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| For Academic Affairs and Research Use Only |
| Proposal Number | LAC73 |
| CIP Code:  |  |
| Degree Code: |  |

**Program Modification Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| **Modification Type: [ ]Admissions, [X]Curricular Sequence, or []Other**  |

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 | 10/4/2021 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Marceline Hayes | 10/14/2021 |

**Department Chair**  |

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**Head of Unit (if applicable)**   |
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| Warren Johnson | 10/26/2021 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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**Director of Assessment** *(only for changes impacting assessment)* |

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**Graduate Curriculum Committee Chair** |
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| Carl M. Cates | 11/4/2021 |

**College Dean** |

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| Alan Utter | 11/16/2021 |

**Vice Chancellor for Academic Affairs** |
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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**General Education Committee Chair (if applicable)**   |  |

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

Myleea Hill, Dept. of Communication, mhill@astate.edu, 870 972 2290

1. **Proposed Change** (for undergraduate curricular changes please provide an 8-semester plan (appendix A), if applicable)

Change requirements for Social Media Management certificate to replace STCM 4753 Strategic Communication Case Studies with STCM 3553 Strategic Visual Communication.

1. **Effective Date**

Fall 2022

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

Strategic Visual Communication covers content creation that is an important skill for social media managers. Additionally, Strategic Communication Case Studies requires prerequisite courses that are not included in the Social Media Management certificate.

**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.**  |

**Undergraduate Bulletin 2021-2022, p. 259**

**CURRENT**

**Certificate in Social Media Management**

The Program will prepare students to have the skills, depth, and focus to develop, implement and manage communication strategies that employ digital advertising campaigns and social media strategies, measure effectiveness of online advertising campaigns, and construct multimedia content for online and social media sites to achieve strategic communication goals of organizations.

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| **Required Courses:** | **Sem. Hrs.** |
| STCM 3133, Interactive Advertising | 3 |
| STCM 4333, Social Media Measurement | 3 |
| STCM 4213, Social Media in Strategic Communications | 3 |
| STCM ~~4753, Strategic Communications Case Studies~~ 3553, Strategic Visual Communication | 3 |
| **Total Required Hours:** | **12** |

**PROPOSED**

**Certificate in Social Media Management**

The Program will prepare students to have the skills, depth, and focus to develop, implement and manage communication strategies that employ digital advertising campaigns and social media strategies, measure effectiveness of online advertising campaigns, and construct multimedia content for online and social media sites to achieve strategic communication goals of organizations.

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| **Required Courses:** | **Sem. Hrs.** |
| STCM 3133, Interactive Advertising | 3 |
| STCM 4333, Social Media Measurement | 3 |
| STCM 4213, Social Media in Strategic Communications | 3 |
| STCM 3553, Strategic Visual Communication | 3 |
| **Total Required Hours:** | **12** |

**8-Semester Plan**

(**Referenced in #2** - **Undergraduate Proposals Only)**

*Instructions: Please identify new courses in italics*.

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| **Arkansas State University-Jonesboro****Degree:****Major:****Year:** |
| Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, COMPASS) may not be able to complete this program of study in eight (8) semesters. Developmental courses do not count toward total degree hours. **Students having completed college level courses prior to enrollment will be assisted by their advisor in making appropriate substitutions. In most cases, general education courses may be interchanged between semesters.** A minimum of 45 hours of upper division credit (3000-4000 level) is required for this degree. |
| **Year 1** |  | **Year 1** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
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| **Year 2** |  | **Year 2** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
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| **Year 3** |  | **Year 3** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
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| **Total Hours** |  |  |  |  | **Total Hours** |  |  |  |
| **Year 4** |  | **Year 4** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
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| **Total Hours** |  |  |  |  | **Total Hours** |  |  |  |
| **Total Jr/Sr Hours \_\_\_ Total Degree Hours \_\_\_** |
| **Graduation Requirements:** |