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| For Academic Affairs and Research Use Only | |
| Proposal Number | LAC53 |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] 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.

|  |  |
| --- | --- |
| Po-Lin Pan 3/12/2021 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Marceline Hayes 3/12/2021 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 3/16/2021  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 3/16/2021 **Office of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Gina Hogue 3/17/2021 **College Dean** | Alan Utter 4/12/2021  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Po-Lin Pan, Dept. of Communication, [ppan@astate.edu](mailto:ppan@astat.edu)

8709722360

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

Start Term: Spring 2022 Bulletin Year: 2021-2022

**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\*** |  | **4313** |
| **Title** |  | **Strategic Sport Communication** |
| **Description\*\*** |  | **A comprehensive examination of the field of sport communication, with a complete approach to the applications of advertising, public relations, and social media strategies in the context of sport 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]**

(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?

no specific background absolutely necessary for success in course

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.*

**Spring**

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 only**

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. **No** Is this course dual-listed (undergraduate/graduate)? No dual listing at present, but proposal for graduate version will be submitted in 2021-2022.
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/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.)

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| **Week 1** | **Introducing Sport Communication** |
| **Week 2** | **History and Growth of Sport Communication** |
| **Week 3** | **Strategic Sport Communication Model** |
| **Week 4** | **Sport Communication Research** |
| **Week 5** | **Interpersonal Communication in Sport** |
| **Week 6** | **Sport Communication Leadership and Management** |
| **Week 7** | **Sport Mass Media** |
| **Week 8** | **Midterm Exam** |
| **Week 9** | **Digital/Mobile/Social Media in Sport** |
| **Week 10** | **Advertising and Integrated Marketing Communication in Sport** |
| **Week 11** | **Athlete Endorsement and Sponsorship** |
| **Week 12** | **Public Relations and Crisis Communication in Sport** |
| **Week 13** | **Race, Gender and Nationalism in Sport** |
| **Week 14** | **Legal and Ethical Issues in Sport** |
| **Week 15** | **Final Exam & Case Study Presentation** |

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

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

**N/A**

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

**N/A**

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)

N/A

**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)

**This course offers an opportunity to students who are interested in the fields within sport communication, including but not limited to advertising, public relations, media production, sports management, marketing research, social/digital/interactive media, media trends, production competencies, and employment options and trends. The course can assist students to:**

1. **Understand the role of sport communication in the sport industry.**
2. **Comprehend the historical and theoretical components of communication in and through sport as well as illustrate the Strategic Sport Communication Model (SSCM).**
3. **Articulate the elements of interpersonal and organizational communication in sport.**
4. **Identify the diverse types of sport media and expound on their overall development.**
5. **Illustrate the model for online sport communication.**
6. **Understand how sport is utilized as a means to advertise to audiences.**
7. **Demonstrate the value of public relations to the sport-focused organization as well as comprehend the functions of research in the practical and theoretical sport arenas.**
8. **Identify key sociological, political, and legal elements of sport communication.**

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 Department of Communication expects students to think analytically by conducting research and evaluating information using appropriate methods, understand concepts and apply theories in the use and presentation of messages, images and information, and write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve. This course would offer undergraduate students a background in sport communication and an understanding of the roles of advertising, public relations, and social media strategies in the field of sport communication. Students will draw on both theories and hands-on knowledge from this course to examine and analyze sport communication surrounding a variety of contemporary political, social, and cultural problems.**

c. Student population served.

**Undergraduate students in the Department of Communication, but open to students across the campus as an elective.**

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

**The proposed class will help undergraduate students apply what they have learned in previous upper-level coursework in advertising, public relations and social media into the field of sports communication.**

**Assessment**

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

1. **Yes / 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?

**This course will speak to all three program-level learning outcomes of the Strategic Communication Program. The assessment of these program outcomes is done via midterm exam, final exam and case study. This course would provide no change to our current assessment process. Three program-level learning outcomes are listed in the following:**

* **Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.**
* **Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages.**
* **Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices.**

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)** | **Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.** |
| Assessment Measure | Advisory Board Input  Exit Exam  Exit Survey  Final Capstone Project  Student Awards  Supervisor practicum/Internship evaluation |
| Assessment  Timetable | Once every year beginning in fall 2017 |
| Who is responsible for assessing and reporting on the results? | Program Assessment Team and Department Chair |
| **Program-Level Outcome 2 (from question #19)** | **Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages.** |
| Assessment Measure | Advisory Board Input  Exit Exam  Exit Survey  Final Capstone Project  Student Awards  Supervisor practicum/Internship evaluation |
| Assessment  Timetable | Once every year beginning in fall 2017 |
| Who is responsible for assessing and reporting on the results? | Program Assessment Team and Department Chair |
| **Program-Level Outcome 3 (from question #19)** | **Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices** |
| Assessment Measure | Advisory Board Input  Exit Exam  Exit Survey  Final Capstone Project  Student Awards  Supervisor practicum/Internship evaluation |
| Assessment  Timetable | Once every year beginning in fall 2017 |
| Who is responsible for assessing and reporting on the results? | Program Assessment Team and Department Chair |

**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** | **Understand the role of sport communication in the sport industry** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Exams and Case Study Project |
| **Outcome 2** | **Comprehend the historical and theoretical components of communication in and through sport as well as illustrate the Strategic Sport Communication Model (SSCM)** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Exams and Case Study Project |
| **Outcome 3** | **Articulate the elements of interpersonal and organizational communication in sport** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Exams and Case Study Project |
| **Outcome 4** | **Identify the diverse types of sport media and expound on their overall development** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Exams and Case Study Project |
| **Outcome 5** | **Illustrate the model for online sport communication** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Exams and Case Study Project |
| **Outcome 6** | **Understand how sport is utilized as a means to advertise to audiences** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Exams and Case Study Project |
| **Outcome 7** | **Demonstrate the value of public relations to the sport-focused organization as well as comprehend the functions of research in the practical and theoretical sport arenas** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Exams and Case Study Project |
| **Outcome 8** | **Identify key sociological, political, and legal elements of sport communication** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Exams and Case Study Project |

**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.** |

**CURRENT**

**Undergraduate Bulletin 2021-2022, p. 572**

**Strategic Communication (STCM)**

**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.

**STCM 4213. Social Media in Strategic Communications** 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. Spring.

**STCM 4313. Strategic Sport Communication** A comprehensive examination of the field of sport communication, with a complete approach to the applications of advertising, public relations, and social media strategies in the context of sport communication. Spring

**STCM 4333. Social Media Measurement** Measurement and improvement of investment outcomes from use of social media in advertising, public relations, and marketing communications. Spring.

**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

**PROPOSED**

**Undergraduate Bulletin 2021-2022, p. 572**

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