Code # Enter text…

**Course Revision 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.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

|  |  |
| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Deborah Chappel Traylor 4/10/2017 **College Dean** | Gil Fowler 4/4/2017  **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

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

**Dr. Gil Fowler**

[**gfowler@astate.edu**](mailto:gfowler@astate.edu)

**870-972-2078**

2. Proposed Starting Term and Bulletin Year for Change to Take Effect

**Spring 2017-18**

3. Current Course Prefix and Number

**All JOUR, MCOM, RTV 5000 and JOUR, MCOM, RTV 6000 level courses**

3.1 – **[YES**] Request for Course Prefix and Number change

If yes, include new course Prefix and Number below. *(Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. Proposed number for experimental course is 9. )*

**All courses with JOUR, MCOM, RTV prefix will be changed to MDIA prefix**

3.2 – If yes, has it been confirmed that this course number is available for use? Yes / No

*If no: Contact Registrar’s Office for assistance.*

4. Current Course Title

Enter text...

4.1 – [**NO**] Request for Course Title Change

If yes, include new Course Title Below. *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).*

Enter text...

5. – [**NO** ] Request for Course Description Change.

If yes, please include brief course description (40 words or fewer) as it should appear in the bulletin.

Enter text...

6. – [**NO** ] Request for prerequisites and major restrictions change.

*(If yes, 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. Are there any prerequisites? Yes / No
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

Enter text...

1. Is this course restricted to a specific major? Yes / No
   1. If yes, which major? Enter text...

7. – [**NO** ] Request for Course Frequency Change(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

a. If yes, please indicate new frequency:

Enter text...

8. – [**NO** ] Request for Class Mode Change

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

Enter text...

9. – [**NO** ] Request for grade type change

*If yes, what is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])*

Enter text...

10. Is this course dual listed (undergraduate/graduate)? **NO**

a. If yes, indicate course prefix, number and title of dual listed course.

Enter text...

11. Is this course cross listed? **NO**

*(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.)*

1. If yes, please list the prefix and course number of cross listed course.

Enter text...

1. Are these courses offered for equivalent credit? Yes / No

Please explain. Enter text...

12. Is this course change in support of a new program? **NO**

a. If yes, what program?

Enter text...

13. Does this course replace a course being deleted? **NO**

a. If yes, what course?

Enter text...

14. Will this course be equivalent to a deleted course or the previous version of the course? **NO**

a. If yes, which course?

Enter text...

15. 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...

16. Does this course require course fees? **NO**

*If yes: Please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Revision Details**

17. Please outline the proposed revisions to the course.

*Include information as to any changes to course outline, special features, required resources, or in academic rationale and goals for the course.*

**N/A.**

18. Please provide justification to the proposed changes to the course.

19. Do these revisions result in a change to the assessment plan?

[Yes / No]

*\*If yes: Please complete the Assessment section of the proposal on the next page.*

*\*If no: Skip to Bulletin Changes section of the proposal.*

***\*See question 19 before completing the Assessment portion of this proposal.***

**Assessment**

**University Outcomes**

20. Please indicate the university-level student learning outcomes for which this new course will contribute. Check all that apply.

|  |  |  |
| --- | --- | --- |
| * 1. **[ ]** Global Awareness | * 1. **[ ]** Thinking Critically | * 1. **[ ]** Information Literacy |

**Relationship with Current Program-Level Assessment Process**

21. 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...

22. Considering the indicated program-level learning outcome/s (from question #23), 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 #23)** | 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**

23. 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. 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.* |

Paste bulletin pages here...

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**Journalism**

**Master of Science in Mass Communications**

University Requirements: See Graduate School Degree Policies for additional information (p. 35)

**Program Requirements: Sem. Hrs.**

~~MCOM~~ MDIA 6043, Theory of Mass Communications 3

CMAC 6053, Quantitative Research Methods in Communications 3

CMAC 6203, Introduction to Graduate Study 3

CMAC 6253, Qualitative Research Methods in Communications 3

Sub-total 12

**Journalism Requirements: Sem. Hrs.** Select twelve hours from the following:

~~JOUR~~ MDIA 5043, Studies in Newspaper Management

~~JOUR~~ MDIA, 5053 Public Affairs Reporting

~~JOUR~~ MDIA, 5083 Sports, Business and Opinion Writing

~~JOUR~~ MDIA, 5113 Integrated Marketing Communication

~~JOUR~~ MDIA, 5323 Race, Gender and Media

~~JOUR~~ MDIA, 5373 Internet Communications

~~JOUR~~ MDIA, 6013 Specialized Reporting Problems

~~JOUR~~ MDIA, 6023 Journalism Seminar

~~MCOM~~ MDIA 5023, Public Opinion, Propaganda and the Mass Media

~~MCOM~~ MDIA 5603, Crisis Communication

~~MCOM~~ MDIA 6023, Advanced Studies in Communications Law

~~MCOM~~ MDIA 680V, Independent Study

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**Radio-Television**

**Master of Science in Mass Communications**

University Requirements: See Graduate School Degree Policies for additional information (p. 35)

**Program Requirements: Sem. Hrs.**

~~MCOM~~ MDIA 6043, Theory of Mass Communications 3

CMAC 6053, Quantitative Research Methods in Communications 3

CMAC 6203, Introduction to Graduate Study 3

CMAC 6253, Qualitative Research Methods in Communications 3

Sub-total 12 Journalism

**Requirements: Sem. Hrs.** Select twelve hours from the following:

~~MCOM~~ MDIA 5023, Public Opinion, Propaganda and the Mass Media

~~MCOM~~ MDIA 6023, Advanced Studies in Communications Law

~~MCOM~~ MDIA 680V, Independent Study

~~RTV~~ MDIA 5323, News Production and Performance

~~RTV~~ MDIA 5333, Trending Topics

~~RTV~~ MDIA 5363, Multimedia Storytelling

~~RTV~~ MDIA 5373, Internet Communications

~~RTV~~ MDIA 5553, Multimedia Reporting

~~RTV~~ MDIA 5573, Sportscasting

~~RTV~~ MDIA 6023, Advanced Studies in Broadcast Management

~~RTV~~ MDIA 6033, The Broadcast Documentary

~~RTV~~ MDIA 6073, International Communication Seminar

~~RTV~~ MDIA 6223, Broadcasting Seminar 12

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**Media Management**

**Master of Science in Media Management**

University Requirements: See Graduate School Degree Policies for additional information (p. 35)

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 6463, Media Management Applications/Capstone 3

~~JOUR~~ MDIA 6253, Audience Marketing Analysis 3

~~MCOM~~ MDIA 6033, Media Regulation, Public Interest & the Law 3

~~MCOM~~ MDIA 6043, Theory of Mass Communication 3

~~RTV~~ MDIA 6023, Advanced Studies in Media Management 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** (select four of the following):

~~JOUR~~ MDIA, 5113 Integrated Marketing Communication

~~JOUR~~ MDIA, 5213 Social Media in Strategic Communication

~~JOUR~~ MDIA, 6243 Media Account Management

~~MCOM~~ MDIA, 5603 Crisis Communication

~~MCOM~~ MDIA, 6423 Media Entrepreneurship

**Option 2: Public Administration** (select four of the following):

~~JOUR~~ MDIA, 5213 Social Media in Strategic Communication

~~JOUR~~ MDIA, 6243 Media 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

POSC 6633, Public Information Management

**Option 3: Social Media** (select four of the following):

~~JOUR~~ MDIA, 5113 Integrated Marketing Communication

~~JOUR~~ MDIA, 5213 Social Media in Strategic Communication

~~JOUR~~ MDIA, 6243 Media Account Management SCOM 5463, Interactive Advertising

COMS 5473, Social Media Measurement

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**Journalism (~~JOUR~~ MDIA)**

**~~JOUR~~ MDIA** 5043. Studies in Newspaper Management Study of business and editorial management of the print media, including newspaper organization, publishing policies and economics, print media technology, circulation and promotion problems.

**~~JOUR~~ MDIA** 5053. Public Affairs Reporting Instruction and practice in gathering material and writing stories on public affairs; emphasis on courts and government. Requires two hours of laboratory work per week. Prerequisite, MMJ 2013.

**~~JOUR~~ MDIA** 5083. Sports, Business and Opinion Writing Techniques of news-writing and information gathering in business and sports reporting. Techniques of opinion writing. Prerequisite: C or better in MMJ 2013 or permission of professor or chair.

**~~JOUR~~ MDIA** 5113. Integrated Marketing Communication Focuses on the strategic integration of various channels and methods of communication for the purpose of delivering key messages to diverse target audiences in order to elicit responses, create a dialogue and engender relationshipbuilding.

**~~JOUR~~ MDIA** 5213. Social Media in Strategic Communication 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.

**~~JOUR~~ MDIA** 5323. Race, Gender and Media Survey of the interface between Americans and the mass media in the United States.

**~~JOUR~~ MDIA** 5373. Internet Communications Provides students with a thorough understanding and practice in the use of the Information Superhighway. Students will develop skills and strategies to access and create news, advertising, and public relations messages in this new electronic medium for mass communications. The course will also look at new opportunities for communications professionals, examine critical social, political, and economic issues for the medium, and prepare for future technological advances. Prerequisite: basic computer competency.

**~~JOUR~~ MDIA** 5913. Media Advisers Seminar To provide an overview of the issues and practices of scholastic journalism, and to enable secondary school journalism advisers to acquire and refine skills in writing, reporting, and design.

**~~JOUR~~ MDIA** 6023. Journalism Seminar Study of the press as an institution; its problems, role, content, effects, and responsibilities as a cultural force in society.

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**~~JOUR~~ MDIA** 6243 Media Account Management Advanced study of the principles and practice of media account management. Includes an in-depth analysis of advantages and disadvantages of multiple media platforms in communicating messages to diverse target audiences and a discussion of effective and ethical client relationships.

**~~JOUR~~ MDIA** 6253. Audience Market Analysis Using social scientific research methods for audience/consumer analysis, this course provides a survey of applications of research in media industries. Pragmatic task activities will be conducted via Nielsen, Arbitron, SRDS and related data sources to find audience market insights.

Mass Communications (~~MCOM~~ MDIA)

~~MCOM~~ MDIA 5023. 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.

~~MCOM~~ MDIA 5603. 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.

~~MCOM~~ MDIA 6023. Advanced Studies in Communications Law An advanced study of communications law problems, issues, and responsibilities. Selected publications in the field will be examined. Individual projects concerning legal problems in freedom and responsibilities of the mass media.

~~MCOM~~ MDIA 6033. Media Regulation, Public Interest and the Law Course provides an introduction to media laws and regulations, addressing how they impact media managers, how to allocate necessary resources, and how to remain current as to media policies and regulations.

~~MCOM~~ MDIA 6043. Theory of Mass Communications Study of mass communications models, theory development, mass communications theories and theory relationships to research in mass communications.

~~MCOM~~ MDIA 6063. Interpretative Research Methods in Mass Communication This course is intended to provide the student with the basic skills needed for understanding, rather than predicting or controlling, phenomena. Included will be discussion of and practice in basic phenomenological description, structural analysis, research interviewing, and qualitative research reporting. Co-requisite: MCOM 6043 Theory of Mass Communication

~~MCOM~~ MDIA 6163. Applied Research in Mass Communications Guided research dealing with practical problems in mass communications. A primary outcome of the course will be a formal research paper acceptable for publication. Prerequisite: MCOM 6053.

~~MCOM~~ MDIA 6263. Ethnographic Research in Visual Communications Ethnographic research in Visual Communication focuses on the development and application of visual research methods used in communication. Students will learn through course lectures, readings and discussions as well as hands-on ethnographic fieldwork or survey-based research.

~~MCOM~~ MDIA 6303. Media, Heritage, and Cultural Identity Course analyzes various forms of media to better understand how media contributes to cultural identity and heritage.

~~MCOM~~ 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.

~~MCOM~~ 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.

~~MCOM~~ MDIA 671V. Project

~~MCOM~~ MDIA 680V. Independent Study

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**Radio-Television** (~~RTV~~ MDIA)

~~RTV~~ MDIA 5053. Public Affairs Reporting for Electronic Journalism Coverage of municipal and county government agencies, public school boards, community planning and development agencies, and special events within the local community for the electronic media.

~~RTV~~ MDIA 5303. Multimedia Reporting Apply the basics of traditional journalism skills in the digital media practice and develop the abilities of integrating audio, photographs, graphics and video as multimedia storytelling tools to enrich online news coverage. Prerequisite: Basic computer competency.

~~RTV~~ MDIA 5323. News Production and Performance Experience in producing news programs. Students exercise judgment and make editorial decisions about news content and program continuity. Experience in verbal and non-verbal communication relative to on camera delivery.

~~RTV~~ MDIA 5333. Trending Topics A seminar that addresses current topics in the area of communication.

~~RTV~~ MDIA 5363. Multimedia Storytelling Introductory course in multimedia concepts, media elements, platforms, and production. Emphasis is placed on delivery of content across media platforms for diverse audiences.

~~RTV~~ MDIA 5373. Internet Communications Provides students with a thorough understanding and practice in the use of the Information Superhighway. Students will develop skills and strategies to access and create news, advertising, and public relations messages in this new electronic medium for mass communications. The course will also look at new opportunities for communications professionals, examine critical social, political, and economic issues for the medium, and prepare for future technological advances. Prerequisite: basic computer competency.

~~RTV~~ MDIA 5573. Sportscasting Theory and practical application of sportscasting for radio and television. RTV 6023. Advanced Studies in Broadcast Management An advanced study of the elements, problems, and responsibilities of radio and television station management.

~~RTV~~ MDIA 6033. The Broadcast Documentary This course provides for the graduate student in broadcasting an opportunity both to study the broadcast documentary, its structure and role, and to gain some hands-on practical experience in organizing, structuring, and producing this broadcast form.

~~RTV~~ MDIA 6073. International Communication Seminar Critical discussion and analyses of the social, cultural, economic, political, technological and institutional forces governing the exchange of mediated information across national frontiers.

~~RTV~~ MDIA 6223. Broadcasting Seminar Topics include research in broadcasting, electronic media, or another area appropriate for advanced study and original research. The course topic coincides with the research needs of students and the expertise of the directing faculty members. Depending on the interests of participants and on the topic of the seminar, students may conduct research individually or may work together on research projects.