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| 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**

|  |
| --- |
| **[X]New Course, [ ]Experimental Course (1-time offering), or [ ]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 3/1/2022 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Marceline Hayes 3/1/2022 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 3/16/2022  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 3/16/2022 **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Carl M. Cates 4/5/2022 **College Dean** | Alan Utter 4/25/2022  **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**

**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** |
| **Number\*** |  | **5633** |
| **Title**  (include a short title that’s 30 characters or fewer) |  | **Trending Topics** |
| **Description\*\*** |  | **Exploration of current topics and issues in public relations and advertising. May be repeated for credit.** |

***\**** 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 (excepting prerequisites and other restrictions) as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes/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?
   1. If yes, which ones?

No

* 1. Why or why not?

Course content will cover material necessary for successful completion of learning outcomes.

1. **No** Is this course restricted to a specific major?
   1. If yes, which major? Enter text...
2. **Proposed course frequency [Modification requested? Yes/No]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

N/A

1. **Proposed course type [Modification requested? Yes/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.

Lecture

1. **Proposed grade type [Modification requested? Yes/No]**

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

**Standard letter**

1. **Yes** Is this course dual-listed (undergraduate/graduate)? **as STCM 4633 [Note: stipulation that the course is repeatable will need to be added to the undergraduate version as well.]**
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.** – 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/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.)

Example Course Schedule:

Trending Topics: Advanced Strategic Visual Communication

Week 1 – Introduction to Visual Communication Theory

Week 2 – Gestalt, Constructivism

Week 3 -- Semiotics

Week 4 – Photography principles

Week 5 – Photography application

Week 6 – Color theory

Week 7 – Color application

Week 8 - Design theory

Week 9 – Applying visual communication principles in strategic communication

Week 10 - Creating a visual communication editorial calendar

Week 11 - Designing a visual communication content campaign

Week 12 - Executing a visual communication content campaign

Week 13 - Executing a visual communication content campaign

Week 14 – Content campaign measurement

Week 15 – Final paper

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

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

None

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

This cross will be dual-listed with STCM 4633 and utilize available resources currently implemented in offering the course at the undergraduate level.

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)

Enter text...

**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)

Employers are looking for students who are informed on current issues in public relations and advertising, and communication graduate students have requested expanded strategic communication course offerings. Specifically, graduate students have expressed interest in taking Trending Topics that have been offered by Department of Communication faculty. Students taking this course would learn to apply strategic and organizational communication skills related to a specific public relations or advertising issue.

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.

The Master of Arts in Communication Studies provides a flexible program based on research and  
theoretical foundations. The curriculum can be tailored toward interpersonal and organization communication or rhetorical criticism, providing opportunities for students interested in pursuing advancement in communication professions or preparing for doctoral studies and positions in higher education. The Master of Science in Strategic Communication program provides a comprehensive foundation for a successful career in a wide range of communication fields. The program combines the foundational theories of effective communication with practical application to make an impact in a constantly changing communication landscape. STCM 5633 Trending Topics fits with the mission of both graduate degrees offered by the Department of Communication by providing a flexible curriculum that applies communication theory to relevant communication topics.

c. Student population served.

The primary population will be Department of Communication graduate students. Students from all majors would be welcome in the course.

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

Graduate. The course curriculum would include materials and additional assignments appropriate for graduate level work.

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. 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?

PLO 1.     *Graduates should be able to apply theories of communication to problems of today.*

STCM5633 will address the above listed goal of the Department of Communication graduate program.

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)** | PLO 1.     *Graduates should be able to apply theories of communication to problems of today.* |
| Assessment Measure | Direct Measure: Comprehensive exam, thesis. Indirect Measure: Exit Exam, Awards, certifications, presentations/publications |
| Assessment  Timetable | Spring, annually |
| Who is responsible for assessing and reporting on the results? | Graduate coordinator, Department of Communication faculty. |

*(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** | Students will apply communication theory to current strategic communication issues. |
| Which learning activities are responsible for this outcome? | Communication theory presentation  Strategic communication principles readings |
| Assessment Measure | Analyzing a communication campaign |

*(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 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 5213. Social Media in Strategic Communication** This course examines concepts and applications of social media within mass communications, news, advertising, and public relations industries. We will explore and apply social media tools, integrating them into an organization’s overall communication strategy.

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

**STCM 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 5633. Trending Topics** Exploration of current topics and issues in public relations and advertising. May be repeated for credit.

**STCM 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.

**PROPOSED**

**STCM 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 5213. Social Media in Strategic Communication** This course examines concepts and applications of social media within mass communications, news, advertising, and public relations industries. We will explore and apply social media tools, integrating them into an organization’s overall communication strategy.

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

**STCM 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 5633. Trending Topics** Exploration of current topics and issues in public relations and advertising. May be repeated for credit.

**STCM 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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**CURRENT**

p. 610

**STCM 4503. Seminar in Nonprofit Communication** Study and practice of nonprofit communica­tion strategies and tactics, including fundraising, nonprofit branding, grant writing, and cross-platform content creation. Fall.

**STCM 4603. 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. Fall, Spring.

**STCM 4633. Trending Topics** Exploration of current topics and issues in public relations and advertising. May be repeated for credit.

**STCM 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, COMS 3363 or STCM 4003, and STCM 3143, or instructor permission. Fall.

**PROPOSED**

p. 610

**STCM 4503. Seminar in Nonprofit Communication** Study and practice of nonprofit communica­tion strategies and tactics, including fundraising, nonprofit branding, grant writing, and cross-platform content creation. Fall.

**STCM 4603. 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. Fall, Spring.

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