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**Bulletin / Banner Change Transmittal Form**

**[ ] 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 for inclusion in curriculum committee agenda.

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| Lisa Moskal | 11/3/2016 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Marceline Hayes | 11/3/2016 |

**Department Chair:**  |

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**General Education Committee Chair (If applicable)**   |
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| Lillie M. Fears | 11/3/2016 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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| Deborah Chappel Traylor | 11/3/2016 |

**College Dean** |

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**Graduate Curriculum Committee Chair** |
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**Vice Chancellor for Academic Affairs** |

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

Holly Hall

**2.Proposed Change**

PRAD 4753. Strategic Communication Case Studies Study of recent strategic communication cases involving business, industry, institutions, and government. Students conduct a comprehensive strategic communication case study for a given client. Prerequisites, AD 3033 or PR 3013, and ~~MDIA 3363~~ COMS 3363 or AD 4003, and PRAD 3143, or consent of instructor. Fall.

**3.Effective Date**

Spring 2017

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

The change corrects for the communication research methods class that is actually listed in the degree requirements and updates to allow for professional students, such as those enrolled in the proposed social media certificate program who possess the skills addressed in the prerequisite courses, to enroll in the course with the consent of instructor.

**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. 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.* |

**PRAD 4213. Social Media in Strategic Communications** This course examines concepts and applications of social media within mass communications, news, advertising, and public relations industries. We will explore and apply social media tools, integrating them into an organization’s overall communication strategy. Spring.

**PRAD 4753. Strategic Communication Case Studies** Study of recent strategic communication cases involving business, industry, institutions, and government. Students conduct a comprehensive strategic communication case study for a given client. Prerequisites, AD 3033 or PR 3013, and ~~MDIA 3363~~ or AD 4003, and PRAD 3143. Fall.

**PRAD 4753. Strategic Communication Case Studies** Study of recent strategic communication cases involving business, industry, institutions, and government. Students conduct a comprehensive strategic communication case study for a given client. Prerequisites, AD 3033 or PR 3013, and COMS 3363 or AD 4003, and PRAD 3143, or consent of instructor. Fall.

**PRAD 4763. Strategic Communication Campaigns** Study and practice in planning strategic communication campaigns for business, industry, institutions, and government. Students create a comprehensive strategic communication campaign for a given client. Prerequisites, AD 3033 or PR 3013, and MDIA 3363 or AD 4003, and PRAD 3143. Spring.

The bulletin can be accessed at [http://www.astate.edu/a/registrar/students/](http://www.astate.edu/a/registrar/students/%20) 517