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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**

|  |
| --- |
| **[ ]New Course, [ ]Experimental Course (1-time offering), or [X]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.

|  |  |
| --- | --- |
| Po-Lin Pan 3/1/2022 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Marceline Hayes 3/1/2022 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 3/16/2022  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Carl M. Cates 4/5/2022 **College Dean** | Alan Utter 4/25/2022  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Myleea Hill, Dept. of Communication, [mhill@astate.edu](mailto:mhill@astate.edu)

PO Box 1930, State University, AR 72467

(870) 972-2290

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

Start term: Fall 2022, Bulletin Year 2022-2023

**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.”*

|  |  |  |
| --- | --- | --- |
|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** | **CMAC** | **COMS** |
| **Number\*** | **6203** | **6203** |
| **Title** | **Introduction to Graduate Study** | **Introduction to Communication Studies**  **[short title: INTRO TO COMMUNICATION STUDIES]** |
| **Description\*\*** | Survey of research methods; evaluation of  selected studies; preparation of thesis. | **Survey of research methods, theories and constructs, and selected studies of the communication discipline.** |

***\**** (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 as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes/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. **Yes / No** -NO Are there any prerequisites?
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

not used for graduate courses

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

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

Enter text...

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

Enter text...

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

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

Enter text...

1. **Yes / No** **NO** Is this course dual-listed (undergraduate/graduate)?
2. **Yes / No** **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.)*

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

Enter text...

**b.** – **Yes / No** NO Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. **Yes / No** Is this course in support of a new program? **NO**

a. If yes, what program?

Enter text...

1. **Yes / No** 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? Yes/No] 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.)

Week 1 – The Communication Discipline

Week 2 – Modules of Communication

Week 3 – The Speech Tradition

Week 4 – Quantitative Research Methods in Communication

Week 5 – Qualitative Research Methods in Communication

Week 6 – Rhetorical Critical Research in Communication

Week 7 – Midterm exam

Week 8 – Communication Constructs and Approaches

Week 9 – Communication Theories

Week 10 – Communication Contexts

Week 11 – Library database research/APA style

Week 12 – Developing annotated bibliographies

Week 13 – Writing literature reviews

Week 14 – Presenting communication research

Week 15 – Final project

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

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

Enter text...

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

NO change

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

No change

1. **Yes / No** Does this course require course fees? NO

*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)

This course previously was shared as a core requirement by the MA in Communication Studies and the MS in Mass Communications. Faculty in the School of Media and Journalism recently voted to remove the course from the MS in Mass Communication required curriculum. The course remains a requirement for the MA in Communication Studies, and the course modification more accurately reflects the course curriculum.

**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)

Enter text...

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.

Enter text...

c. Student population served.

Enter text...

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

Enter text...

**Assessment**

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

1. **Yes / No** Do the proposed modifications result in a change to the assessment plan? NO

*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.*

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

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

Graduate Bulletin 2021-2022. Pg. 197

**CURRENT**

## Communication Studies

**Master of Arts**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| CMAC 6053, Quantitative Research Methods | 3 |
| CMAC 6203, Introduction to ~~Graduate Study~~ Communication Studies | 3 |
| CMAC 6253, Qualitative Research Methods in Communications | 3 |
| COMS 6103, Communication Theory | 3 |
| Communication Electives  Select 18 hours from COMS or STCM courses. | 18 |
| **Sub-total** | **30** |
| **Total Required Hours:** | **30** |

Pg. 368 [Note: Other CMAC courses are changing prefix and will be deleted from this section and modified in the program above.]

~~Media and Communication (CMAC)  
CMAC 6053. Quantitative Research Methods Study of the tools and techniques of empirical   
research as they may be applied to mass communications.~~  
~~CMAC 6203. Introduction to Graduate Study Survey of research methods; evaluation of selected studies; preparation of thesis.~~  
~~CMAC 6253. Qualitative Research Methods in Communications This course is designed to acquaint students with major approaches to qualitative inquiry in the field of communication. Students will gain experience in collecting, analyzing, and interpreting qualitative data as well as   
in writing qualitative research reports.  
CMAC 6463. Media Management Applications CAPSTONE EXPERIENCE. Discussion and application of MSMM program-provided content to address real-world media management problems. Course should be taken the final term of complete~~

Pg. 369

**COMS 5433. Health Communication Campaigns** Planning, implementation, and evaluation of health communication campaigns.

**COMS 6053. Quantitative Research Methods** Study of the tools and techniques of empirical research as they may be applied to media and communication. Cross listed as MDIA 6053.

**COMS 6103. Communication Theory** Theories, models, and approaches relevant to the study   
of human communication.

**COMS 6203 Introduction to Communication Studies** Survey of research methods, theories and constructs, and selected studies of the communication discipline.

**COMS 6233. Communication Education** A study of the history and philosophy of the pedagogy   
of communication studies, to include both theoretical and applied aspects of the discipline.   
**COMS 6243. Seminar in Interpersonal Communication** This course is designed to introduce   
students to foundational as well as current theory and research in interpersonal communication.   
Students will examine several interpersonal communication contexts and processes as well as   
methodologies in interpersonal communication.

**COMS 6253. Qualitative Research Methods** Major approaches to qualitative inquiry in the fields of media and communication. Students will gain experience in collecting, analyzing, and interpreting qualitative data as well as in writing qualitative research reports. Cross listed as MDIA 6253.  
**COMS 6273. Rhetorical Theory and Criticism** Examination of a broad range of rhetorical theories to help students make critical and analytical applications to public discourse.

**PROPOSED**

## Communication Studies

**Master of Arts**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| CMAC 6053, Quantitative Research Methods | 3 |
| CMAC 6203, Introduction to Communication Studies | 3 |
| CMAC 6253, Qualitative Research Methods in Communications | 3 |
| COMS 6103, Communication Theory | 3 |
| Communication Electives  Select 18 hours from COMS or STCM courses. | 18 |
| **Sub-total** | **30** |
| **Total Required Hours:** | **30** |

Pg. 369

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of human communication.

**COMS 6203 Introduction to Communication Studies** Survey of research methods, theories and constructs, and selected studies of the communication discipline.

COMS 6233. Communication Education A study of the history and philosophy of the pedagogy   
of communication studies, to include both theoretical and applied aspects of the discipline.   
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students to foundational as well as current theory and research in interpersonal communication.   
Students will examine several interpersonal communication contexts and processes as well as   
methodologies in interpersonal communication.

**COMS 6253.** **Qualitative Research Methods** Major approaches to qualitative inquiry in the fields of media and communication. Students will gain experience in collecting, analyzing, and interpreting qualitative data as well as in writing qualitative research reports. Cross listed as MDIA 6253.

**COMS 6273. Rhetorical Theory and Criticism** Examination of a broad range of rhetorical theories to help students make critical and analytical applications to public discourse.