Code # Enter text…

**Letter of Notifications**

**[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 for inclusion in curriculum committee agenda.

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**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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**Department Chair:**  |

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**General Education Committee Chair (If applicable)**   |
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**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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**College Dean** |

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**Graduate Curriculum Committee Chair** |
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**Vice Chancellor for Academic Affairs** |

**If you require to fill out a Letter of Notification, please email** **curriculum@astate.edu** **or contact Academic Affairs and Research at (870) 972-2030 for guidance PRIOR TO submitting these through the curricular process.**

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

Dr. Holly Hall, hollyhall@astate.edu, 870-972-3135

**Guide to ADHE Letter of Notifications**

All documentation to be sent to ADHE must be submitted by the Office of Academic Affairs and Research (AAR), and must go through regular curriculum process. Please see the following specific curriculum forms created for changes requiring:

|  |  |
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|  | Established form |
| LON 3 - NEW OPTION, CONCENTRATION, EMPHASIS | New\_Emphasis\_Concentration\_or\_Option\_Proposal\_Form |
| LON 5 - DELETION(Certificate, Degree, Option/Emphasis/Concentration, Organizational Unit) | Program\_Emphasis\_or\_Minor\_Deletion\_Proposal\_Form |
| LON 11 - RECONFIGURATION OF EXISTING DEGREE PROGRAMS (Consolidation or Separation of Degrees to Create New Degree) | Reconfig\_Program\_Proposal\_Form |
| For all other LONs, please utilize this form. All other LONs are included in the following pages. A guide for LON selection is available below. Please select the one you require and delete the others, and submit this form through the regular curriculum process.  |

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|  | **Guide to LON Selection** | IMPORTANT NOTES |
| LON 1 | NAME CHANGE OF EXISTING CERTIFICATE, DEGREE, MAJOR, OPTIONOR ORGANIZATIONAL UNIT(No change in program curriculum, option/emphasis/concentration or organizational structure) |  |
| LON 1-C | CIP CODE CHANGE REQUEST(No change in program curriculum) | Contact AAR prior to completing this paperwork. |
| LON 2 | ESTABLISHMENT OF ADMINISTRATIVE UNIT(Center, Division or Institute not offering primary faculty appointments or certificate/degree programs) | Contact AAR prior to completing this paperwork. |
| LON 3 | NEW OPTION, EMPHASIS or CONCENTRATION | Please fill out the appropriate Curriculum Proposal Form as outlined above. The LON is attached to this form. |
| LON 4 | ESTABLISHMENT OF NEW ADMINISTRATIVE UNIT(Instruction, Research or Service Institute/Center fully supported by non-state funds) | Contact AAR prior to completing this paperwork. |
| LON 5 | DELETION(Certificate, Degree, Option/Emphasis/Concentration, Organizational Unit) | Please fill out the appropriate Curriculum Proposal Form as outlined above. The LON is attached to this form. |
| LON 6 | Inactive/Reactivate Program | Contact AAR prior to completing this paperwork. |
| LON 7 | REORGANIZATION OF EXISTING ORGANIZATIONAL UNITS | Contact AAR prior to completing this paperwork. |
| LON 8 | UNDERGRADUATE CERTIFICATE PROGRAM (6-21 semester credit hours) |  |
| LON 9 | UNDERGRADUATE CERTIFICATE PROGRAM (21-45 semester credit hours)(75 percent of the coursework currently offered in existing associate or bachelor’s degree program) |  |
| LON 10 | GRADUATE CERTIFICATE PROGRAM (12-21 semester credit hours) |  |
| LON 11 | RECONFIGURATION OF EXISTING DEGREE PROGRAMS(Consolidation or Separation of Degrees to Create New Degree) | Please fill out the appropriate Curriculum Proposal Form as outlined above. The LON is attached to this form. |
| LON 11A | RECONFIGURATION OF EXISTING ASSOCIATE DEGREE PROGRAM(Associate of Arts/Associate of Science changed to Associate of Applied Science)[separate form required for each degree reconfiguration] | Contact AAR prior to completing this paperwork. |
| LON 11C | CURRICULUM REVISION OF EXISTING CERTIFICATE OR DEGREE PROGRAM |  |
| LON 11D | PROGRAM RECONFIGURATION Existing Certificate/Degree Reconfigured To Create New Certificate/Degree Offered on Campus and/or by Distance Technology |  |
| LON 11M | RECONFIGURATION OF EXISTING DEGREE PROGRAMSModification to Create New Degree(75% of coursework from existing degree) |  |
| LON 11R | REVISION OF EXISTING CERTIFICATE OR DEGREE PROGRAM(Act 747) |  |
| LON 11T | RECONFIGURATION OF EXISTING DEGREE PROGRAMS FOR TRANSFER PURPOSESAssociate of Arts (AA) or Associate of Applied Science (AAS) Reconfigured to create Associate of Science (AS) in designated field of study [A separate form is required for each degree reconfiguration] | Contact AAR prior to completing this paperwork. |
| LON 12 | EXISTING CERTIFICATE or DEGREE PROGRAM OFFERED AT OFF-CAMPUS LOCATION |  |
| LON 13 | EXISTING CERTIFICATE or DEGREE OFFERED via DISTANCE TECHNOLOGY |  |

**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.* |

Insert on Page 75 of Bulletin with other Certificates

A Certificate in Social Media Management is awarded upon successful completion of 12 hours of specific coursework. This program requires admission to the university. For more information, see the College of Media and Communication section of this bulletin.

Insert on Page 291 of Bulletin

The Department of Communication offers a Bachelor of Arts in Communication Studies and a Bachelor of Science in Strategic Communication. Students can emphasize in advertising or public relations in the Strategic Communication Program. Students may choose an optional emphasis in public communication, interpersonal communication, or organizational communication in the Communication Studies program. The Department of Communication also offers a Certificate in Social Media Management.

Insert on Page 299 of Bulletin before Minors

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.

Requirements:

Sem. Hrs.

AD 3133, Interactive Advertising

3

AD 4333, Social Media Measurement

3

PRAD 4213, Social Media in Strategic Communications

3

PRAD 4753, Strategic Communications Case Studies

3

Total Required Hours:

12

**LETTER OF NOTIFICATION – 8**

**UNDERGRADUATE CERTIFICATE PROGRAM**

(6-21 SEMESTER CREDIT HOURS)

1. Institution submitting request: Arkansas State University

1. Contact person/title: Dr. Holly Hall, Associate Professor
2. Phone number/e-mail address: 870-972-3135
3. Proposed effective date: Spring II 2017
4. Name of proposed Undergraduate Certificate Program (Program must consist of 6-21 semester credit hours): Social Media Management
5. Proposed CIP Code: 09.0702
6. Reason for proposed program implementation:

*There is a rising demand for students who have expertise in social media management from corporations, nonprofit companies, and agencies. These companies are particularly interested in students who can develop and deploy digital promotional strategies, measure effectiveness of digital advertising campaigns, and construct content in a digital world.*
7. Provide the following:
	* 1. Curriculum outline - List of courses in new program – Underline required courses

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| --- | --- | --- |
| Course Number | Course Title | Credit Hours |
| PRAD 4213\* | Social Media in Strategic Communications | 3 |
| AD 3133\* | Interactive Advertising | 3 |
| AD 4333\* | Social Media Measurement | 3 |
| PRAD 4753\* | Strategic Communications Case Studies | 3 |

* + 1. Total semester credit hours required for proposed program (Program range: 6-21 semester credit hours)

		12
		2. New courses and new course descriptions

		No New Courses
		3. Program goals and objectives

		*This program will prepare students to develop, implement and manage communication such as digital advertising campaigns and social media strategies as well as measure the effectiveness of online advertising campaigns, and construct multimedia content for online and social media sites to achieve strategic communication goals of the organization.*
		4. Expected student learning outcomes

		*Promote problem solving by enhancing student’s ability to:*
			- *Think critically, creatively, and independently*
			- *Think analytically by conducting research and evaluating information using appropriate methods, including applying basic numerical and statistical concepts*
			- *Understand and respect others in a diverse and global society, which includes diversity of gender, race ethnicity, sexual orientation, religion, and national origin*
			- *Understand concepts and apply theories in the use and presentation of messages, images, and information*

 *Promote strong communication skills by demanding students:*

* + - * *Write correctly, clearly in forms and styles appropriate for communications professions, audiences and purposes they serve*
			* *Critically evaluate their own work and that of the others for accuracy, fairness, clarity, appropriate style and grammatical correctness*
			* *Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world*
			* *Communicate effectively using words and images for multiple platforms, ranging from interpersonal communication to digital media*

 *Promote professional conduct and integrity by requiring that students:*

* *Understand the principles and laws of freedom of speech and press and how they are applied nationally and internationally*
* *Understand the history and role of professionals and institutions in shaping communications*
* *Understand professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity*

	+ 1. Documentation that program meets employer needs

		<http://money.usnews.com/money/careers/articles/2010/12/28/rise-in-social-media-jobs-means-opportunity-for-job-seekers>

		*Since social media is a young industry, there aren't many professionals with years of experience. "This is a terrific opportunity for new grads because they're coming into the workforce for the first time in decades understanding more about something than the people that are hiring them," says Emily Bennington, who helps college graduates transition into careers through her company…*<http://www.journalismdegree.com/social-media-careers/>

		*Due to the nature of this field, most social media degrees and individual courses are offered online, in addition to on campus. Completing an online degree allows you the flexibility to pursue a program at your own pace and space.*

*Locally, the Department of Communication fields numerous requests from employers for students they can employ with social media management skills (two requests were received within the last week from employers in Jonesboro and Little Rock). We also receive requests from alumni who would like to further their education in the social media area, but cannot take traditional, face-to-face classes.*

* + 1. Student demand (projected enrollment) for proposed program

		40
		2. Program approval letter from licensure/certification entity, if required

		*N/A*
		3. Name of institutions offering similar programs and the institution(s) used as model to develop proposed program

		*Georgetown University
		University of Miami

		Modeled using courses from Arkansas State University B.S. in Strategic Communication program*
		4. Scheduled program review date (within 5 years of program implementation)

		Spring 2022
1. Institutional curriculum committee review/approval date:

October 14, 2016
2. Will this program be offered on-campus, off-campus, or via distance delivery? If yes, indicate mode of distance delivery. Mark \*distance technology courses.

Distance Delivery – Distance Technology (Blackboard Learn)
3. Identify off-campus location. Provide a copy of email notification to other institutions in the area of the proposed off-campus program offering.

*N/A*
4. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer: Date: