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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**

|  |
| --- |
| **[ ]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.

|  |  |
| --- | --- |
| Po-Lin Pan 9/16/2020 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Marceline Hayes 9/16/2020 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 9/23/2020  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Gina Hogue 9/24/2020 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Holly Hall

Professor of Strategic Communication

[hollyhall@astate.edu](mailto:hollyhall@astate.edu)

972-3135

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

Fall 2021, 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.”*

|  |  |  |
| --- | --- | --- |
|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** | **STCM** | **NA** |
| **Number\*** | **6033** | **NA** |
| **Title** | **Media Regulation, Public Interest & the Law** | **Communication Regulation and Policy**  **SHORT TITLE: COMM REGULATION AND POLICY** |
| **Description\*\*** | **Course provides an introduction to media laws and regulations, addressing how they impact media managers, how to allocate necessary resources, and how to remain current as to media policies and regulations.** | **Current and emerging issues in communications policy and regulation, including privacy, libel, FTC and FCC regulations, First Amendment issues, copyright and trademarks.** |

***\**** (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?

Enter text...

1. **Yes / No** Is this course restricted to a specific major?
   1. If yes, which major? MS in Strategic Communication and MS in Media Management
2. **Proposed course frequency [Modification requested? Yes/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? 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.

The class remains primarily lecture and activities such as a paper and case study assignments.

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)?
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.)

Week 1: Foundations of the Law and The First Amendment

Week 2: Libel

Week 3: Privacy; FTC and FCC Regulations

Week 4: Copyright and Trademark Law

Week 5: FOIA, Access to Information

Week 6: Obscenity and Indecency Regulations

Week 7: Ethical Considerations

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

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

Enter text...

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

Nothing additional required

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 current version of this course has a strong media focus. The course is being offered for both the Master’s in Media Management and the Master’s in Strategic Communication. It needs to include more elements relevant to strategic communication such as intellectual property and Federal Trade Commission regulations and less emphasis on elements of reporting. The course is being revised to be more holistic and the term “communication” rather than “media” will help encapsulate this change.

**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?

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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**

|  |
| --- |
| **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.** |

**Graduate Bulletin 2020-2021**

**Current**

p. 216

Media Management

Master of Science in Media Management

|  |  |
| --- | --- |
| **University Requirements:** | |
| See Graduate Degree Policies for additional information (p. 39) | |
| **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 6053, Quantitative Research Methods in Mass Communication | 3 |
| CMAC 6463, Media Management Applications/Capstone | 3 |
| STCM 6033, ~~Media Regulation, Public Interest & the Law~~ 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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Strategic Communication

Master of Science

|  |  |
| --- | --- |
| **University Requirements:** | |
| See Graduate Degree Policies for additional information (p. 39) | |
| **Program Requirements:** | Sem. Hrs. |
| STCM 6033, ~~Media Regulation, Public Interest & the Law~~ Communication Regulations and Policy OR  MDIA 6423, Media Entrepreneurship | 3 |
| CMAC 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 |
| Select twelve hours from the following:  STCM 5113, Integrated Marketing Communication  STCM 5213, Social Media in Strategic Communication  STCM 5463, Interactive Advertising  STCM 5473, Social Media Measurement  STCM 5603, Crisis Communication  (*Students who have taken a 4000-level version of the above classes may substitute an approved Communication Studies Elective class.*) | 12 |
| Sub-total | 30 |
| **Total Required Hours:** | 30 |

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Strategic Communication

Master of Science with an Emphasis in Information Technology Law and Policy

|  |  |
| --- | --- |
| **University Requirements:** | |
| See Graduate Degree Policies for additional information (p. 35) | |
| **Program Requirements:** | Sem. Hrs. |
| STCM 6033, ~~Media Regulation, Public Interest & the Law~~ Communication Regulations and Policy OR  MDIA 6423, Media Entrepreneurship | 3 |
| CMAC 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 |
| **Emphasis Area:** | |
| 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 | 30 |
| **Total Required Hours:** | 30 |

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**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.

**STCM 6033.** , ~~Media Regulation, Public Interest & the Law~~ Communication Regulations and Policy ~~Course provides an introduction to media laws and regulations, addressing how they impact media managers, how to allocate necessary resources, and how to remain current as to media policies and regulations~~. Current and emerging issues in communications policy and regulation, including privacy, libel, FTC and FCC regulations, First Amendment issues, copyright and trademarks.

**STCM 6253. Audience Market Analysis** Using social scientific research methods for audience/consumer analysis, this course provides a survey of applications of research in media industries. Pragmatic task activities will be conducted via Nielsen, Arbitron, SRDS and related data sources to find audience market insights.

**Proposed**

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**Media Management**

**Master of Science in Media Management**

|  |  |
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| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 38) |  |
| **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 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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**Strategic Communication**

**Master of Science**

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 38) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| STCM 6033, Communication Regulations and Policy **OR**  MDIA 6423, Media Entrepreneurship | 3 |
| CMAC 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 |
| **Select twelve hours from the following:**  STCM 5113, Integrated Marketing Communication STCM 5213, Social Media in Strategic Communication STCM 5463, Interactive Advertising  STCM 5473, Social Media Measurement STCM 5603, Crisis Communication  (*Students who have taken a 4000-level version of the above classes may substitute an approved Communication Studies Elective class.*) | **12** |
| **Sub-total** | **30** |
| **Total Required Hours:** | **30** |

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**Strategic Communication**

**Master of Science with an 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 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 |
| **Emphasis Area:** |  |
| 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** | **30** |
| **Total Required Hours:** | **30** |

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**STCM 6033. Communication Regulations and Policy** Current and emerging issues in communications policy and regulation, including privacy, libel, FTC and FCC regulations, First Amendment issues, copyright and trademarks.