [complete 8-semester degree plan is available at http://registrar.astate.edu/.](http://registrar.astate.edu/)

|  |  |
| --- | --- |
| University Requirements: |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| First Year Making Connections Course: | Sem. Hrs. |
| UC 1013, Making Connections | 3 |
| General Education Requirements: | Sem. Hrs. |
| See General Education Curriculum for Baccalaureate degrees (p. 85)  Students with this major must take the following:  CMAC 1003, Mass Communications in Modern Society  COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option) | 35 |
| Major Requirements: | Sem. Hrs. |
| ~~CMAC 1001, Media Grammar and Style~~ | ~~1~~ |
| ~~CMAC 2003, Media Writing~~ | ~~3~~ |
| ~~CMAC 2053, Introduction to Visual Communications~~ | ~~3~~ |
| ~~CMAC 3001, Professional Seminar~~ | ~~1~~ |
| ~~CMAC 4073, Communications Law and Ethics~~ | ~~3~~ |
| ~~MDIA 2313, Multimedia Production~~ | ~~3~~ |
| ~~MDIA 3363, Communications Research~~ | ~~3~~ |
| GCOM 1813, Introduction to Digital Publishing | 3 |
| *MDIA 2023, Media Aesthetics* | 3 |
| *MDIA 2033, Writing for Creative Media I* | 3 |
| *MDIA 2123, Audio Production I* | 3 |
| *MDIA 2223, Video Production I* | 3 |
| *MDIA 3323, Media Analytics and Data Visualization* | 3 |
| *MDIA 3413, Writing for Creative Media II* | 3 |
| MDIA 4123, Media ~~Management~~ Innovation and Entrepreneurship | 3 |
| MDIA 4363, Multimedia Storytelling | 3 |
| ~~Media or Communication Electives~~ *MDIA 4812, Media Portfolio* | ~~6~~ 2 |
| Sub-total | 29 |
| Emphasis Area (Sports Media): | Sem. Hrs. |
| *MDIA 1011, Experiential Media I* | 1 |
| *MDIA 3011, Experiential Media II* | 1 |
| *MDIA 3123, Audio Production II* | 3 |
| *MDIA 3223, Video Production II* | 3 |
| *MDIA 3233, Video Production III* | 3 |
| ~~MDIA 3053, Sports Reporting~~ | ~~3~~ |
| MDIA 3573, Sports Production | 3 |
| MDIA 4563, Sports Programming | 3 |
| MDIA 4573, Sportscasting | 3 |
| Sub-total | ~~12~~ 20 |
| ~~Minor:~~ | ~~Sem. Hrs.~~ |
| ~~Must be outside of the Departments of Media and Communication and approved by advisor.~~ | ~~18-21~~ |
| ~~Electives:~~ | ~~Sem. Hrs.~~ |
| ~~Electives~~ | ~~17-23~~ |
| Electives: | Sem. Hrs. |
| Upper-level MDIA electives | 6 |
| Electives | 27 |
| Sub-total | 33 |
| Total Required Hours: | 120 |

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**MDIA 3373. Introduction to Internet Communications** Introductory course in the use of the Internet as a communication delivery system. The course addresses Internet history, its development and future applications for communicators. Basic computer competency required. Fall, Spring.

**MDIA 3403. Screenwriting for Narrative Motion Pictures** Study and application of writing and scripting techniques for narrative motion picture, including synopsis, sequence outline, treat­ments and screenplay. Characterization and genre conventions are also considered. Fall, Spring.

**MDIA 3503. Film Cinematography, Lighting and Editing** Introduction to the theory and techniques of cinematography, lighting, and editing for narrative filmmaking. Prerequisite, consent of instructor. Fall, Spring, Summer.

**MDIA 3573. Sports Production** Theory and practical application of sports production for radio and television. Fall, Spring.

**MDIA 3603. Electronic News Gathering** Advanced reporting techniques, story development process and tools needed to interview and write, report and edit video news stories. Stories pro­duced will be used to enhance newscast development. Prerequisite, C or better in MDIA 3353, MDIA 2013, and MDIA 3203, or consent of instructor. Fall, Spring.

**MDIA 3673. Seminar in Digital Media and Design** A study of the development and impact of digital media. Spring.

**MDIA 4010. Advanced Photojournalism Laboratory** Laboratory for Advanced Photojour­nalism. Must be taken concurrently with MDIA 4013. Fall.

**MDIA 4013. Advanced Photojournalism** Advanced theories and skills associated with digital photojournalism. May require: transportation, digital SLR camera, audio recording device, and external hard drive. Six hours of laboratory work per week. Must be taken concurrently with MDIA 4010. Prerequisite, MDIA 3093. Special course fee, $25.00. Fall.

**MDIA 4043. Studies in Newspaper Management** Study of business and editorial manage­ment of the print media, including newspaper organization, publishing policies and economics, print media technology, circulation and promotional problems. Fall, even.

**MDIA 4050. Advanced Reporting Laboratory** Laboratory for Advanced Reporting. Must be taken concurrently with MDIA 4053. Spring.

**MDIA 4053. Advanced Reporting** Instruction and practice in gathering material and reporting stories on public affairs, emphasis on courts, government and data-driven reporting. Must be taken concurrently with MDIA 4050. Prerequisite, C or better in MDIA 2013 or consent of instructor. Spring.

**MDIA 4083. Sports, Business and Opinion Writing** Techniques of newswriting and information gathering in business and sports reporting. Techniques of opinion writing. Prerequisite, C or better in MDIA 2013 or consent of instructor or department chair. Spring, odd.

**MDIA 4123. Media ~~Management~~ Innovation and Entrepreneurship** Entrepreneurial techniques and skills including innovative practices,business finance, client interaction, and ethics that can be applied across multiple media-based contexts and platforms. ~~Prerequisite, CMAC 3001.~~ Fall, Spring, Summer.

**MDIA 4303. Advanced Filmmaking Techniques** In-depth study of narrative filmmaking as an art form. Students develop greater expertise in shooting properly exposed and imaginatively composed images, storyboarding, production techniques, composition aesthetics, lighting, sound mixes, and digital non-linear editing. Prerequisites, MDIA 3303, MDIA 3403, MDIA 3503. Spring.

**MDIA 4323. Race, Gender and Media** Survey of the interface between Americans of color, women and the mass media in the United States. Fall.

**MDIA 4333. Special Topics Seminar** A seminar that addresses current topics in the area of communication. Fall.

**MDIA 4340. News Production and Performance Laboratory** Laboratory section for News Production and Performance. Must be taken concurrently with MDIA 4343. Fall, Spring.

**MDIA 4343. News Production and Performance** Experience in producing news programs. Stu­dents exercise judgment and make editorial decisions about news content and program continuity. Experience in verbal and nonverbal communication relative to on camera delivery. Must be taken concurrently with MDIA 4340. Prerequisites, MDIA 3603 or consent of instructor. $25 special course fee. Fall, Spring.

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