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| CIP Code: |  |
| Degree Code: |  |

**Bulletin / Banner Change Transmittal Form**

**[X] Undergraduate Curriculum Council**

**[ ] 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](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| |  |  | | --- | --- | | Po-Lin Pan | 9/5/2018 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Marceline Hayes | 9/12/2018 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 9/19/2018 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Gina Hogue | 9/21/2018 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

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

Myleea Hill, Dept. of Communication, [mhill@astate.edu](mailto:mhill@astate.edu), (870) 972-2290

**2.Proposed Change**

Change prerequisites to PRAD courses as indicated below.

**3.Effective Date**

Fall 2019

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

Updates reflect correct course prerequisites based on changes to Strategic Communication degree plan. Assessment data showed need for these revised prerequisites.

**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. 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.* |

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**Strategic Communication (PRAD)**

**PRAD 2143. Strategic Writing I** Fundamentals of the distinct writing requirements, styles, and formats of social, online, broadcast, print and other platforms used in strategic communication; emphasis on context, storytelling, and audience understanding. Fall, Spring.

**PRAD 3013. Promotional Writing for Electronic and Digital Media** Methods and techniques of writing non-news radio and television scripts and web content. Emphasis on commercials and program continuity, promotional announcements, public service announcements. Some atten- tion to teleplay, screenplay and corporate video techniques.

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

**PRAD 3143. Strategic Writing II** Advanced strategic writing forms and styles. Practice in preparation 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, PRAD 2143 and either PRAD 3043, PR 3003 or AD 3023. Fall, Spring.

**PRAD 3553. Strategic Visual Communication** Theoretical, contextual and practical natures of persuasive images in the context of strategic communication. Prerequisite, AD 3023, PR 3003, or PRAD 3043. Fall, Spring.

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

**PRAD 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.

**PRAD 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.

**PRAD 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, ~~AD 3033 or PR 3013, and~~ COMS 3363 or AD 4003, and PRAD 3143, or consent of instructor. Fall.

**PRAD 4763. Strategic Communication Campaigns** Study and practice in planning strategic communication campaigns for business, industry, institutions, and government. Students create a comprehensive strategic communication campaign for a given client. Prerequisites, ~~AD 3033 or PR 3013, and MDIA 3363~~ COMS 3363 or AD 4003, and PRAD 3143, or consent of instructor. Spring.

**PRAD 4773. Internship in Strategic Communication** Field-based experience in a supervised setting that will enhance strategic communication knowledge and skills. Prerequisite: Approval of department chair. Fall, Spring, Summer.