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| For Academic Affairs and Research Use Only | |
| Proposal Number | LAC74 |
| 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.

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| Po-Lin Pan 10/4/2021 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Marceline Hayes 10/14/2021 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 10/26/2021  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Carl M. Cates 11/4/2021 **College Dean** | Alan Utter 11/16/2021  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Myleea Hill, Dept. of Communication, mhill@astate.edu, (870) 215-8205

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

Start Term: Fall 2022 Bulletin Year: 2022-2023

**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.”*

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|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** | **STCM** | **N/A** |
| **Number\*** | **3553** | **N/A** |
| **Title** | **Strategic Visual Communication** | **N/A** |
| **Description\*\*** | **Theoretical, contextual and practical natures of persuasive images in the context of strategic communication.** | **Principles and practice in elements of strategic visual communication. Includes an emphasis on content creation for digital platforms and branding.** |

***\**** (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]**

(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?

**Remove prerequisites of STCM 3003, STCM 3023, or STCM 3043.** Revised course content covers principle material necessary for successful completion of course activities.

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.*

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. NO 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?

Enter text...

**Course Details**

1. **Proposed outline** **[Modification requested? /Yes]**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Weeks 1-2: Photography Principles in Strategic Communication

Weeks 3-4: Visual Communication Strategy, Design Fundamentals

Weeks 5-6: Video in Strategic Communication

Weeks 7-8: Color and Typography in Strategic Communication

Weeks 9-10: Principles of Visual Branding Guidelines

Weeks 11-12: Infographics and Data Visualization in Strategic Communication

Weeks 13-14: Content Creation across Digital Platforms

Week 15: Final Project Brand Kits

1. **Proposed special features** **[Modification requested? /No]**

(e.g. labs, exhibits, site visitations, etc.)

Enter text...

1. **Department staffing and classroom/lab resources**

Enter text...

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

**NO**

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 proposed revised course description reflects updates to strategic communication content creation since the course was introduced. Updated strategic visual communication materials allows for course content to be self-contained and eliminate the need for prerequisites.

**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.*

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| **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?

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| **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**

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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. 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.** |

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**CURRENT**

**STCM 3043. Principles of Strategic Communication** Broad survey of strategic communica- tion practice, emphasizing advertising and public relations in the context of integrated brand promotion. Fall, Spring, Summer.

**STCM 3133. Interactive Advertising** Online interactive advertising, including integration social media into the marketing communications plan, use of online display ads, and development of an effective search engine strategy. Fall.

**STCM 3143. Strategic Writing II** Advanced strategic writing forms and styles. Practice in prepa- ration of strategic messages for various platforms of communication, including paid, earned, shared, and owned. Students will develop skills in information gathering, writing styles, editing, critical thinking, storytelling, and audience analysis. Prerequisites, STCM 2143; and STCM 3003, STCM 3023, or STCM 3043. Fall, Spring.

**STCM 3193. Advanced Photography** An in-depth examination of the uses of natural and artificial lighting, lenses, cameras, studios, and other elements needed for professional photog- raphy in advertising, promotion, portraits, sports and other environments. Emphasis placed on the business of photography. Fall.

**STCM 3333. Advertising Strategy and Sales** Study of the structure of the advertising industry, with emphasis on strategic legacy, digital, and social media selection and planning, as well as the basic methods of advertising sales. Spring, Summer.

**STCM 3553. Strategic Visual Communication** ~~Theoretical, contextual and practical natures of persuasive images in the context of strategic communication. Prerequisite, STCM 3003, STCM 3023, or STCM 3043.~~ Principles and practice in elements of strategic visual communication. Includes an emphasis on content creation for digital platforms and branding. Fall, Spring.

**STCM 4003. Account Planning** Study of consumer insights that are strategically applied by ac- count planners and creative teams in the advertising planning process. Fall, Spring.

**STCM 4013. Public Relations Practicum and Professional Development** Advanced PR course requiring application of skills in supervised work with various businesses, institutions, organizations and social agencies. Student will work a minimum of 10 hours per week outside the classroom with assigned workplace mentor. Instructor permission required. Fall, Spring.

**STCM 4073. Strategic Communication Law and Ethics** Analysis of laws, regulations, and ethical considerations affecting the strategic communication industry. Prerequisite, ENG 1013. Fall, Spring, Summer.

**STCM 4113. Integrated Marketing Communications** Focuses on the strategic integration of various channels and methods of communications for the purpose of delivering key messages to diverse target audiences in order to elicit specific responses, create a dialogue and engender relationship building. Prerequisite, STCM 3023, or STCM 3003, or MKTG 3013. Fall, Spring.

**PROPOSED**

**STCM 3043. Principles of Strategic Communication** Broad survey of strategic communica- tion practice, emphasizing advertising and public relations in the context of integrated brand promotion. Fall, Spring, Summer.

**STCM 3133. Interactive Advertising** Online interactive advertising, including integration social media into the marketing communications plan, use of online display ads, and development of an effective search engine strategy. Fall.

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