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

**Course Revision Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] 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 9/18/2019 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Brad Rawlins 1/24/2020 **Department Chair:** | Marceline Hayes 1/24/2020  **Head of Unit (If applicable)** |
| Warren Johnson 1/29/2020 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Gina Hogue 1/29/2020 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

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

Dr. Lillie Fears, School of Media and Journalism, lfears@astate.edu, 870-972-3210

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

Fall 2020

3. Current Course Prefix and Number

STCM 5023

3.1 – **[YES]** 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. )*

MDIA 5023

3.2 – YES If yes, has it been confirmed that this course number is available for use?

*If no: Contact Registrar’s Office for assistance.*

4. Current Course Title

Public Opinion, Propaganda and the Mass Media

4.1 – **[NO]** Request for Course Title Change

If yes, include new Course Title Below.

Enter text...

1. 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).*

Enter text...

1. Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Enter text...

5. – **[NO]** Request for Course Description Change.

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

Enter text...

6. – [**NO** ] 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. **NO** Are there any prerequisites?
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

Enter text...

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

7. – [**N/A**] Request for Course Frequency Change(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

a. If yes, please indicate current and 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* *indicate the current and choose one.*

Enter text...

9. – [**NO** ] Request for grade type change

*If yes, what is the current and the new grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])*

Enter text...

10. **YES** Is this course dual listed (undergraduate/graduate)?

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

STCM 4023 Public Opinion, Propaganda and the Mass Media [to be changed to MDIA 4023 in separate proposal]

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.)*

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

Enter text...

**11.2** – **Yes / No** Are these courses offered for equivalent credit?

Please explain. Enter text...

12. **NO** Is this course change 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. **NO** Will this course be equivalent to a deleted course or the previous version of the course?

a. If yes, which course?

STCM 5023 Public Opinion, Propaganda and the Mass Media

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

If yes, provide confirmation of acceptance/approval of changes from the Dean, Department Head, and/or Program Director whose area this affects.

Dr. Marceline Hayes, chair of the Communications, approved this change in a Sept. 17 email

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.*

Change from a Strategic Communication course to a Multimedia Journalism course

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

The course has been taught by multimedia journalism faculty since the 1990s. This will align the course in its proper home.

19. **NO** Do these revisions result in a change to the assessment plan?

*\*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?

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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. 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.* |

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## Journalism

**Master of Science in Mass Communications**

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| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 39) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| MDIA 6043, Theory of Mass Communications | 3 |
| CMAC 6053, Quantitative Research Methods in Communications | 3 |
| CMAC 6203, Introduction to Graduate Study | 3 |
| CMAC 6253, Qualitative Research Methods in Communications | 3 |
| **Sub-total** | **12** |
| **Journalism Requirements:** | **Sem. Hrs.** |
| **Select twelve hours from the following:**  STCM 5113, Integrated Marketing Communication  ~~STCM 5023, Public Opinion, Propaganda and the Mass Media~~ STCM 5603, Crisis Communication  STCM 6023, Advanced Studies in Communications Law  MDIA 5023, Public Opinion, Propaganda and the Mass Media MDIA 5043, Studies in Newspaper Management  MDIA 5053, Public Affairs Reporting  MDIA 5083, Sports, Business and Opinion Writing MDIA 5323, DIversity and Media  MDIA 5373, Internet Communications MDIA 6083, Journalism Seminar MDIA 680V, Independent Study | **12** |
| **Electives:** | **Sem. Hrs.** |
| Advisor-approved Electives  *May include six hours of thesis or project credit, courses in the college and/or courses outside the college. The topic of the thesis or project is subject to approval by the student’s thesis or project committee. The thesis or project may be a continuation or extension of research begun in a Communications graduate class.* | **6** |
| **Total Required Hours:** | **30** |

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**Radio-Television**

**Master of Science in Mass Communications**

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| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 39) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| MDIA 6043, Theory of Mass Communications | 3 |
| CMAC 6053, Quantitative Research Methods in Communications | 3 |
| CMAC 6203, Introduction to Graduate Study | 3 |
| CMAC 6253, Qualitative Research Methods in Communications | 3 |
| **Sub-total** | **12** |
| **Journalism Requirements:** | **Sem. Hrs.** |
| **Select twelve hours from the following:**  ~~STCM 5023, Public Opinion, Propaganda and the Mass Media~~ STCM 6023, Advanced Studies in Communications Law  MDIA 5023, Public Opinion, Propaganda and the Mass Media MDIA 5313, Multimedia Reporting MDIA 5333, Trending Topics  MDIA 5343, News Production and Performance MDIA 5363, Multimedia Storytelling  MDIA 5373, Internet Communications MDIA 5573, Sportscasting  MDIA 6023, Advanced Studies in Broadcast Management MDIA 6033, The Broadcast Documentary  MDIA 6073, International Communication Seminar MDIA 6223, Broadcasting Seminar  MDIA 680V, Independent Study | **12** |
| **Electives:** | **Sem. Hrs.** |
| Advisor-approved Electives  *May include six hours of thesis or project credit, courses in the college and/or courses outside the college. The topic of the thesis or project is subject to approval by the student’s thesis or project committee. The thesis or project may be a continuation or extension of research begun in a Communications graduate class.* | **6** |
| **Total Required Hours:** | **30** |

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**Strategic Communication (STCM)**

**STCM 5013. EU and US Data Protection Law** Comparison of the European Union and United States data protection systems, including sector-specific regulations such as those from the Federal Trade Commission.

**~~STCM 5023. Public Opinion Propaganda and the Mass Media~~** ~~Survey of public opinion formation and change, with special attention to the role of the mass media in the creation and use of public opinion and propaganda.~~

**STCM 5113. Integrated Marketing Communication** Focuses on the strategic integration of various channels and methods of communication for the purpose of delivering key messages to diverse target audiences in order to elicit responses, create a dialogue and engender relationship- building.

**STCM 5123. International Intellectual Property Law** Examination of the International Intellectual Property System (IIPS) and its development in response to international trade and digital innovations. Subject areas include a primary focus on copyright and trademark with some coverage of patent law.

**STCM 5143. Privacy Law** The history and development of privacy law, and the challenges of government regulation of information where institutions and individuals need and reveal information constantly, but also seek basic dignity and safety from harm.

**STCM 5213. Social Media in Strategic Communication** 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.

**STCM 5463. Interactive Advertising** An introduction to the world of online interactive advertising. It surveys a variety of important topics, from integrating social media initiatives into the overall marketing communications plan to online display ads to developing an effective search engine strategy.

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**Media (MDIA)**

**MDIA 5023. Public Opinion Propaganda and the Mass Media** Survey of public opinion formation and change, with special attention to the role of the mass media in the creation and use of public opinion and propaganda.

**MDIA 5043. 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 promotion problems.

**MDIA 5053. Public Affairs Reporting** Instruction and practice in gathering material and writing stories on public affairs; emphasis on courts and government. Requires two hours of laboratory work per week.

**MDIA 5083. Sports, Business and Opinion Writing** Techniques of news-writing and information gathering in business and sports reporting. Techniques of opinion writing. Prerequisites: “C” or better in MDIA 2013; or instructor permission.

**MDIA 5313. Multimedia Reporting** Apply the basics of traditional journalism skills in the digital media practice and develop the abilities of integrating audio, photographs, graphics and video as multimedia storytelling tools to enrich online news coverage. Prerequisite: basic computer competency.

**MDIA 5323. Diversity and Media** Survey of the diversity of American race, gender and the mass media in the United States.

**MDIA 5333. Trending Topics** A seminar that addresses current topics in the area of

communication.

**MDIA 5343. 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 non-verbal communication relative to on camera delivery.

**MDIA 5363. Multimedia Storytelling** Introductory course in multimedia concepts, media elements, platforms, and production. Emphasis is placed on delivery of content across media platforms for diverse audiences.

**MDIA 5373. Internet Communications** Provides students with a thorough understanding and practice in the use of the Information Superhighway. Students will develop skills and strategies to access and create news, advertising, and public relations messages in this new electronic medium for mass communications. The course will also look at new opportunities for communications professionals, examine critical social, political, and economic issues for the medium, and prepare for future technological advances. Prerequisite: basic computer competency.

**MDIA 5573. Sportscasting** Theory and practical application of sportscasting for radio and

television.

**MDIA 5913. Media Advisers Seminar** To provide an overview of the issues and practices of scholastic journalism, and to enable secondary school journalism advisers to acquire and refine skills in writing, reporting, and design.