|  |  |
| --- | --- |
| 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., School of Media and Journalism [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, 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, COMS** |
| **Number\*** | **6053** | **N/A** |
| **Title** | **Quantitative Research Methods** | **N/A** |
| **Description\*\*** | **Study of the tools and techniques of empirical research as they may be applied to mass communications.** | **Study of the tools and techniques of empirical research as they may be applied to media and communication** |

***\**** (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?

no specific background needed

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. YES 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.

This course will become two cross-listed classes: COMS 6053 and MDIA 6053

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

YES

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 6053

**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.*

|  |  |
| --- | --- |
| **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?

|  |  |
| --- | --- |
| **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. 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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## Communication Studies

**Master of Arts**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| ~~CMAC~~ COMS 6053, Quantitative Research Methods | 3 |
| CMAC 6203, Introduction to Graduate Study | 3 |
| CMAC 6253, Qualitative Research Methods in Communications | 3 |
| COMS 6103, Communication Theory | 3 |
| Communication Electives  Select 18 hours from COMS or STCM courses. | 18 |
| **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. 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~~ MDIA 6053, Quantitative Research Methods ~~in Mass Communication~~ | 3 |
| CMAC 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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## Journalism

**Master of Science in Mass Communications**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| MDIA 6043, Theory of Mass Communications | 3 |
| ~~CMAC~~ MDIA 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:**  STCM 5113, Integrated Marketing Communication  STCM 5023, Public Opinion, Propaganda and the Mass Media STCM 5603, Crisis Communication  STCM 6023, Advanced Studies in Communications Law MDIA 5043, Studies in Newspaper Management  MDIA 5053, Public Affairs Reporting  MDIA 5083, Sports, Business and Opinion Writing MDIA 5323, Diversity and Media  MDIA 5373, Internet Communications MDIA 6083, Journalism Seminar MDIA 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. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| MDIA 6043, Theory of Mass Communications | 3 |
| ~~CMAC~~ MDIA 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** |
| **Radio-Television Requirements:** | **Sem. Hrs.** |
| **Select twelve hours from the following:**  STCM 5023, Public Opinion, Propaganda and the Mass Media STCM 6023, Advanced Studies in Communications Law  MDIA 5313, Multimedia Reporting MDIA 5333, Trending Topics  MDIA 5343, News Production and Performance MDIA 5363, Multimedia Storytelling  MDIA 5373, Internet Communications MDIA 5573, Sportscasting  MDIA 6023, Advanced Studies in Broadcast Management MDIA 6033, The Broadcast Documentary  MDIA 6073, International Communication Seminar MDIA 6223, Broadcasting Seminar  MDIA 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**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| STCM 6033, Communication Regulations and Policy **OR**  MDIA 6423, Media Entrepreneurship | 3 |
| ~~CMAC~~ COMS 6053, Quantitative Research Methods | 3 |
| STCM 6253, Audience Market Analysis | 3 |
| STCM 6263, Advertising Account Management | 3 |
| STCM 6303, Seminar in Strategic Communications | 3 |
| STCM 6533, Strategic Communication Management Capstone | 3 |
| **Communication electives:**  Select 12 hours from COMS or STCM courses.  Students may also choose up to six hours of approved cognate electives.  *(Students who have taken a 4000-level of a course may not take the 5000-level for graduate credit.)* | **12** |
| **Sub-total** | **30** |
| **Total Required Hours:** | **30** |

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## Strategic Communication

**Master of Science**

**Emphasis in Global Strategic Communication**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 35) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| STCM 6033, Communication Regulations and Policy **OR**  MDIA 6423, Media Entrepreneurship | 3 |
| ~~CMAC~~ COMS 6053, Quantitative Research Methods | 3 |
| STCM 6253, Audience Market Analysis | 3 |
| STCM 6263, Advertising Account Management | 3 |
| STCM 6303, Seminar in Strategic Communications | 3 |
| STCM 6533, Strategic Communication Management Capstone | 3 |
| **Sub-total** | **18** |
| **Emphasis Area (Global Strategic Communication):** |  |
| COMS 5253, Intercultural Communication **OR**  COMS 5263, Organizational Communication **OR**  COMS 6413, Organizational and Intercultural Communication | 3 |
| STCM 5123, International Intellectual Property Law | 3 |
| STCM 6323, Global Strategic Communication | 3 |
| STCM 6333, Development Communication | 3 |
| **Sub-total** | **12** |
| **Total Required Hours:** | **30** |

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## Strategic Communication

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

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 35) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| STCM 6033, Communication Regulations and Policy **OR**  MDIA 6423, Media Entrepreneurship | 3 |
| ~~CMAC~~ COMS 6053, Quantitative Research Methods | 3 |
| STCM 6253, Audience Market Analysis | 3 |
| STCM 6263, Advertising Account Management | 3 |
| STCM 6303, Seminar in Strategic Communications | 3 |
| STCM 6533, Strategic Communication Management Capstone | 3 |
| **Sub-total** | **18** |
| **Emphasis Area (Information Technology Law and Policy):** |  |
| STCM 5013, EU and US Data Protection Law | 3 |
| STCM 5123, International Intellectual Property Law | 3 |
| STCM 5143, Privacy Law | 3 |
| STCM 6313, Seminar in Information Technology Law | 3 |
| **Sub-total** | **12** |
| **Total Required Hours:** | **30** |

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## Strategic Communication

**Master of Science**

**Emphasis in Social Media Management**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 35) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| STCM 6033, Communication Regulations and Policy **OR**  MDIA 6423, Media Entrepreneurship | 3 |
| ~~CMAC~~ COMS 6053, Quantitative Research Methods | 3 |
| STCM 6253, Audience Market Analysis | 3 |
| STCM 6263, Advertising Account Management | 3 |
| STCM 6303, Seminar in Strategic Communications | 3 |
| STCM 6533, Strategic Communication Management Capstone | 3 |
| **Sub-total** | **18** |
| **Emphasis Area (Social Media Management):** |  |
| STCM 5113, Integrated Marketing Communication | 3 |
| STCM 5213, Social Media in Strategic Communication | 3 |
| STCM 5463, Interactive Advertising | 3 |
| STCM 5473, Social Media Measurement | 3 |
| **Sub-total** | **12** |
| **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.

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**COMS 5433. Health Communication Campaigns** Planning, implementation, and evaluation of health communication campaigns.

**COMS 6053. Quantitative Research Methods** Study of the tools and techniques of empirical research as they may be applied to media and communication. Cross listed as MDIA 6053.

**COMS 6103. Communication Theory** Theories, models, and approaches relevant to the study

of human communication.

**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.

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

**MDIA 6053. Quantitative Research Methods** Study of the tools and techniques of empirical research as they may be applied to media and communication. Cross listed as COMS 6053.

**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. Corequisite, MDIA 6043.

**Proposed**

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## Communication Studies

**Master of Arts**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| COMS 6053, Quantitative Research Methods | 3 |
| CMAC 6203, Introduction to Graduate Study | 3 |
| CMAC 6253, Qualitative Research Methods in Communications | 3 |
| COMS 6103, Communication Theory | 3 |
| Communication Electives  Select 18 hours from COMS or STCM courses. | 18 |
| **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. 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.** |
| MDIA 6053, Quantitative Research Methods | 3 |
| CMAC 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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## Journalism

**Master of Science in Mass Communications**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| MDIA 6043, Theory of Mass Communications | 3 |
| MDIA 6053, Quantitative Research Methods | 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:**  STCM 5113, Integrated Marketing Communication  STCM 5023, Public Opinion, Propaganda and the Mass Media STCM 5603, Crisis Communication  STCM 6023, Advanced Studies in Communications Law MDIA 5043, Studies in Newspaper Management  MDIA 5053, Public Affairs Reporting  MDIA 5083, Sports, Business and Opinion Writing MDIA 5323, Diversity and Media  MDIA 5373, Internet Communications MDIA 6083, Journalism Seminar MDIA 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. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| MDIA 6043, Theory of Mass Communications | 3 |
| MDIA 6053, Quantitative Research Methods | 3 |
| CMAC 6203, Introduction to Graduate Study | 3 |
| CMAC 6253, Qualitative Research Methods in Communications | 3 |
| **Sub-total** | **12** |
| **Radio-Television Requirements:** | **Sem. Hrs.** |
| **Select twelve hours from the following:**  STCM 5023, Public Opinion, Propaganda and the Mass Media STCM 6023, Advanced Studies in Communications Law  MDIA 5313, Multimedia Reporting MDIA 5333, Trending Topics  MDIA 5343, News Production and Performance MDIA 5363, Multimedia Storytelling  MDIA 5373, Internet Communications MDIA 5573, Sportscasting  MDIA 6023, Advanced Studies in Broadcast Management MDIA 6033, The Broadcast Documentary  MDIA 6073, International Communication Seminar MDIA 6223, Broadcasting Seminar  MDIA 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**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| STCM 6033, Communication Regulations and Policy **OR**  MDIA 6423, Media Entrepreneurship | 3 |
| COMS 6053, Quantitative Research Methods | 3 |
| STCM 6253, Audience Market Analysis | 3 |
| STCM 6263, Advertising Account Management | 3 |
| STCM 6303, Seminar in Strategic Communications | 3 |
| STCM 6533, Strategic Communication Management Capstone | 3 |
| **Communication electives:**  Select 12 hours from COMS or STCM courses.  Students may also choose up to six hours of approved cognate electives.  *(Students who have taken a 4000-level of a course may not take the 5000-level for graduate credit.)* | **12** |
| **Sub-total** | **30** |
| **Total Required Hours:** | **30** |

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## Strategic Communication

**Master of Science**

**Emphasis in Global Strategic Communication**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 35) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| STCM 6033, Communication Regulations and Policy **OR**  MDIA 6423, Media Entrepreneurship | 3 |
| COMS 6053, Quantitative Research Methods | 3 |
| STCM 6253, Audience Market Analysis | 3 |
| STCM 6263, Advertising Account Management | 3 |
| STCM 6303, Seminar in Strategic Communications | 3 |
| STCM 6533, Strategic Communication Management Capstone | 3 |
| **Sub-total** | **18** |
| **Emphasis Area (Global Strategic Communication):** |  |
| COMS 5253, Intercultural Communication **OR**  COMS 5263, Organizational Communication **OR**  COMS 6413, Organizational and Intercultural Communication | 3 |
| STCM 5123, International Intellectual Property Law | 3 |
| STCM 6323, Global Strategic Communication | 3 |
| STCM 6333, Development Communication | 3 |
| **Sub-total** | **12** |
| **Total Required Hours:** | **30** |

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## Strategic Communication

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

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 35) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| STCM 6033, Communication Regulations and Policy **OR**  MDIA 6423, Media Entrepreneurship | 3 |
| COMS 6053, Quantitative Research Methods | 3 |
| STCM 6253, Audience Market Analysis | 3 |
| STCM 6263, Advertising Account Management | 3 |
| STCM 6303, Seminar in Strategic Communications | 3 |
| STCM 6533, Strategic Communication Management Capstone | 3 |
| **Sub-total** | **18** |
| **Emphasis Area (Information Technology Law and Policy):** |  |
| STCM 5013, EU and US Data Protection Law | 3 |
| STCM 5123, International Intellectual Property Law | 3 |
| STCM 5143, Privacy Law | 3 |
| STCM 6313, Seminar in Information Technology Law | 3 |
| **Sub-total** | **12** |
| **Total Required Hours:** | **30** |

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## Strategic Communication

**Master of Science**

**Emphasis in Social Media Management**

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| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 35) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| STCM 6033, Communication Regulations and Policy **OR**  MDIA 6423, Media Entrepreneurship | 3 |
| COMS 6053, Quantitative Research Methods | 3 |
| STCM 6253, Audience Market Analysis | 3 |
| STCM 6263, Advertising Account Management | 3 |
| STCM 6303, Seminar in Strategic Communications | 3 |
| STCM 6533, Strategic Communication Management Capstone | 3 |
| **Sub-total** | **18** |
| **Emphasis Area (Social Media Management):** |  |
| STCM 5113, Integrated Marketing Communication | 3 |
| STCM 5213, Social Media in Strategic Communication | 3 |
| STCM 5463, Interactive Advertising | 3 |
| STCM 5473, Social Media Measurement | 3 |
| **Sub-total** | **12** |
| **Total Required Hours:** | **30** |

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#### Media and Communication (CMAC)

**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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**COMS 5433. Health Communication Campaigns** Planning, implementation, and evaluation of health communication campaigns.

**COMS 6053. Quantitative Research Methods** Study of the tools and techniques of empirical research as they may be applied to media and communication. Cross listed as MDIA 6053.

**COMS 6103. Communication Theory** Theories, models, and approaches relevant to the study of human communication.

**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.

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**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.

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

**MDIA 6053. Quantitative Research Methods** Study of the tools and techniques of empirical research as they may be applied to media and communication. Cross listed as COMS 6053.

**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. Corequisite, MDIA 6043.

**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.