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

**New Emphasis, Concentration, Option, or Minor 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.

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| Po-Lin Pan | 9/14/2020 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Marceline Hayes | 9/15/2020 |

**Department Chair** |

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**Head of Unit (if applicable)**   |
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| Warren Johnson | 9/23/2020 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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| Gina Hogue  | 9/24/2020 |

**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. Marceline Hayes, Dept. of Communication,** **mhayes@astate.edu****, 870-972-2816**

1. **Proposed Starting Date**

Fall 2021

1. **Title of degree program:**

M.S. in Strategic Communication

1. **Proposed name of new option/concentration/emphasis/minor:**

Social Media Management emphasis

1. **Reason for proposed action that includes rationale, goals, and student population served:**

The proposed Social Media Management emphasis organizes existing Strategic Communication electives. Assessment data and interviews indicate potential students are seeking a social media management program. The Social Media Management emphasis will clarify the current offerings to aid in recruitment and advising. The program learning goals of the emphasis will continue as stated and will continue to be assessed using the program capstone:

* *Graduates should be able to apply theories of communication to problems of today.*
* *Graduates should be able to apply the principles of research to problems and issues in communication*

The student population served will be students enrolled in the Master of Science in Strategic Communication.

1. **Provide the following:**
	1. Curriculum outline - List of courses in new option/concentration/emphasis/minor – Underline required courses

STCM 5113 Integrated Marketing Communication

STCM 5213 Social Media in Strategic Communication

STCM 5463 Interactive Advertising

STCM 5473 Social Media Measurement

* 1. Total semester credit hours required for option/emphasis/concentration/minor

12

* 1. Student demand (projected enrollment) for program option

30

1. **Will the new option/emphasis/concentration/minor be offered:**
	1. **Traditional/Face-to-face** Yes
	2. **Distance/Online** Yes
		1. **If yes, indicate mode of distance delivery, and the percentage of courses offered via this modality (<50%, 50-99%, or 100%).**

Blackboard Learn, 100%

* + 1. **If online, will it be offered through Global Initiatives/Academic Partnerships (AP)?**

Yes

1. **Specify the amount of the additional costs required, the source of funds, and how funds will be used.**

Courses are already existing and being taught online currently; no additional costs required.

**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. 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.**  |

Insert Page 222 of 20-21 Graduate Bulletin:

**Strategic Communication**

**Master of Science with an Emphasis in Social Media Management**

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| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 35) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| STCM 6033, Communication Regulation and Policy **OR**MDIA 6423, Media Entrepreneurship | 3 |
| CMAC 6053, Quantitative Research Methods | 3 |
| STCM 6253, Audience Market Analysis | 3 |
| STCM 6263, Advertising Account Management | 3 |
| STCM 6303, Seminar in Strategic Communications | 3 |
| STCM 6533, Strategic Communication Management Capstone | 3 |
| **Emphasis Area:** |  |
| STCM 5113, Integrated Marketing Communication | 3 |
| STCM 5213, Social Media in Strategic Communication | 3 |
| STCM 5463, Interactive Advertising | 3 |
| STCM 5473, Social Media Measurement | 3 |
| **Sub-total** | **30** |
| **Total Required Hours:** | **30** |