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

**New or Modified Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] 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, Ph.D. 2/15/2022 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Brad Rawlins. 2/16/2022  **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 2/23/2022  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Carl M. Cates 3/2/2022 **College Dean** | Alan Utter 3/31/2022  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Ronald Sitton, Ph.D. [rsitton@astate.edu](mailto:rsitton@astate.edu) 870-972-2979

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

Fall, 2022-2023 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\*** | **6463** | **N/A** |
| **Title** | Media Management Applications | **N/A** |
| **Description\*\*** | CAPSTONE EXPERIENCE. Discussion and application of MSMM program-provided content to address real-world media management problems. Course should be taken the final term of completing degree requirements. Strongly recommended it be the only course of enrollment that term. | **N/A** |

***\**** (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? Yes/No] 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? No
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

introductory course

1. NO Is this course restricted to a specific major? No
   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.*

Enter text...

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 6463

**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. Changing the prefix will make it easier for students to locate the course.

**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.*

**Course-Level Outcomes**

1. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

**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

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## Media Management

**Master of Science in Media Management**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:**  *All students are required to document a foundation in media either through professional experience or academic training. Those without such a foundation may be required to complete a series of undergraduate courses.* | **Sem. Hrs.** |
| CMAC 6053, Quantitative Research Methods in Mass Communication | 3 |
| ~~CMAC~~ MDIA 6463, Media Management Applications~~/Capstone~~ | 3 |
| STCM 6033, Communication Regulations and Policy | 3 |
| STCM 6253, Audience Marketing Analysis | 3 |
| MDIA 6023, Advanced Studies in Broadcast Management | 3 |
| MDIA 6043, Theory of Mass Communication | 3 |
| **Select one of the following options:**  *Students may take one of the options listed below totaling twelve (12) hours of credit.*  **Option 1: Mass Media Management:**  STCM 5113, Integrated Marketing Communication STCM 5603, Crisis Communication  STCM 6263, Advertising Account Management MDIA 6423, Media Entrepreneurship  **Option 2: Public Administration (select four of the following):**  STCM 5213, Social Media in Strategic Communication STCM 6263, Advertising Account Management  POSC 6543, Administrative Behavior  POSC 6563, Seminar in Public Administration  POSC 6593, Seminar in Human Resource Management POSC 6613, Administrative Leadership  POSC 6623, Administrative Ethics  **Option 3: Digital Management:**  STCM 5113, Integrated Marketing Communication STCM 5213, Social Media in Strategic Communication STCM 5463, Interactive Advertising  STCM 5473, Social Media Measurement | 12 |
| **Sub-total** | **30** |
| **Total Required Hours:** | **30** |

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#### Media and Communication (CMAC)

**CMAC 6053. Quantitative Research Methods** Study of the tools and techniques of empirical

research as they may be applied to mass communications.

**CMAC 6203. Introduction to Graduate Study** Survey of research methods; evaluation of

selected studies; preparation of thesis.

**CMAC 6253. Qualitative Research Methods in Communications** This course is designed to acquaint students with major approaches to qualitative inquiry in the field of communication. Students will gain experience in collecting, analyzing, and interpreting qualitative data as well as in writing qualitative research reports.

**~~CMAC 6463. Media Management Applications~~** ~~CAPSTONE EXPERIENCE. Discussion and application of MSMM program-provided content to address real-world media management problems. Course should be taken the final term of completing degree requirements. Strongly recommended it be the only course of enrollment that term.~~

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**MDIA 6423. Media Entrepreneurship** Students will focus on development of entrepreneurial products by taking an idea from conception to production completion while practicing aspects of management, financing, and entrepreneurship. Students will address communication industry dilemmas that address creative product development.

**MDIA 6433. Media Programming Strategies** Strategy and creative development of media offerings. Students will analyze a media market, develop programming options based on market data and initiate scheduling and promotion of such programming.

**MDIA 6463. Media Management Applications** CAPSTONE EXPERIENCE. Discussion and application of MSMM program-provided content to address real-world media management problems. Course should be taken the final term of completing degree requirements. Strongly recommended it be the only course of enrollment that term.

**MDIA 670V. Thesis**

**MDIA 671V. Project**

**PROPOSED**

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