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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**

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

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| Po-Lin Pan 2/12/2021 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Marceline Hayes 2/12/2021 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 2/24/2021  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 2/19/2021 **Office of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Gina Hogue 2/26/2021 **College Dean** | Alan Utter 4/2/2021  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

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

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

Bulletin Year 2021-2022, Start Term Fall 2021

**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\*** |  | **6323** |
| **Title** |  | **Global Strategic Communication** |
| **Description\*\*** |  | **Survey of global strategic communication. Addresses case studies and campaigns in creating and disseminating messages across language, technology, and cultures for organizational issue management.** |

***\**** (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?

Concepts necessary for success in the course are embedded within the curriculum.

1. **No** Is this course restricted to a specific major?
   1. If yes, which major?
2. **Proposed course frequency [Modification requested? Yes/No]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

n/a

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.

Seminar

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. –**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?

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?

No

**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.)

Note: This course is offered through AOS.

Week 1 Global Strategic Communication Foundations

Strategic Communication Issues Management in a Global Economy

Global Standard – Core Principles of International Association of Business Communicators

Week 2 Global Strategic Communication Ethics and Engagement

Communicating with sensitivity to cultural values and beliefs.

Fostering and nourishing relationships to support organization’s mission and goals.

Week 3 IABC Global Standards Context and Consistency

Identifying internal cultures and external environments.

Integrating diverse perspectives and culturally appropriate information.

Week 4 IABC Global Standard Analysis and Strategy

Developing and implementing global communication plans.

Managing communication challenges and activities.

Week 5 Case Studies in Global Campaigns

Case Studies in Corporate Social Responsibility

Week 6 Case Studies in Cultural Diversity

Case Studies in Crisis Communication and Reputation Management

Week 7 Global Strategic Communication Research Design

Final Project

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

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

none

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

Additional faculty line approved

1. Will this require additional faculty, supplies, etc.?

Faculty search underway

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)

Enter text...

**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)

Employers are specifically looking for graduates with an international mindset. They seek versatile communicators who are strong writers, strategic thinkers, and who have a global perspective. This course aligns with the realities of today’s fast-changing communication environment and globalized world. According to the Lonsdale Institute: “Companies that operate over international boundaries obviously favor an ability to connect with different cultures.”

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 Master of Science in Strategic Communication program provides a comprehensive foundation for a successful career in a wide range of communication fields. The program combines the foundational theories of effective communication with practical application to make an impact in a constantly changing media landscape. The Global Strategic Communication course supports both the foundational theories and practical applications in an international environment.

c. Student population served.

This class will primarily serve strategic communication master’s degree students, but it is also open to students across campus as an elective at the graduate level.

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

This course is a graduate level course due to the depth of and focus on communication principles and theoretical foundations as well as critical analysis of global communication campaigns.

**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 fits into the Master of Science in Strategic Communication program assessment plan.

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)** | To apply theories of communication to problems of today. |
| Assessment Measure | Capstone experience (STCM 6533 Strategic Communication Management)  Direct Measure: Capstone Project  Indirect Measure: Exit Interview |
| Assessment  Timetable | At the end of the capstone class. Results will be complied, analyzed and reported at the annual Strategic Communication faculty assessment meeting in December. |
| Who is responsible for assessing and reporting on the results? | Capstone class instructor, Strategic Communication Program Assessment Chair |
| **Program-Level Outcome 2 (from question #23)** | To apply principles of research to problems and issues in communications. |
| Assessment Measure | Capstone experience (STCM 6533 Strategic Communication Management)  Direct Measure: Capstone Project  Indirect Measure: Exit Interview |
| Assessment  Timetable | At the end of the capstone class. Results will be complied, analyzed and reported at the annual Strategic Communication faculty assessment meeting in December. |
| Who is responsible for assessing and reporting on the results? | Capstone class instructor, Strategic Communication Program Assessment Chair |

*(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** | Apply global communication standards to international issues management |
| Which learning activities are responsible for this outcome? | Readings, lectures |
| Assessment Measure | Discussion board, project, test |

*(Repeat if needed for additional outcomes)*

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| **Outcome 2** | Create messages for cross-cultural audiences |
| Which learning activities are responsible for this outcome? | Readings, lectures |
| Assessment Measure | Discussion board, final project |
| **Outcome 3** | Evaluate effectiveness of global communications campaigns |
| Which learning activities are responsible for this outcome? | Readings, lectures, case studies |
| Assessment Measure | Final research 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.** |

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**CURRENT**

**STCM 6263. Advertising Account Management** Advanced study of the principles and practice of advertising account management. Includes an in-depth analysis of advantages and disadvantages of multiple media platforms and strategic communication in communicating messages to diverse target audiences and a discussion of effective and ethical client relationships.

**STCM 6303. Seminar in Strategic Communications** The role of strategic communications in and for organizations and brands, including communications objective(s), target audience(s), and key messages. Addresses application of communication theory and research related to public relations, advertising, and social media.

**STCM 6313. Information Technology Law** Application of principles of privacy law technology to current legal and policy problems. Prerequisites: STCM 5013 and STCM 5143.

**STCM 6323. Global Strategic Communication** Survey of global strategic communication. Addresses case studies and campaigns in creating and disseminating messages across language, technology, and cultures for organizational issue management.

**STCM 6363. Advertising and Society** Advanced study of the relationship between advertising and society. Includes an examination of ethical and social ramifications of advertising in global and diverse societies and across multiple media platforms.

**STCM 6533. Strategic Communication Management Capstone** Students will investigate a real-world strategic communication issue, formulating solutions, recommendations and strategies that bridge the gap between theory and practice. Course will be taken the final term of completing degree requirements. Restricted to MS in Strategic Communication students. Prerequisites: STCM 6053, STCM 6253, STCM 6263, and STCM 6303.

**PROPOSED**

**STCM 6263. Advertising Account Management** Advanced study of the principles and practice of advertising account management. Includes an in-depth analysis of advantages and disadvantages of multiple media platforms and strategic communication in communicating messages to diverse target audiences and a discussion of effective and ethical client relationships.

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