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| For Academic Affairs and Research Use Only | |
| Proposal Number | LAC64 |
| CIP Code: |  |
| Degree Code: |  |

**Online Delivery of Existing Certificate or Degree FORM**

**(More than 50% Online)**

(Also requires Arkansas Department of Higher Education (ADHE) approval)

**[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.

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| |  |  | | --- | --- | | Po-Lin Pan | 9/10/2021 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Marceline Hayes | 9/10/2021 |   **Department Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (if applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 9/22/2021 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Carl M. Cates | 9/24/2021 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (if applicable)** | |  |  | | --- | --- | | Alan Utter | 10/11/2021 |   **Vice Chancellor for Academic Affairs** |

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

Catherine Bahn, cbahn@astate.edu, 870 273-2079

1. **Name of Existing Certificate(s) or Degree(s):**

Certificate in Public Relations and Advertising

1. **Proposed Effective Date:**

Summer 2022

1. **Reason for online delivery of the Program:**

There is an increasing population of working adults who desire to enhance their education but find traditional college attendance unfeasible due to work constraints, etc. Thus, many working adults prefer the flexibility of an online program as completion of an online program will provide opportunities for career change or career enhancement. The current Strategic Communication Certificate in public relations and advertising program at Arkansas State University is a flexible program that provides students with the necessary principles and skills to advance their career and life goals in the communications industry. Offering this program online will expand the availability of the program and give working adults an edge in a competitive world.

1. **Percentage of courses to be offered online (50-99%, or 100%):**

100%

1. **Will this Program be offered through Global Initiatives/AP?**

Yes

1. **Provide the current and proposed curriculum (course number/title) with the courses that are or will be offered via distance technology underlined. Mark\* courses that will be taught by adjunct faculty.**

**Current Curriculum On-Campus.**

STCM 2143, Strategic Writing I

STCM 3333, Advertising Strategy and Sales

Selection One of the following 3

STCM 3003, Principles of Public Relations OR  
STCM 3023, Principles of Advertising OR  
STCM 3043, Principles of Strategic Communication

Select two of the following:

STCM 3013, Public Relations Tools and Techniques

STCM 3033, Advertising Elements and Execution

STCM 4113, Integrated Marketing and Communications

STCM 4603, Crisis Communication

STCM 4633, Trending Topics

**Proposed Curriculum for Online.**

Same as on-campus

STCM 2143, Strategic Writing I

STCM 3333, Advertising Strategy and Sales

Selection One of the following 3

STCM 3003, Principles of Public Relations OR  
STCM 3023, Principles of Advertising OR  
STCM 3043, Principles of Strategic Communication

Select two of the following:

STCM 3013, Public Relations Tools and Techniques

STCM 3033, Advertising Elements and Execution

STCM 4113, Integrated Marketing and Communications

STCM 4603, Crisis Communication

STCM 4633, Trending Topics