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

**New Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| **[X] New Course or [ ]Experimental Course (1-time offering) (Check one box)** |

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.

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| Po-Lin Pan 3/8/2018 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Marceline Hayes 3/8/2018 **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| Warren Johnson 3/28/2018 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Gina Hogue 3/29/2018 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **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)

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

2. Proposed Starting Term and Bulletin Year

Fall 2018

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

PRAD 4773

4. 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).

Internship in Strategic Communication

Short title: INTERNSHIP STRATEGIC COMM

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

Field-based experience in a supervised setting that will enhance strategic communication knowledge and skills.

6. Prerequisites and major restrictions. (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. **Yes** Are there any prerequisites?
   1. If yes, which ones?

Approval of department chair.

* 1. Why or why not?

Students will need to be placed by the department.

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

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

Fall. Spring, Summer

8. 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, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Experiential learning

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

Standard

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

11. **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.)*

**11.1** – If yes, please list the prefix and course number of cross listed course.

Enter text...

**11.2** – **Yes / No** Are these courses offered for equivalent credit?

Please explain. Enter text...

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

a. If yes, what program?

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

a. If yes, what course?

No

14. **No** Will this course be equivalent to a deleted course?

a. If yes, which course?

No

15. **Yes** Has it been confirmed that this course number is available for use?

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

16. **No** Does this course affect another program?

If yes, provide confirmation of acceptance/approval of changes from the Dean, Department Head, and/or Program Director whose area this affects.

**Course Details**

17. 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.)

1. Overview of Internship requirements
2. Experiential learning, work logs
3. Experiential learning, work logs
4. Experiential learning, work logs
5. Experiential learning, work logs
6. Experiential learning, work logs
7. Midterm internship report
8. Experiential learning, work logs
9. Experiential learning, work logs
10. Experiential learning, work logs
11. Experiential learning, work logs
12. Experiential learning, work logs
13. Experiential learning, work logs
14. Final internship report

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

19. Department staffing and classroom/lab resources

Faculty with strategic communication experience on staff

1. Will this require additional faculty, supplies, etc.?

No

20. 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.*

**Course Justification**

21. Justification for course being included in program. Must include:

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

PRAD 4773 Internship in Strategic Communication provides experience in learning outcomes of the Strategic Communication program.

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.

PRAD 4773 Internship in Strategic Communication includes course objectives that are in keeping with the overall program outcomes of the strategic communication program – particularly creating messages appropriate to the audience, context, and purpose.

<http://annenberg.usc.edu/sites/default/files/KOS_2017_GCP_April6.pdf>

The USC Annenberg 2017 report highlights the need for students to be able to learn new skills as well as emphasizing the wide variety of work experiences in strategic communication and the importance of defining professional roles to students, as can be accomplished best in an on-site, supervised setting rather than in an on-campus classroom.

Strategic Communication Assessment Data

The role in assessment in introducing Internship in Strategic Communication is two fold: 1) Strategic communication faculty voted to introduce an internship after reviewing assessment reports that indicated practical skills such as writing were a focus item. 2) The assessment program relies on practicum/internship data and without a dedicated PRAD internship course, there is no mechanism within the program for strategic communication faculty to oversee internships.

c. Student population served.

The student population served will include students in the Strategic Communication program.

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

The outcomes of the course are most appropriate for an upper level course because they include skills that should be developed in introductory and lower level skills courses.

**Assessment**

**University Outcomes**

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

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

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

23. 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?

PRAD 4773 Internship in Strategic Communication will be incorporated in the Strategic Communication Assessment Program and will support the following program-level learning outcome:

1. Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.
2. Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.
3. Students will embrace difference and diversity and culture using sensitivity in a global society and adapt messages to diverse audiences.
4. Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages.
5. Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices.
6. Students will support principles of free expression and the historical context of free expression within a diverse and global society.

24. 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.*

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| **Program-Level Outcome 1 (from question #23)** | Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context. |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |
| **Program-Level Outcome 2 (from question #23)** | Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research. |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |
| **Program-Level Outcome 3 (from question #23)** | Students will embrace difference and diversity and culture using sensitivity in a global society and adapt messages to diverse audiences. |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |
| **Program-Level Outcome 4 (from question #23)** | Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages. |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |
| **Program-Level Outcome 5 (from question #23)** | Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |
| **Program-Level Outcome 6 (from question #23)** | Students will support principles of free expression and the historical context of free expression within a diverse and global society. |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |

*(Repeat if this new course will support additional program-level outcomes)*

**Course-Level Outcomes**

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

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| ***Outcome 1*** | Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context. |
| *Which learning activities are responsible for this outcome?* | *Experiential learning* |
| *Assessment Measure* | *Midterm and final reports, Supervisor evaluation* |
| ***Outcome 2*** | Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research. |
| *Which learning activities are responsible for this outcome?* | *Experiential learning* |
| *Assessment Measure* | *Midterm and final reports, Supervisor evaluation* |
| ***Outcome 3*** | Students will embrace difference and diversity and culture using sensitivity in a global society and adapt messages to diverse audiences. |
| *Which learning activities are responsible for this outcome?* | *Experiential learning* |
| *Assessment Measure* | *Midterm and final reports, Supervisor evaluation* |
| ***Outcome 4*** | Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages. |
| *Which learning activities are responsible for this outcome?* | *Experiential learning* |
| *Assessment Measure* | *Midterm and final reports, Supervisor evaluation* |
| ***Outcome 5*** | Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices |
| *Which learning activities are responsible for this outcome?* | *Experiential learning* |
| *Assessment Measure* | *Midterm and final reports, Supervisor evaluation* |
| ***Outcome 6*** | Students will support principles of free expression and the historical context of free expression within a diverse and global society. |
| *Which learning activities are responsible for this outcome?* | *Experiential learning* |
| *Assessment Measure* | *Midterm and final reports, Supervisor evaluation* |

*(Repeat if needed for additional outcomes)*

**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. 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.* |

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*[NB: For changes to the degree, see separate proposal for reconfiguration of BS in Strategic Communication]*

PRAD 3553. Strategic Visual Communication Theoretical, contextual and practical natures of persuasive images in the context of strategic communication. Fall, Spring.

PRAD 4213. Social Media in Strategic Communication This course examines concepts and applications of social media within mass communication, news, advertising, and public relations industries. We will explore and apply social media tools, integrating them into an organization’s overall communication strategy. 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, and COMS 3363 or AD 4003, and PRAD 3143, or consent of instructor. Fall.

PRAD 4763. Strategic Communication Campaigns Study and practice in planning strategic communication campaigns for business, industry, institutions, and government. Students create a comprehensive strategic communication campaign for a given client. Prerequisites, AD 3033 or PR 3013, and MDIA 3363 or AD 4003, and PRAD 3143. Spring.

***PRAD 4773. Internship in Strategic Communication*** *Field-based experience in a supervised setting that will enhance strategic communication knowledge and skills. Prerequisite: Approval of department chair. Fall, Spring, Summer.*