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| For Academic Affairs and Research Use Only | |
| Proposal Number | LAC45 |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] 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.

|  |  |
| --- | --- |
| Ronald Sitton 3/9/2021 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Brad Rawlins. 3/11/2021 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 3/16/2021  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Gina Hogue 3/17/2021 **College Dean** | Alan Utter 4/12/2021  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Ronald Sitton, School of Media and Communication, rsitton@astate.edu, 870-972-2979

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

Fall 2021, 2021-2022 Bulletin

**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** | **MDIA** |
| **Number\*** | **1001** | **N/A** |
| **Title** | **Media Grammar and Style** | **N/A** |
| **Description\*\*** | **Writing mechanics for media. An introduction to applying basic grammar, spelling and media style rules and guidelines professionals use for writing across multiple media platforms. Can be taken concurrently with CMAC 2003 with consent of chair. Test-out option available.** | **Writing mechanics for media. An introduction to applying basic grammar, spelling and media style rules and guidelines professionals use for writing across multiple media platforms.** |

***\**** (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? 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. NO Are there any prerequisites?
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

introductory course

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

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

1. **Proposed course type [Modification requested? 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? 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. NO Is this course dual-listed (undergraduate/graduate)?
2. 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** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. NO Is this course in support of a new program?

a. If yes, what program?

Enter text...

1. YES 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?

CMAC 1003

**Course Details**

1. **Proposed outline** **[Modification requested? 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.)

Enter text...

1. **Proposed special features** **[Modification requested? 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.?

Enter text...

1. 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.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

The CMAC prefix is a relic of the former College of Media and Communication, which was merged into the current College of Liberal Arts and Communication. Changing the prefix will make it easier for students to locate the course. CMAC 2003 and the test-out option no longer exist.

**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. NO Do the proposed modifications result in a change to the assessment plan?

*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?

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

**CURRENT**

**Undergraduate Bulletin 2020-2021, p. 100**

**Major in Agricultural Business**

**Bachelor of Science in Agriculture**

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

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **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. 78)  **Students with this major must take the following:**  *MATH 1023, College Algebra or MATH course that requires MATH 1023 as a prerequisite CHEM 1013* ***AND*** *1011, General Chemistry I and Laboratory* ***OR***  *CHEM 1043* ***AND*** *CHEM 1041, Fundamental Concepts of Chemistry and Laboratory ECON 2313, Principles of Macroeconomics*  *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.** |
| ACCT 2033, Introduction to Financial Accounting | 3 |
| ACCT 2133, Introduction to Managerial Accounting | 3 |
| AGEC 3053, Commodity Futures Markets | 3 |
| AGEC 4033, Agricultural Law **OR**  LAW 2023, Legal Environment of Business | 3 |
| AGEC 4053, Agricultural Finance **OR**  FIN 3713, Business Finance | 3 |
| AGEC 4073, Agricultural Business Management | 3 |
| AGEC 4083, Agricultural Policy and Current Issues | 3 |
| CIT 1503, Microcomputer Applications **OR**  CS 1013, Introduction to Computers | 3 |
| ECON 2323, Principles of Microeconomics | 3 |
| MGMT 3123 Principles of Management **OR**  MGMT 3153, Organizational Behavior | 3 |
| MKTG 3013, Marketing | 3 |
| **Sub-total** | **33** |
| **Program Electives:**  Students who do not select an emphasis area must work with an advisor to design a program to meet  their educational and career goals. | **Sem. Hrs.** |
| *Choose 18 hours from the following approved Prefixes*:  AGEC, ACCT, AD, AGEC, AGED, AGRI, AGST, ANSC, BCOM, CIT, ~~CMAC~~, COMS, ECON, ENG, FIN, HORT, IB, LAW, MATH, MGMT, MKTG, POSC, PR, PSSC, REI, RET, SCOM, STAT, STCM, and TECH | 18 |
| **Sub-total** | **18** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **7** |
| **Total Required Hours:** | **120** |

**p. 104 (BS Agriculture, Emphasis Agricultural Communications)**

**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/](http://www.astate.edu/info/academics/degrees/)

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| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **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. 78)  **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** |
| STCM 3023, Principles of Advertising **OR**  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 3503, Geospatial Data Applications | 3 |
| AGST 4003, Modern Irrigation Systems | 3 |
| ~~CMAC 1001, Media Grammar and Style~~ | 1 |
| ENG 3043, Technical Writing **OR**  MDIA 4053, Civic Reporting | 3 |
| MDIA 1001, Media Grammar and Style |  |
| MDIA 3013, Multimedia Reporting | 3 |
| MDIA 2053, Introduction to Visual Communications | 3 |
| MDIA 2313, Multimedia Production | 3 |
| MDIA 2323, Reporting Words | 3 |

**Undergraduate Bulletin 2020-2021, p. 458**

**Media and Communication (CMAC) [Note: This prefix to be deleted.]**

~~CMAC 1001. Media Grammar and Style Writing mechanics for media. An introduction to ap-plying basic grammar, spelling and media style rules and guidelines professionals use for writing across multiple media platforms. Can be taken concurrently with CMAC 2003 with consent of chair. Test-out option available. Fall, Spring, Summ~~

CMAC 3001. Professional Seminar An overview of professional careers, etiquette, and best practices in a broad range of communication and media based contexts. Fall, Spring.

**Undergraduate Bulletin 2020-2021, p. 508**

**Media (MDIA)**

**MDIA 1001. Media Grammar and Style** Writing mechanics for media. An introduction to ap-plying basic grammar, spelling and media style rules and guidelines professionals use for writing across multiple media platforms. Fall, Spring, Summer.

**MDIA 1003. Mass Communications in Modern Society** A study of the interaction between society and mass communication through the lenses of history, theory, economics, culture, law, and technology. Fall, Spring, Summer.

**MDIA 1011. Experiential Media I** Introductory experience in the production of live and recorded video productions such as sports, musical performances, special events, or news. Students will develop an awareness of various working roles in media production. Fall, Spring

**PROPOSED**

**Undergraduate Bulletin 2020-2021, p. 100**

**Major in Agricultural Business**

**Bachelor of Science in Agriculture**

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|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| AGRI 1213, Making Connections in Agriculture | **3** |
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| **Agriculture Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Agriculture Section) | **24** |
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| ACCT 2133, Introduction to Managerial Accounting | 3 |
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| CIT 1503, Microcomputer Applications **OR**  CS 1013, Introduction to Computers | 3 |
| ECON 2323, Principles of Microeconomics | 3 |
| MGMT 3123 Principles of Management **OR**  MGMT 3153, Organizational Behavior | 3 |
| MKTG 3013, Marketing | 3 |
| **Sub-total** | **33** |
| **Program Electives:**  Students who do not select an emphasis area must work with an advisor to design a program to meet  their educational and career goals. | **Sem. Hrs.** |
| *Choose 18 hours from the following approved Prefixes*:  AGEC, ACCT, AD, AGEC, AGED, AGRI, AGST, ANSC, BCOM, CIT, COMS, ECON, ENG, FIN, HORT, IB, LAW, MATH, MGMT, MKTG, POSC, PR, PSSC, REI, RET, SCOM, STAT, STCM, and TECH | 18 |
| **Sub-total** | **18** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **7** |
| **Total Required Hours:** | **120** |

**p. 104 (BS Agriculture, Emphasis Agricultural Communications)**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course** | **Sem. Hrs.** |
| AGRI 1213, Making Connections in Agriculture | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
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| **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** |
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| 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 3503, Geospatial Data Applications | 3 |
| AGST 4003, Modern Irrigation Systems | 3 |
| ENG 3043, Technical Writing **OR**  MDIA 4053, Civic Reporting | 3 |
| MDIA 1001, Media Grammar and Style | 1 |
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| MDIA 2323, Reporting Words | 3 |

**Undergraduate Bulletin 2020-2021, p. 458**

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**Undergraduate Bulletin 2020-2021, p. 508**

**Media (MDIA)**

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