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

**Bulletin / Banner Change Transmittal Form**

**[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.

Email completed proposals to curriculum@astate.edu for inclusion in curriculum committee agenda.

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| Po-Lin Pan | 10/4/2018 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Marceline Hayes | 10/4/2018 |

**Department Chair:**  |

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**Head of Unit (If applicable)**   |
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| Warren Johnson | 10/17/2018 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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| Gina Hogue | 10/17/2018 |

**College Dean** |

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**Graduate Curriculum Committee Chair** |
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**General Education Committee Chair (If applicable)**   |

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**Vice Chancellor for Academic Affairs** |

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

Dr. Holly Hall, Dept. of Communication

hollyhall@astate.edu

870-972-3135

**2.Proposed Change**

1. Change prefixes AD, PR, and PRAD to STCM.

2. Change prerequisites to AD/STCM 3013, PR/STCM 3033, and PR/STCM 4013 as indicated below [incorporating clarifications to changes in withdrawn proposals LAC 47 and LAC 50.]

**3.Effective Date**

Fall 2018

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

Currently in Banner, classes for the Strategic Communication program are scattered among three prefixes (AD, PR and PRAD). With the deletion of emphasis areas like Advertising, we would like to unify all classes under one prefix, making them easier for students to find and assisting the program in making the transition to a unified Strategic Communication degree.

**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.* |

**Undergraduate Bulletin 2018-2019**

**p. 109**

**Undergraduate Studies Minors**

**Minor in Leadership Studies**

The Minor in Leadership Studies is designed for undergraduate students of all majors at the Uni- versity. This minor is intended to enhance the major with studies and practice in leadership education and development. The goal is to educate and prepare students to lead lives of leadership and service. The curriculum focuses on expanding students’ knowledge, skills, and understanding of specific leadership theories, concepts, models, and current leadership issues and challenges in the 21st century. Students are given opportunities to develop their own philosophies and leadership styles through various mediums both in and outside the classroom. Emphasis is placed on self-awareness, effective communication, research, collaboration, diversity, integration, and practical leadership applications through experiential learning.

|  |  |
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| **Required Courses:**Any student who completes the necessary courses may declare this minor and have it appear on the transcript. Each Department which offers a course included in the minor will determine for its own majors whether courses taken for their minor can also count toward their major. Students must maintain a minimum 2.75 cumulative GPA in all minor coursework. | **Sem. Hrs.** |
| IDS 2023, Introduction to Service Learning | 3 |
| IDS 3023, Advanced Service Learning | 3 |
| UC 1103, Introduction to Leadership Development | 3 |
| UC 3023, Seminar in Leadership Development | 3 |
| **Select one of the following:**MGMT 3153, Organizational BehaviorMGMT 3613, LeadershipPSY 3303, MotivationPSY 4743, Organizational PsychologySOC 3273, Social StratificationSOC 3353, Minority GroupsSOC 3003, Sociology of GenderSOC 3293, Self and SocietyUC 480V, Special Problems in Leadership Development | 3 |
| **Select one of the following:**BCOM 3573, Managerial CommunicationCOMS 2243, Principles of ArgumentationCOMS 3203, Business and Professional CommunicationCOMS 3243, Principles of Persuasion COMS 4203, Small Group Communication COMS 4243, Interpersonal Communication COMS 4253, Intercultural Communication ~~PR~~ STCM 4603, Crisis Communication | 3 |
| **Total Required Hours:** | **18** |

**p. 115-116**

**Major in Agricultural Studies Bachelor of Science in Agriculture Emphasis in Agricultural Communications**

A [complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/](https://www.astate.edu/info/academics/degrees/)

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 44) |  |
| **First Year Making Connections Course** | **Sem. Hrs.** |
| AGRI 1213, Making Connections in Agriculture | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 89)**Students with this major must take the following:***MATH 1023, College Algebra or MATH course that requires MATH 1023 as a prerequisite**BIOL 1003* ***AND*** *BIOL 1001, Biological Science and Laboratory**CHEM 1013,* ***AND*** *CHEM 1011, General Chemistry I and Laboratory* ***OR****CHEM 1043* ***AND*** *CHEM 1041, Fundamental Concepts of Chemistry and Laboratory**CMAC 1003, Mass Communications in Modern Society**ECON 2313, Principles of Macroeconomics* ***OR****ECON 2333, Economic Issues and Concepts**COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Agriculture Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Agriculture Section) | **24** |
| **Major Requirements:** | **Sem. Hrs.** |
| See emphasis area below. | **-** |
| **Emphasis Area (Agricultural Communications:)** | **Sem. Hrs** |
| ~~AD~~ STCM 3023, Principles of Advertising **OR**~~PR~~ STCM 3003, Principles of Public Relations | 3 |
| AGEC 3063, Agricultural Sales and Services | 3 |
| AGEC 4083, Agricultural Policy and Current Issues | 3 |
| AGED 1411, Introduction to Agricultural and Extension Education | 1 |
| AGED 3443, Leadership in Agriculture | 3 |
| AGED 445V, Practicum in Agricultural Communications | 3 |
| AGED 4462, Agricultural Youth Organizations | 2 |
| AGRI 420V, Internships in Agriculture | 3 |
| AGRI 4433, Organic Agricultural Production | 3 |
| AGRI 4223, Agriculture and the Environment | 3 |
| AGST 1003, Modern Agricultural Systems | 3 |
| AGST 3543, Fundamentals of GIS/GPS | 3 |
| CMAC 1001, Media Grammar and Style | 1 |
| CMAC 2003, Media Writing | 3 |
| CMAC 2053, Introduction to Visual Communications | 3 |
| ENG 3043, Technical Writing **OR**MDIA 4053, Advanced Reporting | 3 |
| MDIA 2013 **AND** MDIA 2010, Multimedia Reporting Laboratory | 3 |
| MDIA 2313, Multimedia Production | 3 |

**Major in Agricultural Studies (cont.)**

**Bachelor of Science in Agriculture**

**Emphasis in Agricultural Communications**

A [complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/](https://www.astate.edu/info/academics/degrees/)

|  |  |
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| MDIA 3313, Audio and Video Production | 3 |
| ~~PRAD~~ STCM 4213, Social Media in Strategic Communications **OR**GCOM 3673, Desktop Publishing | 3 |
| AGEC, AGED, AGRI, AGST, ANSC, HORT, PSSC or VOED elective | 3 |
| **Sub-total** | **64** |
| **Total Required Hours:** | **120** |

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**Major in Marketing**

**Bachelor of Science**

A [complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/](https://www.astate.edu/info/academics/degrees/)

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 44)*(For Neil Griffin College of Business requirements, see p. 133)* |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BUSN 1003, First Year Experience Business | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 89)**Students with this major must take the following:***MATH 2143, Business Calculus with a “C” or better* ***OR****MATH 2194, Survey of Calculus* ***OR****MATH 2204, Calculus I**ECON 2313, Principles of Macroeconomics**COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Neil Griffin College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| GSCM 3163, Supply Chain Management | 3 |
| MKTG 3023, Applied Research | 3 |
| MKTG 4043, Consumer Behavior | 3 |
| MKTG 4083, Marketing Research Design and Analysis | 3 |
| MKTG 4223, Marketing Management | 3 |
| **Sub-total** | **15** |
| **Additional Requirements:** | **Sem. Hrs.** |
| MKTG 4113, International Marketing | 3 |
| **Select three of the following (at least one must be in MKTG):** ACCT 3053, Cost Accounting with a Managerial Emphasis BCOM 3573, Managerial CommunicationECON 4343, Managerial EconomicsMGMT 3183, EntrepreneurshipMKTG 3033, Advertising and Promotion **OR**~~AD~~ STCM 3023, Principles of AdvertisingMKTG 3043, RetailingMKTG 3093, Professional SellingMKTG 3173, Category ManagementMKTG 3193, Sales Planning and ManagementMKTG 4023, Services MarketingMKTG 4143, Advanced Category ManagementMKTG 4213, Marketing AnalyticsMKTG 4253, Data Analytics and VisualizationMKTG 428V, Marketing InternshipMKTG 4313, Business Modeling and OptimizationMKTG 4323, Advanced Sales | 9 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **16** |
| **Total Required Hours:** | **120** |

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**Department of Management and Marketing Minors (cont.)**

**Minor in Management**

|  |  |
| --- | --- |
| **Required Courses:**Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the minor.The ECON and ACCT courses listed below are prerequi- sites for MGMT 3153. | **Sem. Hrs.** |
| ACCT 2023, Fundamental Accounting Concepts **OR**ACCT 2033, Introduction to Financial Accounting | 3 |
| ECON 2323, Principles of Microeconomics **OR**ECON 2333, Economic Issues and Concepts | 3 |
| MGMT 3123, Principles of Management | 3 |
| MGMT 3153, Organizational Behavior | 3 |
| Upper-level MGMT electives | 6 |
| **Total Required Hours:** | **18** |

**Minor in Marketing**

|  |  |
| --- | --- |
| **Required Courses:**Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the minor.The ECON and ACCT courses listed below are prerequi- sites for MKTG 3013. | **Sem. Hrs.** |
| ACCT 2023, Fundamental Accounting Concepts, **OR**ACCT 2033, Introduction to Financial Accounting | 3 |
| ECON 2323, Principles of Microeconomics **OR**ECON 2333, Economic Issues and Concepts | 3 |
| MKTG 3013, Marketing | 3 |
| **Select three upper-level Marketing courses:***Students may substitute ~~PR~~* STCM *4113, Integrated Marketing Communications for one of the three upper-level Marketing courses.* | 9 |
| **Total Required Hours:** | **18** |

**Minor in Sales Leadership**

|  |  |
| --- | --- |
| **Required Courses:**Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the minor. | **Sem. Hrs.** |
| GSCM 4123, Organizational Purchasing | 3 |
| MKTG 3093, Professional Selling | 3 |
| MKTG 3173, Category Management | 3 |
| MKTG 3193, Sales Planning and Management | 3 |
| MKTG 4143, Advanced Category Management | 3 |
| MKTG 4323, Advanced Sales | 3 |

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**Major in Sport Management**

**Bachelor of Science**

A [complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/](https://www.astate.edu/info/academics/degrees/)

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 44) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| HPES 1013, Introduction to HPESS (Making Connections) | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 89)**Students with this major must take the following:***MATH 1023, College Algebra or MATH course that requires MATH 1023 as a prerequisite**COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:**Grade of “C” or better required for all Major Requirements | **Sem. Hrs.** |
| CIT 1503, Microcomputer Applications | 3 |
| COMS 3203, Business & Professional Communication | 3 |
| ES 3743, Research and Statistics in Exercise Science | 3 |
| HPES 1883, Foundations of HPESS*Must be completed ONLY if HPES 1013 is not completed as the First Year Making Connec- tions Course.* | 0-3 |
| HPES 4896, Internship in HPESS **OR**HPES 4863, Internship in HPESS I **AND** HPES 4893, Internship in HPESS II | 6 |
| PE 1002, Concepts of Fitness | 2 |
| PE 3853, Sports Promotion and Sales Management | 3 |
| PE 3863, Economic and Financial Mgmt for Sport Organizations | 3 |
| PE 3873, Facility and Event Management | 3 |
| PE 3893, Sports in Society | 3 |
| PE 4743, Legal Issues in Sport | 3 |
| PE 4773, Organization and Management of Sports Programs | 3 |
| PE 4843, Philosophy and Ethics in Sports | 3 |
| PE 4853, Applied Psychology of Sports and Exercise | 3 |
| PE 4863, Diversity in Sport and Athletics | 3 |
| PE 4873, Organization and Administration of Interscholastic Athletes | 3 |
| ~~PR~~ STCM 3003, Principles of Public Relations | 3 |
| **Sub-total** | **50-53** |
| **Minor (select one of the following):**Refer to appropriate college for information regarding specific minors. | **Sem. Hrs.** |
| Creative Media Production | 19 |
| General Business | 21 |
| Marketing | 18 |
| Multimedia Journalism | 19 |
| **Sub-total** | **18-21** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **8-14** |
| **Total Required Hours:** | **120** |

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**Major in Digital Innovations**

**Bachelor of Science**

**Concentration in Strategic Communications**

A [complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/](https://www.astate.edu/info/academics/degrees/)

|  |  |
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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 44) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 89)**Students with this major must take the following:***MUS 2503, Fine Arts - Music**THEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option) CMAC 1003, Mass Communication**PSY 2103, Introduction to Psychology**POSC 2103, Introduction to US Government* | **35** |
| **Digital Innovations Requirements:**Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| GRFX 1111, Design Technology | 1 |
| GRFX 1112, Design Literacy | 2 |
| GRFX 2703, Introduction to Web Design | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 3703, Intermediate Web Design | 3 |
| GRFX 3713, 3D Digital and Game Design | 3 |
| GRFX 3783, Patterns in Application Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4783, Design Build - *Must take twice* | 6 |
| GRFX 4793, Digital Innovations Portfolio | 3 |
| **Sub-total** | **30** |
| **Concentration in Strategic Communications:** | **Sem. Hrs.** |
| ~~AD~~ STCM 4333, Social Media Measurement | 3 |
| CMAC 4073, Communications Law and Ethics | 3 |
| COMS 4383, Computer Mediated Communication | 3 |
| ~~PR~~ STCM 4113, Integrated Marketing Communications | 3 |
| ~~PRAD~~ STCM 4213, Social Media in Strategic Communications | 3 |
| **Sub-total** | **15** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **37** |
| **Total Required Hours:** | **120** |

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**Note: These revisions are based on 2018U\_LAC29\_LON11\_BS-Strategic-Communication-reconfigurationREVISION1, approved by UCC on 13 April 2018, which replaces this entire section of the Bulletin. Changes from that earlier proposal are in green.**

**Major in Strategic Communication**

**Bachelor of Science**

**~~Emphasis in Advertising~~**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

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| **University Requirements:**  |
| See University General Requirements for Baccalaureate degrees (p. 41)  |
| **First Year Making Connections Course:**  | **Sem. Hrs.**  |
| UC 1013, Making Connections  | **3**  |
| **General Education Requirements:**  | **Sem. Hrs.**  |
| See General Education Curriculum for Baccalaureate degrees (p. 84) **Students with this major must take the following:** *CMAC 1003, Mass Communication in Modern Society* *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)*  | **35**  |
| **Major Requirements:**  | **Sem. Hrs.**  |
| ~~AD 3023, Principles of Advertising~~  | ~~3~~  |
| ~~AD 3033, Advertising Elements and Execution~~  | ~~3~~  |
| ~~AD~~ STCM 3133, Interactive Advertising  | 3  |
| ~~AD 3333, Media Advertising and Sales~~  | ~~3~~  |
| ~~AD~~ STCM 4003, Account Planning ~~& Management~~ **~~OR~~** ~~COMS 3363, Communication Research~~  | 3  |
| ~~AD~~ STCM 4333, Social Media Measurement  | 3  |
| ~~CMAC 1001, Media Grammar and Style~~  | ~~1~~  |
| ~~CMAC 2003, Media Writing~~  | ~~3~~  |
| ~~CMAC 4073, Communications Law and Ethics 3~~  | ~~3~~  |
| **~~Communications Electives or Specialization:~~**  | **~~Sem. Hrs.~~**  |
| ~~Communications Electives/Specializations (see advisor for additional information)~~  | **~~9~~** |
| **~~Emphasis Area (Advertising):~~**  | **~~Sem. Hrs.~~**  |
| *~~PR 3003, Public Relations Principles~~* ***~~OR~~*** *~~PR 4113, Integrated Marketing Communications~~* ***PRAD 2143, Strategic Writing I*** | ***3***  |
| ***~~PRAD~~*** STCM ***3043 Principles of Strategic Communication*** | ***3*** |
| *~~PRAD~~* STCM *3143, Strategic Writing II* | ***3*** |
| ***~~PRAD~~*** STCM ***3553, Strategic Visual Communication*** | *3* |
| ***~~PRAD~~*** STCM ***4073, Strategic Communication Law and Ethics*** | *3* |
| ***~~PRAD~~*** STCM ***4213 Social Media in Strategic Communication*** | *3* |
| ~~PRAD~~ STCM 4753, Strategic Communication Case Studies **OR** ~~PRAD~~ STCM 4763, Strategic Communication Campaigns | ***3***  |
| ***~~PRAD~~*** STCM ***4773 Internship*** | ***3*** |
| **~~Sub-total~~**  | **~~18~~** |
| Electives in Media and/or Communication | 9 |
| **Sub-total**  | **42** |
| **~~Minor:~~**  | **~~Sem. Hrs.~~**  |
| *~~Must be outside of the Departments of Media and Communication and approved by advisor.~~*  | **~~18-21~~**  |
| **Electives:**  | **Sem. Hrs.**  |
| Electives  | **~~18-22~~ 40** |
| **Total Required Hours:**  | **120** |

**239**

**Certificate in Nonprofit Communication**

The Program will prepare students for communication roles within the nonprofit sector.

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| COMS 4263, Organizational Communication | 3 |
| ~~PRAD~~ STCM 4213, Social Media in Strategic Communications | 3 |
| ~~PRAD~~ STCM 3553, Strategic Visual Communication | 3 |
| ~~PRAD~~ STCM 4503, Seminar in Nonprofit Communication | 3 |
| **Total Required Hours:** | **12** |

**240**

**Certificate in Social Media Management**

The Program will prepare students to have the skills, depth, and focus to develop, implement and manage communication strategies that employ digital advertising campaigns and social media strategies, measure effectiveness of online advertising campaigns, and construct multimedia content for online and social media sites to achieve strategic communication goals of organizations.

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| ~~AD~~ STCM 3133, Interactive Advertising | 3 |
| ~~AD~~ STCM 4333, Social Media Measurement | 3 |
| ~~PRAD~~ STCM 4213, Social Media in Strategic Communications | 3 |
| ~~PRAD~~ STCM 4753, Strategic Communications Case Studies | 3 |
| **Total Required Hours:** | **12** |

**241**

**Department of Communication Minors**

**Minor in Communication Studies**

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| COMS 1203, Oral Communication | 3 |
| COMS 2313, Communication Theory | 3 |
| COMS 2243, Principles of Argumentation | 3 |
| COMS 2373, Introduction to Interpersonal Communication | 3 |
| COMS 3363, Human Communication Research Methods | 3 |
| Upper-level Communication Studies Elective | 3 |
| **Total Required Hours:** | **18** |

**Minor in Strategic Communication**

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| ~~PRAD~~ STCM 2143, Strategic Writing I | 3 |
| ~~PRAD~~ STCM 3043, Principles of Strategic Communication | 3 |
| ~~PRAD~~ STCM 3553, Strategic Visual Communication | 3 |
| ~~PRAD~~ STCM 4213, Social Media in Strategic Communication | 3 |
| Six hours of upper-level electives from Strategic Communication or chosen from theCommunications Studies courses below: COMS 3243, Principles of Persuasion COMS 4203, Small Group CommunicationCOMS 4263, Organizational CommunicationCOMS 4373, Conflict ResolutionCOMS 4403, Health Communication | 6 |
| **Total Required Hours:** | **18** |

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**Department of Criminology, Sociology and Geography Minors**

**Minor in Criminology**

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| CRIM 1023, Introduction to Criminal Justice | 3 |
| CRIM 2263, Criminal Evidence and Procedure **OR**POSC 3183, Criminal Law and the Constitution | 3 |
| CRIM 3183, Institutional Corrections **OR**CRIM 3193, Community Corrections | 3 |
| CRIM 3223, Police and Society | 3 |
| CRIM 3263, Criminology **OR**CRIM 3323, Juvenile Delinquency | 3 |
| CRIM 4103, Criminal Justice Systems | 3 |
| **Total Required Hours:** | **18** |

**Minor in Homeland Security and Disaster Preparedness**

The minor in Homeland Security and Disaster Preparedness is a multidisciplinary program offered in the College of Nursing and Health Professions and the College of Liberal Arts and Communication. The structure of the minor provides specialized training within each of the three tracks. The introductory and Non-Government Organizations courses provide the common framework necessary for the integration of these field and the cooperative efforts of the specialists working within them.

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| DPEM 3503, Principles of Disaster Preparedness and Emergency Management | 3 |
| DPEM 4563, NGO Agencies in DPEM | 3 |
| **Select three courses from within a single track:****Track 1: Healthcare in Homeland Security and Emergency Preparedness**DPEM 2233, Principles of Healthcare Emergency Management DPEM 2353, Global Perspectives in Disaster Preparedness DPEM 3553, Ethics and the Law in DPEMDPEM 4513, Physical Care of CBRNE Injuries DPEM 4523, Risk Identification and Prevention DPEM 4533, Disaster and Mental HealthNRS 4223, Forensic NursingSW 4203, Crisis Intervention**Track 2: Disaster Preparedness, Response and Operations Management**POSC 3503, Principles of Public AdministrationPOSC 4513, Disaster Response Operation Management~~PR~~ STCM 4603, Crisis Communications**Track 3: Sociocultural & Political Disaster Preparedness**SOC 3363, Sociology of Religion **OR**SW 4363, Religion and Spirituality in Social Work PracticeSOC 4003, Perspectives on Death and DyingSOC 4063, Sociology of DisastersSOC 4263, Terrorism as a Social Movement | 9 |
| Choose one elective from one other track. | 3 |
| **Total Required Hours:** | **18** |

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**Certificate in Digital Humanities**

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| HIST 3393, Introduction to the Digital Humanities | 3 |
| HIST 4573, Digital History Seminar | 3 |
| HIST 470V, Capstone Project in Digital Humanities | 3 |
| **Select three of the following:**ART 1013, Design I ART 1023, Design IICMAC 2053, Introduction to Visual CommunicationsCS 1114, Concepts of ProgrammingCS 2114, Structured ProgrammingENG 3053, Introduction to Digital Writing GCOM 1813, Introduction to Digital Publishing GRFX 1111, Design TechnologyGRFX 3713, 3D Digital and Game DesignMDIA 2313, Multimedia ProductionMDIA 3313, Audio and Video Production~~PRAD~~ STCM 3553, Strategic Visual Communication | 9-11 |
| **Total Required Hours:** | **18-20** |

**p. 270**

**Major in Multimedia Journalism**

**Bachelor of Science**

**Emphasis in Photojournalism**

A [complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/](https://www.astate.edu/info/academics/degrees/)

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 44) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 89)**Students with this major must take the following:***CMAC 1003, Mass Communications in Modern Society**COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Major Requirements:** | **Sem. Hrs.** |
| CMAC 1001, Media Grammar and Style | 1 |
| CMAC 2003, Media Writing | 3 |
| CMAC 2053, Introduction to Visual Communications | 3 |
| CMAC 3001, Professional Seminar | 1 |
| CMAC 4073, Communications Law and Ethics | 3 |
| MDIA 2013, Multimedia Reporting | 3 |
| MDIA 2313, Multimedia Production | 3 |
| MDIA 3363, Communications Research | 3 |
| MDIA 4123, Media Management and Entrepreneurship | 3 |
| Media or Communication Electives | 6-9 |
| **Sub-total** | **29-32** |
| **Emphasis Area (Photojournalism):** | **Sem. Hrs.** |
| ~~AD~~ STCM 3193, Advanced Photography | 3 |
| MDIA 3043, Basical Digital Photography | 3 |
| MDIA 3093, Intermediate Photojournalism | 3 |
| MDIA 4013, Advanced Photojournalism | 3 |
| **Sub-total** | **12** |
| **Minor:** | **Sem. Hrs.** |
| *Must be outside of the Departments of Media and Communication and approved by advisor.* | **18-21** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **17-23** |
| **Total Required Hours:** | **120** |

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**Department of Political Science Minors**

**Minor in Political Science**

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| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| Political Science Electives*May not include POSC 2103, Introduction to United States**Government* | 6 |
| Upper-level Political Science Electives | 12 |
| **Total Required Hours:** | **18** |

**Minor in Homeland Security and Disaster Preparedness**

The minor in Homeland Security and Disaster Preparedness is a multidisciplinary program offered in the College of Nursing and Health Professions and the College of Liberal Arts and Communication. The structure of the minor provides specialized training within each of the three tracks. The introductory and Non-Government Organizations courses provide the common framework necessary for the integration of these field and the cooperative efforts of the specialists working within them.

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| DPEM 3503, Principles of Disaster Preparedness and Emergency Management | 3 |
| DPEM 4563, NGO Agencies in DPEM | 3 |
| **Select three courses from within a single track:****Track 1: Healthcare in Homeland Security and Emergency Preparedness**DPEM 2233, Principles of Healthcare Emergency Management DPEM 2353, Global Perspectives in Disaster Preparedness DPEM 3553, Ethics and the Law in DPEMDPEM 4513, Physical Care of CBRNE Injuries DPEM 4523, Risk Identification and Prevention DPEM 4533, Disaster and Mental HealthNRS 4223, Forensic NursingSW 4203, Crisis Intervention**Track 2: Disaster Preparedness, Response and Operations Management**POSC 3503, Principles of Public AdministrationPOSC 4513, Disaster Response Operation Management~~PR~~ STCM 4603, Crisis Communications**Track 3: Sociocultural & Political Disaster Preparedness**SOC 3363, Sociology of Religion **OR**SW 4363, Religion and Spirituality in Social Work PracticeSOC 4003, Perspectives on Death and DyingSOC 4063, Sociology of DisastersSOC 4263, Terrorism as a Social Movement | 9 |
| Choose one elective from one other track. | 3 |
| **Total Required Hours:** | **18** |

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 **Disaster Preparedness and Emergency Management**

**Program Minors**

**Minor in Homeland Security and Disaster Preparedness**

The minor in Homeland Security and Disaster Preparedness is a multidisciplinary program offered in the College of Nursing and Health Professions and the College of Liberal Arts and Communication. The structure of the minor provides specialized training within each of the three tracks. The introductory and Non-Government Organizations courses provide the common framework necessary for the integration of these fields and the cooperative efforts of the specialists working within them.

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| DPEM 3503, Principles of Disaster Preparedness and Emergency Management | 3 |
| DPEM 4563, NGO Agencies in DPEM | 3 |
| **Select three courses from within a single track:****Track 1: Healthcare in Homeland Security and Emergency Preparedness**DPEM 2233, Principles of Healthcare Emergency Management DPEM 2353, Global Perspectives in Disaster Preparedness DPEM 3553, Ethics and the Law in DPEMDPEM 4513, Physical Care of CBRNE Injuries DPEM 4523, Risk Identification and Prevention DPEM 4533, Disaster and Mental HealthNRS 4223, Forensic NursingSW 4203, Crisis Intervention**Track 2: Disaster Preparedness, Response and Operations Management**POSC 3503, Principles of Public AdministrationPOSC 4513, Disaster Response Operation Management~~PR~~ STCM 4603, Crisis Communications**Track 3: Sociocultural & Political Disaster Preparedness**SOC 3363, Sociology of Religion **OR**SW 4363, Religion and Spirituality in Social Work PracticeSOC 4003, Perspectives on Death and DyingSOC 4063, Sociology of DisastersSOC 4263, Terrorism as a Social Movement | 9 |
| Choose one elective from one other track. | 3 |
| **Total Required Hours:** | **18** |

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**School of Nursing Minors**

**Minor in Homeland Security and Disaster Preparedness**

The minor in Homeland Security and Disaster Preparedness is a multidisciplinary program offered in the College of Nursing and Health Professions and the College of Liberal Arts and Communication. The structure of the minor provides specialized training within each of the three tracks. The introductory and Non-Government Organizations courses provide the common framework necessary for the integration of these field and the cooperative efforts of the specialists working within them.

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| DPEM 3503, Principles of Disaster Preparedness and Emergency Management | 3 |
| DPEM 4563, NGO Agencies in DPEM | 3 |
| **Select three courses from within a single track:****Track 1: Healthcare in Homeland Security and Emergency Preparedness**DPEM 2233, Principles of Healthcare Emergency Management DPEM 2353, Global Perspectives in Disaster Preparedness DPEM 3553, Ethics and the Law in DPEMDPEM 4513, Physical Care of CBRNE Injuries DPEM 4523, Risk Identification and Prevention DPEM 4533, Disaster and Mental HealthNRS 4223, Forensic NursingSW 4203, Crisis Intervention**Track 2: Disaster Preparedness, Response and Operations Management**POSC 3503, Principles of Public AdministrationPOSC 4513, Disaster Response Operation Management~~PR~~ STCM 4603, Crisis Communications**Track 3: Sociocultural & Political Disaster Preparedness**SOC 3363, Sociology of Religion **OR**SW 4363, Religion and Spirituality in Social Work PracticeSOC 4003, Perspectives on Death and DyingSOC 4063, Sociology of DisastersSOC 4263, Terrorism as a Social Movement | 9 |
| Choose one elective from one other track. | 3 |
| **Total Required Hours:** | **18** |

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[course listing showing current order]

**DEPARTMENT OF COMMUNICATION**

**~~Advertising (AD)~~ Strategic Communication (STCM)**

**STCM~~AD~~ 3023. Principles of Advertising** Advertising history, theory and practice, including traditional and nontraditional media. Fall, Spring.

**STCM~~AD~~ AD 3033. Advertising Elements and Execution** Principles and practices in creating and critiquing advertising messages across media platforms. Prerequisites, ~~CMAC 2003~~ STCM 2143, and ~~AD~~ STCM 3023 or STCM 3043. Fall.

**STCM~~AD~~ 3133. Interactive Advertising** Online interactive advertising, including integration social media into the marketing communications plan, use of online display ads, and development of an effective search engine strategy. Fall.

**STCM~~AD~~ 3193. Advanced Photography** An in-depth examination of the uses of natural and artificial lighting, lenses, cameras, studios, and other elements needed for professional photogra­phy in advertising, promotion, portraits, sports and other environments. Emphasis placed on the business of photography. Fall.

**STCM~~AD~~ 3333. Media Advertising and Sales** Study of the structure of the media advertising in­dustry, with emphasis on media selection and planning, as well as the basic methods of selling. Sales affiliation project required. Fall, Summer.

**STCM~~AD~~ 4003. Account Planning** Study of consumer insights that are strategically applied by account planners and creative teams in the advertising planning process. Fall, Spring.

AD **4033. Advertising Case Studies and Campaigns** Study of recent advertising cases and campaigns involving business, industry, institutions and government. Students create a com­prehensive advertising campaign for a given client. Prerequisite, AD 3033, MDIA 3363, and PRAD 3143. Spring. [This course will be deleted. Separate Course Deletion form will be submitted.]

**STCM~~AD~~ 4333. Social Media Measurement** Measurement and improvement of investment out­comes from use of social media in advertising, public relations, and marketing communications. Spring.

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**~~Public Relations (PR)~~**

**STCM~~PR~~ 3003. Principles of Public Relations** Nature and theoretical foundation of public relations, its role in society, practitioners and dynamics of the process. Fall, Spring, Summer.

**STCM~~PR~~ 3013. Public Relations Tools and Techniques** Analysis and application of public relations tools and techniques with an emphasis on public relations writing, specialized publications, and strategy for working with corporate and noncorporate organizations. Prerequisite, ~~CMAC 2003~~, ~~PRAD 3143,~~ ~~PRAD~~ STCM 2143, and ~~PR~~ STCM 3003 or STCM 3043. Fall, Spring.

**STCM~~PR~~ 4013. Public Relations Practicum and Professional Development** Advanced PR course requiring application of skills in supervised work with various businesses, institutions, organizations and social agencies. Student will work a minimum of 10 hours per week outside the classroom with assigned workplace mentor. Consent of instructor required. Fall, Spring.

**STCM~~PR~~ 4023. 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. Fall.

**PR 4033. Public Relations Case Studies and Campaigns** Study of recent public relations cases and campaigns involving business, industry, institutions, and government. Students create a comprehensive public relations campaign for a given client. Prerequisites, MDIA 3363, PR 3013, and PRAD 3143. Spring. [This course will be deleted. Separate Course Deletion form will be submitted.]

**STCM~~PR~~ PR 4113. Integrated Marketing Communications** Focuses on the strategic integration of various channels and methods of communications for the purpose of delivering key messages to diverse target audiences in order to elicit specific responses, create a dialogue and engender relationship building. Prerequisite, ~~AD~~ STCM 3023, or ~~PR~~ STCM 3003, or STCM 3043, or MKTG 3013. Fall, Spring.

**STCM~~PR~~ 4603. Crisis Communication** An investigation of communications during crises, focusing on public relations, advertising and other persuasive efforts by institutions, corporations, movement leaders, and citizens to describe, persuade and shape human interactions with their environment during a crisis. Fall, Spring.

**STCM~~PR~~ 4633. Trending Topics** Exploration of current topics and issues in public relations and advertising.

**~~Strategic Communication (PRAD)~~**

**STCM~~PRAD~~ 2143. Strategic Writing I** Fundamentals of the distinct writing requirements, styles, and formats of social, online, broadcast, print and other platforms used in strategic communication; emphasis on context, storytelling, and audience understanding. Fall, Spring.

**PRAD 3013. Promotional Writing for Electronic and Digital Media** Methods and tech­niques of writing non-news radio and television scripts and web content. Emphasis on commercials and program continuity, promotional announcements, public service announcements. Some atten­tion to teleplay, screenplay and corporate video techniques. [This course will be deleted. Separate Course Deletion form will be submitted.]

**STCM~~PRAD~~ 3043. Principles of Strategic Communication** Broad survey of strategic commu­nication practice, emphasizing advertising and public relations in the context of integrated brand promotion. Fall, Spring, Summer.

**STCM~~PRAD~~ 3143. Strategic Writing II** Advanced strategic writing forms and styles. Practice in preparation of strategic messages for various platforms of communication, including paid, earned, shared, and owned. Students will develop skills in information gathering, writing styles, editing, critical thinking, storytelling, and audience analysis. Prerequisites, ~~PRAD~~ STCM 2143; and ~~either PR~~ STCM 3003, ~~or~~ ~~AD~~ STCM 3023, or ~~PRAD~~ STCM 3043. Fall, Spring.

**STCM~~PRAD~~ PRAD 3553. Strategic Visual Communication** Theoretical, contextual and practical natures of persuasive images in the context of strategic communication. Prerequisite, ~~PR~~ STCM 3003, ~~AD~~ STCM 3023, or ~~PRAD~~ STCM 3043. Fall, Spring. [prereq change from 2018U\_LAC51]

**STCM~~PRAD~~ 4073. Strategic Communication Law and Ethics** Analysis of laws, regulations, and ethical considerations affecting the strategic communication industry. Prerequisite: ENG 1013. Fall, Spring, Summer.

**STCM~~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.

**STCM~~PRAD~~ 4503. Seminar in Nonprofit Communication** Study and practice of nonprofit communica­tion strategies and tactics, including fundraising, nonprofit branding, grant writing, and cross-platform content creation. Fall.

**STCM~~PRAD~~ 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~~ STCM 4003, and ~~PRAD~~  STCM 3143, or consent of instructor. Fall. [prereq change from 2018U\_LAC51]

**STCM~~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~~ COMS 3363 or ~~AD~~ STCM 4003, and ~~PRAD~~ STCM 3143, or consent of instructor. Spring. [prereq change from 2018U\_LAC51]

**STCM~~PRAD~~ 4773. Internship in Strategic Communication** Field-based experience in a su­pervised setting that will enhance strategic communication knowledge and skills. Prerequisite: Approval of department chair. Fall, Spring, Summer.

[course listing showing new order]

**DEPARTMENT OF COMMUNICATION**

**~~Advertising (AD)~~ Strategic Communication (STCM)**

**STCM~~PRAD~~ 2143. Strategic Writing I** Fundamentals of the distinct writing requirements, styles, and formats of social, online, broadcast, print and other platforms used in strategic communication; emphasis on context, storytelling, and audience understanding. Fall, Spring.

**STCM~~PR~~ 3003. Principles of Public Relations** Nature and theoretical foundation of public relations, its role in society, practitioners and dynamics of the process. Fall, Spring, Summer.

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