LETTER OF NOTIFICATION – 11

RECONFIGURATION OF EXISTING DEGREE PROGRAMS (Consolidation or Separation of Degrees to Create New Degree)

1. Institution submitting request: Arkansas State University
2. Contact person/title: Brad Rawlins, Dean of the College of Communications
3. Title(s) of degree programs to be consolidated/reconfigured:
   1. Advertising and Public Relations Emphases from Journalism Degree reconfigured to become a Strategic Communications Degree
4. Current CIP Code(s)/Current Degree Code(s): 09.07.
5. Proposed title of consolidated/reconfigured program:
   1. Strategic Communications
   2. With emphases in Audio/Video Production, Sports Production, Narrative Media and Graphic Communication.
6. Proposed CIP Code for new program:
   1. 09.09
7. Proposed Effective Date:
   1. July 1, 2013
8. Reason for proposed program consolidation/reconfiguration: (Indicate student demand (projected enrollment) for the proposed program and document that the program meets employer needs)

Currently the advertising and public relations programs are emphases in the Journalism major. These programs grew naturally from the journalism programs developed in the 1970s. However, as these functions have gained their own identities and personalities, many programs around the country created separate Advertising or Public Relations programs. These programs, particularly public relations, are the fastest growing in communications. Recently, the programs have been merged in many universities as increased use of social and digital media have created a common sandbox for strategic communications professionals. While these programs have grown at other universities, they have remained stagnant at ASU. We have learned from interviews with students that it was difficult to find these programs under the umbrella of Journalism. A unique major in strategic communication, with the inclusion of social media, digital media, and a strong emphasis on visual communication will attract the students who have a strong interest in developing communication skills to advance the goals of organizations. We have evidence that increasing the profile of one of these programs has already led to increased enrollments. This last year we changed the prefix to advertising classes from JOUR to AD. The introductory advertising class is full for the first time in many years.

There is only one new course being developed as a part of this program. All of the courses, faculty, and resources to teach the program are already in place. The new Major simply brings cohesion and attention to what should be a vital program. It is only a new program in name.

Since this isn’t a new program, but a reconfigured program, student interest is determined by the number of students enrolled in the existing programs. We currently have more than 47 students enrolled in the strategic communication programs (and likely have more because another 81 of our majors have not identified their specific emphasis within the college).

1. Provide current and proposed curriculum outline by semester. Indicate total semester credit hours required for the proposed program. Underline new courses and provide new course descriptions. (If existing courses have been modified to create new courses, provide the course name/description for the current/existing courses and indicate the related new/modified courses.) Identify required general education core courses with an asterisk.

**Journalism Degree Advertising Emphasis (Current)**

**Year 1 Fall Semester Sem. Hrs.**

JOUR 1003 Mass Comm & Modern Society\* 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

**Year 2 Fall Semester Sem. Hrs.**

JOUR 2003 News Writing 3

**Year 2 Spring Semester Sem. Hrs.**

JOUR 3023 Advertising Principles 3

JOUR 3143 Strategic Writing 3

**Year 3 Fall Semester Sem. Hrs.**

JOUR 3363 Communication Research 3

JOUR 3673 Desktop Publishing 3

JOUR 3003 PR Principles OR PR 4113 Integrated Marketing Communications 3

**Year 3 Spring Semester Sem. Hrs.**

JOUR 3033 Advertising Elements and Execution 3

JOUR 4003 Media Planning & Account Management 3

Communications Elective 3

**Year 4 Fall Semester Sem. Hrs.**

JOUR 4033 Advertising Case Studies and Campaigns 3

Communications Elective 3

**Year 4 Spring Semester Sem. Hrs.**

JOUR 4073 Law and Ethics 3

**Total Hours 40**

**Strategic Communication Degree Advertising Emphasis (proposed)**

**Year 1 Fall Semester Sem. Hrs.**

MCOM 1003 Mass Comm & Modern Society 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

**Year 2 Fall Semester Sem. Hrs.**

MCOM 2003 Media Writing 3

MCOM 2053 Introduction to Visual Communication 3

**Year 2 Spring Semester Sem. Hrs.**

AD 3023 Advertising Principles 3

COMS 3363 Communication Research OR

AD 4003 Account Planning & Mgt 3

**Year 3 Fall Semester Sem. Hrs.**

SCOM 3143 Strategic Writing 3

PR 3003 PR Principles OR

PR 4113 Integrated Marketing Communications 3

AD 3333 Media Advertising and Sales 3

MCOM 3001 Professional Seminar 1

**Year 3 Spring Semester Sem. Hrs.**

AD 3033 Advertising Elements and Execution 3

SCOM 3553 Strategic Visual Communication OR

SCOM 4213 Social Media in Strategic Communications 3

College of Media and Communication Elective 3

**Year 4 Fall Semester Sem. Hrs.**

College of Media and Communication Elective 3

MCOM 4073 Law and Ethics 3

**Year 4 Spring Semester Sem. Hrs.**

AD 4033 Advertising Case Studies and Campaigns 3

College of Media and Communication Elective 3

**Total Hours 47**

**Journalism Degree Public Relations Emphasis (Current)**

**Year 1 Fall Semester Sem. Hrs.**

JOUR 1003 Mass Comm & Modern Society\* 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

**Year 2 Fall Semester Sem. Hrs.**

JOUR 2003 News Writing 3

**Year 2 Spring Semester Sem. Hrs.**

PR 3003 PR Principles 3

JOUR 3143 Strategic Writing 3

**Year 3 Fall Semester Sem. Hrs.**

JOUR 3363 Communication Research 3

JOUR 3673 Desktop Publishing 3

JOUR 3023 Advertising Principles OR

PR 4113 Integrated Marketing Communications 3

**Year 3 Spring Semester Sem. Hrs.**

PR 3013 Public Relations Tools and Techniques 3

Communications Elective 3

**Year 4 Fall Semester Sem. Hrs.**

PR 4013 Practicum in Public Relations 3

Communications Elective 3

**Year 4 Spring Semester Sem. Hrs.**

PR 4033 Public Relations Case Studies and Campaigns 3

JOUR 4073 Law and Ethics 3

**Total Hours 40**

**Strategic Communication Degree Public Relations Emphasis (proposed)**

**Year 1 Fall Semester Sem. Hrs.**

MCOM 1003 Mass Comm & Modern Society 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

**Year 2 Fall Semester Sem. Hrs.**

MCOM 2003 Media Writing 3

MCOM 2053 Introduction to Visual Communication 3

**Year 2 Spring Semester Sem. Hrs.**

PR 3003 PR Principles 3

COMS 3363 Communication Research OR

AD 4003 Account Planning & Mgt 3

**Year 3 Fall Semester Sem. Hrs.**

SCOM 3143 Strategic Writing 3

AD 3023 Advertising Principles OR

PR 4113 Integrated Marketing Communications 3

MCOM 3001 Professional Seminar 1

**Year 3 Spring Semester Sem. Hrs.**

PR 3013 Public Relations Tools and Techniques 3

SCOM 3553 Strategic Visual Communication OR

SCOM 4213 Social Media in Strategic Communications 3

College of Media and Communication Elective 3

**Year 4 Fall Semester Sem. Hrs.**

PR 4013 Practicum in Public Relations 3

College of Media and Communication Elective 3

MCOM 4073 Law and Ethics 3

**Year 4 Spring Semester Sem. Hrs.**

PR 4033 Public Relations Case Studies and Campaigns 3

College of Media and Communication Elective 3

**Total Hours 47**

New and revised courses

MCOM 2053 Introduction to Visual Communication. The study of the principles, theories, and language of visual communication to help students analyze, interpret and apply visual content to communicate more effectively.

MCOM 3001 Professional Seminar. This course is designed to give students an overview of professional careers, etiquette, and best practices in a broad range of communication and media based contexts.

1. Provide program budget. Indicate amount of funds available for reallocation.

Attached

1. Provide current and proposed organizational chart.

Attached

1. Institutional curriculum committee review/approval date:
2. Are the existing degrees offered off-campus or via distance delivery?

No

1. Will the proposed degree be offered on-campus, off-campus, or via distance delivery?

On Campus

1. Identify mode of distance delivery or the off-campus location for the proposed program.

NA

1. Provide documentation that proposed program has received full approval by licensure/certification entity, if required. (A program offered for teacher/education administrator licensure must be reviewed/approved by the Arkansas Department of Education prior to consideration by the Coordinating Board; therefore, the Education Protocol Form also must be submitted to ADHE along with the Letter of Notification).

No certification required.

1. Provide copy of e-mail notification to other institutions in the area of the proposed program and their responses; include your reply to the institutional responses.
2. List institutions offering similar program and identify the institutions used as a model to develop the proposed program.

Many programs have begun to merge advertising and public relations into a strategic communications degree. While our program emphasizes strategic visual communication more than most others, the following accredited programs have degrees in strategic communications:

* Missouri University
* Oklahoma State University
* University of North Texas
* Texas Christian University
* University of Minnesota
* Elon University
* Ball State University
* Butler University
* Temple University
* Miami University

1. Provide scheduled program review date (within 10 years of program implementation).

Re-accreditation of program will occur during 2014-1015 academic year.

1. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification

Date: Chief Academic Officer: Date: