Code # MCOM03 (2014) Rev2

**New/Special Course Proposal-Bulletin Change Transmittal Form**

x **Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

☐ **Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [mmcginnis@astate.edu](mailto:mmcginnis@astate.edu)

|  |
| --- |
| x**New Course or** ☐ **Special Course (Check one box)**  *Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary.* |

|  |  |
| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

1. Proposed Course Prefix and Number (For variable credit courses, indicate variable range.)

PRAD4753

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

Strategic Communication Case Studies (Strat Comm Case Studies)

3. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio problems, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Seminar

4. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

Standard

5. Is this course dual listed (undergraduate/graduate)?

No

6. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

7. Brief course description (40 words or fewer) as it should appear in the bulletin.

Study of recent strategic communication cases involving business, industry, institutions, and government.

8. Indicate all prerequisites and 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).

a. Are there any prerequisites?

Yes – AD 3033 – Advertising Elements and Execution OR PR 3013 – Public Relations Tools and Techniques

MMJ 3363 – Communications Research OR AD 4003 – Account Planning and Management

PRAD 3143 – Strategic Writing

b. Why?

AD3033/PR3013 Address creative tactics and strategies necessary to properly evaluate verbal and visual communication in strategic communication case studies

MMJ3363/AD4003 Address research methods, including data collection and analysis, necessarly to properly conduct strategic communication case studies.

PRAD3143 – Adresses advertising and public relations writing necessary to properly critique messaging in strategic communication case studies.

9. Course frequency(e.g. Fall, Spring, Summer). Not applicable to Graduate courses.

Fall

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

Myleea Hill, [mhill@astate.edu](mailto:mhill@astate.edu), (870) 972-2290

11. Proposed Starting Term/Year

Fall 2015

12. Is this course in support of a new program? Yes/No

If yes, what program?

No

13. Does this course replace a course being deleted? No

If yes, what course?

Has this course number been used in the past? No

*Submit Course Deletion Proposal-Bulletin Change Transmittal Form.*

14. Does this course affect another program? No

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

15. Justification should include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Students will be expected to attain research and evaluation skills in conducting strategic communication case studies for a given client.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

The mission of the Strategic Communication program states, “Effective organizations use strategic communication to help achieve their goals and objectives and recognize that groups inside and outside the organizations are critical to their success. Communication is strategic when it uses research and evaluation to determine how goals and objectives are effectively reached.” This course supports the mission by providing the opportunity for students to conduct case studies of actual clients to research and evaluate the effectiveness of strategic communication strategies and tactics within an organization.

c. Student population served.

Strategic Communication Majors

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

The course is an upper (senior) level course because it requires prerequisites and draws on knowledge and skills presented earlier in the curriculum.

16. Outline (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 – Strategic Communications Overview – Advertising, Public Relations, and Integrated Communications.

Week 2 – Communication Audits

Week 3 – Survey and Content Analysis Reviewed

Week 4 – Focus Groups and Interviews Reviewed

Week 5 – Strategic Communication Critiques and Client Assignments

Week 6 – Case Studies in Non-Profit Strategic Communications

Week 7 – Case Studies in Corporate Strategic Communications

Week 8 - Exam and Data Collection begins

Week 9 – Data Collection, cont.

Week 10 – Data Collection, cont.

Week 11- Data Collection/Analysis

Week 12 – Data Analysis

Week 13 – Data Analysis/Conclusions

Week 14 – Conclusions/Recommendations

Week 15 – Case Study Reports/Presentations

Week 16 – Case Study Reports/Presentations

17. Course requirements (e.g. research papers, projects, interviews, tests, etc.)

Case Study

Examination

Critiques

18. Special features (e.g. labs, exhibits, site visitations, etc.)

Enter text...

19. Department staffing and classroom/lab resources (Will this require additional faculty, supplies, etc.?)

No

20. What is the primary intended learning goal for students enrolled in this course?

Students will learn to evaluate the effectiveness of strategic communication strategies and tactics.

21. Reading and writing requirements:

a. Name of book, author, edition, company and year

Public Relations Practices: Managerial Case Studies and Problems, 8th Edition

Center, A.H., Jackson, P., Smith, S., & Stansberry, F.

Upper SaddleRiver, NJ: Prentice Hall.

2014

Hitting the Sweet Spot: How Consumer Insights Can Inspire Better Marketing and Advertising

Fortini-Campbell, L. & Bendinger, B.

The Copy Workshop

2012

b. Number of pages of reading required per week: 30-40

c. Number of pages of writing required over the course of the semester: 25-30

22. High-Impact Activities (Check all that apply)

☐Collaborative assignments

☐Research with a faculty member

☐Diversity/Global learning experience

XService learning or community learning

☐Study abroad

☐Internship

☐Capstone or senior culminating experience

☐Other Explain: Enter text...

23. Considering the indicated primary goal (in Box #20), provide up to three outcomes that you expect of students after completion of this course.

**Outcome #1:** (For example, what will students who meet this goal know or be able to do as a result of this course?)

Students will explain properly integrated verbal and visual strategic communication messages.

Learning Activity:(For example, what instructional processes do you plan to use to help students reach this outcome?)

Lecture and examples of integrated strategic communication messages.

Assessment Tool: (For example, what will students demonstrate, represent, or produce to provide evidence of their learning?)

Students will perform a written analysis of a strategic communication case study in which they will assess the integration of verbal and visual messages. The written analyses will be graded using a checksheet in accordance with the standards outlined in the course textbook.

*(Repeat if needed for additional outcomes 2 and 3)*

**Outcome #2:**

Students will be able to evaluate best practices in strategic communication.

Learning Activity:

Lecture and examples of best practices in strategic communication.

Assessment Tool:

Students will demonstrate their ability to evaluate best practices in strategic communication in a written examination that will be graded via a rubric derived from the course content. Successful performance will be determined by a score of 70% or better on all associated items.

**Outcome #3**:

Learning Activity:

Assessment Tool:

24. Please indicate the extent to which this course addresses university-level student learning outcomes:

* 1. Global Awareness

☐Minimally  
☐Indirectly  
☐Directly

* 1. Thinking Critically

☐Minimally  
☐Indirectly  
xDirectly

* 1. Using Technology

☐Minimally  
☐Indirectly  
☐Directly

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

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Strategic Communication (PRAD)

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.

PRAD 3553.Strategic Visual Communication An advanced course focusing on the theoretical, contextual and practical natures of persuasive images in the context of strategic communication. Prerequisite, CMAC 2053. Fall, Spring.

PRAD 3143.Strategic Writing Writing forms and styles across multimedia platforms. Fundamentals and practice in preparation of strategic messages for various channels of communications, including controlled and uncontrolled media. Students will develop skills in information gathering, writing styles, editing, critical thinking and audience analysis. Prerequisites, CMAC 2003 and either PR 3003 or AD 3023. Fall, Spring.

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, MMJ 3363 OR AD 4003, and PRAD 3143. Fall.

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