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

**Bulletin / Banner Change Transmittal 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 for inclusion in curriculum committee agenda.

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| Po-Lin Pan | 10/4/2018 |

**Department Curriculum Committee Chair** |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**COPE Chair (if applicable)** |
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| Marceline Hayes | 10/4/2018 |

**Department Chair:**  |

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**Head of Unit (If applicable)**   |
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| Warren Johnson | 10/17/2018 |

**College Curriculum Committee Chair** |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**Undergraduate Curriculum Council Chair** |
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| Gina Hogue | 10/17/2018 |

**College Dean** |

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**Graduate Curriculum Committee Chair** |
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**General Education Committee Chair (If applicable)**   |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**Vice Chancellor for Academic Affairs** |

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

Dr. Holly Hall, Dept. of Communication

hollyhall@astate.edu

870-972-3135

**2.Proposed Change**

Change selected COMS course prefixes to STCM as indicated below.

**3.Effective Date**

Fall 2019

**4.Justification –** *Please provide details as to why this change is necessary.*

Currently in Banner, classes for the strategic communication program are scattered among prefixes (AD, PR, COMS and PRAD). With the deletion of emphasis areas like Advertising and the addition of our new Master’s degree in Strategic Communication, we would like to unify all classes under one prefix, making classes easier for students to find and assisting the program in making the transition to unified strategic communication degrees.

**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.* |

**Graduate Bulletin 2018-2019, p. 159**

**Engineering Management**

**Master of Engineering Management**

|  |  |
| --- | --- |
| See Graduate Degree Policies for additional information (p. 35) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| **Select twenty-four hours from the following:**EGRM 6003, Engineering StatisticsEGRM 6013, Quality Control and Improvement EGRM 6023, Engineering Management I EGRM 6033, Engineering Management II EGRM 6043, Operations ResearchMBA 500V, Survey of Accounting **OR**POSC 6553, Public Budgeting and FinanceMBA 501V, Survey of Finance **AND** MBA 507V, Survey of Law **OR**POSC 6593, Seminar in Human Resources ManagementMKTG 6223, Strategic Marketing **OR**~~COMS~~ STCM 5113, Integrated Marketing Communication | 24 |
| **Elective Track (Select one of the following tracks):****Option 1:***For those pursuing Professional Engineering Licensing in states that require coursework beyond the B.S. degree in Engineering.*CE/EE/ME/ENGR 5000-level dual-listed, engineering courseEGRM 6073, Special Problems in Engineering Management**Option 2 (Select two of the following):***For those not pursuing Professional Engineering Licensing.*ECON 6353, Environmental EconomicsEGRM 6073, Special Problems in Engineering Management MGMT 6413, Seminar in Organizational Behavior and Leadership MIS 6413, Management Information SystemsMIS 6523, Simulation and Predictive Decision Making | 6 |
| **Sub-total** | **30** |
| **Total Required Hours:** | **30** |

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**Media Management**

**Master of Science in Media Management**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate 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 |
| ~~COMS~~ STCM 6033, Media Regulation, Public Interest & the Law | 3 |
| ~~COMS~~ 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:**~~COMS~~ STCM 5113, Integrated Marketing Communication~~COMS~~ STCM, Crisis Communication~~COMS~~ STCM, Media Account ManagementMDIA 6423, Media Entrepreneurship**Option 2: Public Administration (select four of the following):**~~COMS~~ STCM, Social Media in Strategic Communication~~COMS~~ STCM, Media Account ManagementPOSC 6543, Administrative BehaviorPOSC 6563, Seminar in Public AdministrationPOSC 6593, Seminar in Human Resource ManagementPOSC 6613, Administrative LeadershipPOSC 6623, Administrative EthicsPOSC 6633, Public Information Management**Option 3: Social Media Management:**~~COMS~~ STCM 5113, Integrated Marketing Communication ~~COMS~~ STCM 5213, Social Media in Strategic Communication ~~COMS~~ STCM 5463, Interactive Advertising~~COMS~~ STCM 5473, Social Media Measurement | 12 |
| **Sub-total** | **30** |
| **Total Required Hours:** | **30** |

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**Journalism**

**Master of Science in Mass Communications**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 35) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| 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:**~~COMS~~ STCM 5113, Integrated Marketing Communication~~COMS~~ STCM 5023, Public Opinion, Propaganda and the Mass Media~~COMS~~ STCM 5603, Crisis Communication~~COMS~~ STCM 6023, Advanced Studies in Communications LawMDIA 5043, Studies in Newspaper ManagementMDIA 5053, Public Affairs ReportingMDIA 5083, Sports, Business and Opinion WritingMDIA 5323, Race, Gender and Media MDIA 5373, Internet Communications MDIA 6083, Journalism SeminarMDIA 680V, Independent Study | **12** |
| **Electives:** | **Sem. Hrs.** |
| Advisor-approved Electives*May include six hours of thesis or project credit, courses in the college and/or courses outside the college. The topic of the thesis or project is subject to approval by the student’s thesis or project committee. The thesis or project may be a continuation or extension of research begun in a Communications graduate class.* | **6** |
| **Total Required Hours:** | **30** |

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**Radio-Television**

**Master of Science in Mass Communications**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 35) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| 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:**~~COMS~~ STCM 5023, Public Opinion, Propaganda and the Mass Media~~COMS~~ STCM 6023, Advanced Studies in Communications LawMDIA 5313, Multimedia ReportingMDIA 5333, Trending TopicsMDIA 5343, News Production and PerformanceMDIA 5363, Multimedia Storytelling MDIA 5373, Internet Communications MDIA 5573, SportscastingMDIA 6023, Advanced Studies in Broadcast ManagementMDIA 6033, The Broadcast DocumentaryMDIA 6073, International Communication SeminarMDIA 6223, Broadcasting SeminarMDIA 680V, Independent Study | **12** |
| **Electives:** | **Sem. Hrs.** |
| Advisor-approved Electives*May include six hours of thesis or project credit, courses in the college and/or courses outside the college. The topic of the thesis or project is subject to approval by the student’s thesis or project committee. The thesis or project may be a continuation or extension of research begun in a Communications graduate class.* | **6** |
| **Total Required Hours:** | **30** |

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**Strategic Communication**

**Master of Science**

|  |  |
| --- | --- |
| See Graduate Degree Policies for additional information (p. 35) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| ~~COMS~~ STCM 6033, Media Regulation, Public Interest and the Law **OR**MDIA 6423, Media Entrepreneurship | 3 |
| CMAC 6053, Quantitative Research Methods | 3 |
| ~~COMS~~ STCM 6253, Audience Market Analysis | 3 |
| ~~COMS~~ STCM 6263, Media Account Management | 3 |
| ~~COMS~~ STCM 6303, Seminar in Strategic Communications | 3 |
| ~~COMS~~ STCM 6533, Strategic Communication Management Capstone | 3 |
| **Select twelve hours from the following:**~~COMS~~ STCM 5113, Integrated Marketing Communication ~~COMS~~ STCM 5213, Social Media in Strategic Communication ~~COMS~~ STCM 5463, Interactive Advertising~~COMS~~ STCM 5473, Social Media Measurement~~COMS~~ STCM 5603, Crisis Communication(*Students who have taken a 4000-level version of the above classes may substitute an approved**Communication Studies Elective class.*) | **12** |
| **Sub-total** | **30** |
| **Total Required Hours:** | **30** |

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**Health Communication**

**Graduate Certificate**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 35) |  |
| **Core Requirements:** | **Sem. Hrs.** |
| NURS 6483, Ethics in Health Care | 3 |
| COMS 5402, Seminar in Health Communication | 3 |
| COMS 5243, Interpersonal Communication **OR**COMS 6243, Seminar in Interpersonal Communication | 3 |
| COMS 5253, Intercultural Communication | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| **Select six hours from the following:**COUN 6423, Psychological Aspects of AgingELSE 6023, Characteristics of Individuals with DisabilitiesHP 5453, Health Care AdministrationHP 6023, Health Policy and Economic IssuesHP 6113, US Health Care **OR**NURS 6833, American Health Care System~~COMS~~ STCM 5603, Crisis Communication **OR**COMS 5263, Organizational CommunicationMGMT 6003, Organizational Behavior in Health Care OrganizationsMGMT 6013, Human Resource Management for Health Care OrganizationsNHP 5103, Patient EducationNURS 6303, Health Care Issues and Policy~~COMS~~ STCM 6303, Seminar in Strategic Communications | **6** |
| **Total Required Hours:** | **18** |

[new program proposed Fall 20-18]

**Strategic Communication**

**Master of Science with an Emphasis in Information Technology Law and Policy**

|  |
| --- |
| **University Requirements:**  |
| **See Graduate Degree Policies for additional information (p. 35)**  |
| **Program Requirements:**  | **Sem. Hrs.**  |
| **~~COMS~~ STCM 6033, Media Regulation, Public Interest and the Law**  | **3**  |
| **CMAC 6053, Quantitative Research Methods**  | **3**  |
| **~~COMS~~ STCM 6253, Audience Market Analysis**  | **3**  |
| **~~COMS~~ STCM 6263, Media Account Management**  | **3**  |
| **~~COMS~~ STCM 6303, Seminar in Strategic Communications**  | **3**  |
| **~~COMS~~ STCM 6533, Strategic Communication Management Capstone**  | **3**  |
| **~~COMS~~ STCM *5013, EU and US Data Protection Law*****~~COMS~~ STCM *5123, International Intellectual Property Law*****~~COMS~~ STCM *5143, Privacy Law*****~~COMS~~ STCM *6313, Seminar in Information Technology Law*** | ***3******3******3******3*** |
| **Sub-total**  | **30**  |
| **Total Required Hours:**  | **30** |

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[course listing showing current order]

**DEPARTMENT OF COMMUNICATION**

**Communication Studies (COMS)**

**~~COMS 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.~~ Move to new heading “Strategic Communication” (STCM))

**~~COMS 5113. Integrated Marketing Communication~~** ~~Focuses on the strategic integration of v\_a\_r\_i\_o\_u\_s\_ \_c\_h\_a\_n\_n\_e\_l\_s\_ \_a\_n\_d\_ \_m\_e\_t\_h\_o\_d\_s\_ \_o\_f\_ \_c\_o\_m\_m\_u\_n\_i\_c\_a\_t\_i\_o\_n\_ \_f\_o\_r\_ \_t\_h\_e\_ \_p\_u\_r\_p\_o\_s\_e\_ \_o\_f\_ \_d\_e\_l\_i\_v\_e\_r\_i\_n\_g\_ \_k\_e\_y\_ \_m\_e\_s\_s\_a\_g\_e\_s\_ \_t\_o\_ \_d\_i\_v\_e\_r\_s\_e\_ \_t\_a\_r\_g\_e\_t\_ \_a\_u\_d\_i\_e\_n\_c\_e\_s\_ \_i\_n\_ \_o\_r\_d\_e\_r\_ \_t\_o\_ \_e\_l\_i\_c\_i\_t\_ \_r\_e\_s\_p\_o\_n\_s\_e\_s\_,\_ \_c\_r\_e\_a\_t\_e\_ \_a\_ \_d\_i\_a\_l\_o\_g\_u\_e\_ \_a\_n\_d\_ \_e\_n\_g\_e\_n\_d\_e\_r\_ \_r\_e\_l\_a\_t\_i\_o\_n\_s\_h\_i\_p\_-\_building.~~ (Move to new heading “Strategic Communication” (STCM))

**COMS 5203. Small Group Communication** Group and conference techniques for classroom, business, and professional situations.

**~~COMS 5213. Social Media in Strategic Communication~~** ~~T\_h\_i\_s\_ \_c\_o\_u\_r\_s\_e\_ \_e\_x\_a\_m\_i\_n\_e\_s\_ \_c\_o\_n\_c\_e\_p\_t\_s\_ \_a\_n\_d\_ \_applications of social media within mass communications, news, advertising, and public relations i\_n\_d\_u\_s\_t\_r\_i\_e\_s\_.\_ \_W\_e\_ \_w\_i\_l\_l\_ \_e\_x\_p\_l\_o\_r\_e\_ \_a\_n\_d\_ \_a\_p\_p\_l\_y\_ \_s\_o\_c\_i\_a\_l\_ \_m\_e\_d\_i\_a\_ \_t\_o\_o\_l\_s\_,\_ \_i\_n\_t\_e\_g\_r\_a\_t\_i\_n\_g\_ \_t\_h\_e\_m\_ \_i\_n\_t\_o\_ \_a\_n\_ \_o\_r\_g\_a\_n\_i\_z\_a\_t\_i\_o\_n\_’s\_ \_overall communication strategy. (~~Move to new heading “Strategic Communication”(STCM))

Strategic Communication (STCM)

**STCM ~~COMS~~ 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.

**STCM ~~COMS~~ 5113. Integrated Marketing Communication** Focuses on the strategic integration of v\_a\_r\_i\_o\_u\_s\_ \_c\_h\_a\_n\_n\_e\_l\_s\_ \_a\_n\_d\_ \_m\_e\_t\_h\_o\_d\_s\_ \_o\_f\_ \_c\_o\_m\_m\_u\_n\_i\_c\_a\_t\_i\_o\_n\_ \_f\_o\_r\_ \_t\_h\_e\_ \_p\_u\_r\_p\_o\_s\_e\_ \_o\_f\_ \_d\_e\_l\_i\_v\_e\_r\_i\_n\_g\_ \_k\_e\_y\_ \_m\_e\_s\_s\_a\_g\_e\_s\_ \_t\_o\_ \_d\_i\_v\_e\_r\_s\_e\_ \_t\_a\_r\_g\_e\_t\_ \_a\_u\_d\_i\_e\_n\_c\_e\_s\_ \_i\_n\_ \_o\_r\_d\_e\_r\_ \_t\_o\_ \_e\_l\_i\_c\_i\_t\_ \_r\_e\_s\_p\_o\_n\_s\_e\_s\_,\_ \_c\_r\_e\_a\_t\_e\_ \_a\_ \_d\_i\_a\_l\_o\_g\_u\_e\_ \_a\_n\_d\_ \_e\_n\_g\_e\_n\_d\_e\_r\_ \_r\_e\_l\_a\_t\_i\_o\_n\_s\_h\_i\_p\_-\_building.

**STCM~~COMS~~ 5213. Social Media in Strategic Communication** T\_h\_i\_s\_ \_c\_o\_u\_r\_s\_e\_ \_e\_x\_a\_m\_i\_n\_e\_s\_ \_c\_o\_n\_c\_e\_p\_t\_s\_ \_a\_n\_d\_ \_applications of social media within mass communications, news, advertising, and public relations i\_n\_d\_u\_s\_t\_r\_i\_e\_s\_.\_ \_W\_e\_ \_w\_i\_l\_l\_ \_e\_x\_p\_l\_o\_r\_e\_ \_a\_n\_d\_ \_a\_p\_p\_l\_y\_ \_s\_o\_c\_i\_a\_l\_ \_m\_e\_d\_i\_a\_ \_t\_o\_o\_l\_s\_,\_ \_i\_n\_t\_e\_g\_r\_a\_t\_i\_n\_g\_ \_t\_h\_e\_m\_ \_i\_n\_t\_o\_ \_a\_n\_ \_o\_r\_g\_a\_n\_i\_z\_a\_t\_i\_o\_n\_’s\_ \_overall communication strategy.

**p. 341**

**STCM ~~COMS~~ 5463. Interactive Advertising** An introduction to the world of online interactive advertising. It surveys a variety of important topics, from integrating social media initiatives into the overall marketing communications plan to online display ads to developing an effective search engine strategy.

**STCM ~~COMS~~ 5473. Social Media Measurement** Measurement and improvement of investment outcomes from use of social media in advertising, public relations, and marketing communications.

**STCM ~~COMS~~ 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.

**STCM ~~COMS~~ 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.

**STCM ~~COMS~~ 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.

**~~COMS 6103. Communication Theory~~** ~~Theories, models, and approaches relevant to the study of human communication.~~ (Move to Communication Studies (COMS))

**~~COMS 6233. Communication Education~~** ~~A study of the history and philosophy of the pedagogy of communication studies, to include both theoretical and applied aspects of the discipline.~~ (Move to Communication Studies (COMS))

**~~COMS 6243. Seminar in Interpersonal Communication~~** ~~This course is designed to introduce students to foundational as well as current theory and research in interpersonal communication. Students will examine several interpersonal communication contexts and processes as well as methodologies in interpersonal communication.~~ (Move to Communication Studies (COMS))

**STCM ~~COMS~~  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.

**STCM ~~COMS~~ 6263. 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.

**STCM ~~COMS~~ 6303. Seminar in Strategic Communications** The role of strategic communications in and for organizations and brands, including communications objective(s), target audience(s), and key messages. Addresses application of communication theory and research related to public relations, advertising, and social media.

**COMS 6363. Advertising**, Media**, and Society** Advanced study of the relationship between media, advertising, and society. Includes an examination of ethical and social ramifications of advertising in global and diverse societies and across multiple media platforms [revised on a separate proposal]*The bulletin can be accessed at https://www.astate.edu/a/registrar/students/bulletins*

**~~COMS 6413. Organizational and Intercultural Communication~~** ~~Course will introduce students to intercultural communication and function of organization communication in the workplace, addressing how effective communication within organizations affects business and how to advance intercultural skills while being aware of different world views~~. (Move to Communication Studies (COMS))

**STCM~~COMS~~ 6533. Strategic Communication Management Capstone** Students will investigate a real-world strategic communication issue, formulating solutions, recommendations and strategies that bridge the gap between theory and practice. Course will be taken the final term of completing degree requirements. Restricted to MS in Strategic Communication students. Prerequisites, ~~CMAC~~ STCM 6053, ~~COMS~~ STCM 6253, ~~COMS~~ STCM 6263, and ~~COMS~~ STCM 6303.

[Plus new classes that were just approved for Master’s in Strategic Communication track in Information Technology Law & Policy]

***STCM ~~COMS~~ 5013 EU and US Data Protection Law Comparison of the European Union and United States data protection systems, including sector-specific regulations such as those from the Federal Trade Commission.***

***STCM ~~COMS~~ 5123 International Intellectual Property Law Examination of the International Intellectual Property System [IIPS] and its development in response to international trade and digital innovations. Subject areas include a primary focus on copyright and trademark with some coverage of patent law.***

***STCM ~~COMS~~ 5143 Privacy Law The history and development of privacy law, and the challenges of government regulation of information where institutions and individuals need and reveal information constantly, but also seek basic dignity and safety from harm.***

***STCM ~~COMS~~ COMS 6313 Information Technology Law Application of principles of privacy law and technology to current legal and policy problems. Prerequisites: STCM~~COMS~~ 5143 and STCM~~COMS~~ 5013.***

[course listing showing new order]

***STCM ~~COMS~~ 5013 EU and US Data Protection Law Comparison of the European Union and United States data protection systems, including sector-specific regulations such as those from the Federal Trade Commission.***

**STCM ~~COMS~~ 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.

**STCM ~~COMS~~ 5113. Integrated Marketing Communication** Focuses on the strategic integration of v\_a\_r\_i\_o\_u\_s\_ \_c\_h\_a\_n\_n\_e\_l\_s\_ \_a\_n\_d\_ \_m\_e\_t\_h\_o\_d\_s\_ \_o\_f\_ \_c\_o\_m\_m\_u\_n\_i\_c\_a\_t\_i\_o\_n\_ \_f\_o\_r\_ \_t\_h\_e\_ \_p\_u\_r\_p\_o\_s\_e\_ \_o\_f\_ \_d\_e\_l\_i\_v\_e\_r\_i\_n\_g\_ \_k\_e\_y\_ \_m\_e\_s\_s\_a\_g\_e\_s\_ \_t\_o\_ \_d\_i\_v\_e\_r\_s\_e\_ \_t\_a\_r\_g\_e\_t\_ \_a\_u\_d\_i\_e\_n\_c\_e\_s\_ \_i\_n\_ \_o\_r\_d\_e\_r\_ \_t\_o\_ \_e\_l\_i\_c\_i\_t\_ \_r\_e\_s\_p\_o\_n\_s\_e\_s\_,\_ \_c\_r\_e\_a\_t\_e\_ \_a\_ \_d\_i\_a\_l\_o\_g\_u\_e\_ \_a\_n\_d\_ \_e\_n\_g\_e\_n\_d\_e\_r\_ \_r\_e\_l\_a\_t\_i\_o\_n\_s\_h\_i\_p\_-\_building.

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**STCM~~COMS~~ 5213. Social Media in Strategic Communication** T\_h\_i\_s\_ \_c\_o\_u\_r\_s\_e\_ \_e\_x\_a\_m\_i\_n\_e\_s\_ \_c\_o\_n\_c\_e\_p\_t\_s\_ \_a\_n\_d\_ \_applications of social media within mass communications, news, advertising, and public relations i\_n\_d\_u\_s\_t\_r\_i\_e\_s\_.\_ \_W\_e\_ \_w\_i\_l\_l\_ \_e\_x\_p\_l\_o\_r\_e\_ \_a\_n\_d\_ \_a\_p\_p\_l\_y\_ \_s\_o\_c\_i\_a\_l\_ \_m\_e\_d\_i\_a\_ \_t\_o\_o\_l\_s\_,\_ \_i\_n\_t\_e\_g\_r\_a\_t\_i\_n\_g\_ \_t\_h\_e\_m\_ \_i\_n\_t\_o\_ \_a\_n\_ \_o\_r\_g\_a\_n\_i\_z\_a\_t\_i\_o\_n\_’s\_ \_overall communication strategy.

**p. 341**

**STCM ~~COMS~~ 5463. Interactive Advertising** An introduction to the world of online interactive advertising. It surveys a variety of important topics, from integrating social media initiatives into the overall marketing communications plan to online display ads to developing an effective search engine strategy.

**STCM ~~COMS~~ 5473. Social Media Measurement** Measurement and improvement of investment outcomes from use of social media in advertising, public relations, and marketing communications.

**STCM ~~COMS~~ 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.

**STCM ~~COMS~~ 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.

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**STCM ~~COMS~~ 6263. 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.

**STCM ~~COMS~~ 6303. Seminar in Strategic Communications** The role of strategic communications in and for organizations and brands, including communications objective(s), target audience(s), and key messages. Addresses application of communication theory and research related to public relations, advertising, and social media.

***STCM ~~COMS~~ COMS 6313 Information Technology Law Application of principles of privacy law and technology to current legal and policy problems. Prerequisites: STCM~~COMS~~ 5143 and STCM~~COMS~~ 5013.***

**COMS 6363. Advertising**, Media**, and Society** Advanced study of the relationship between media, advertising, and society. Includes an examination of ethical and social ramifications of advertising in global and diverse societies and across multiple media platforms [revised on a separate proposal]*The bulletin can be accessed at https://www.astate.edu/a/registrar/students/bulletins*

**STCM~~COMS~~ 6533. Strategic Communication Management Capstone** Students will investigate a real-world strategic communication issue, formulating solutions, recommendations and strategies that bridge the gap between theory and practice. Course will be taken the final term of completing degree requirements. Restricted to MS in Strategic Communication students. Prerequisites, ~~CMAC~~ STCM 6053, ~~COMS~~ STCM 6253, ~~COMS~~ STCM 6263, and ~~COMS~~ STCM 6303.

The bulletin can be accessed at https://www.astate.edu/a/registrar/students/bulletins/