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

**New Emphasis, Concentration, Option, or Minor Proposal 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.

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| |  |  | | --- | --- | | Shelley Gipson | 9/18/2020 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Temma Balducci | 9/18/2020 |   **Department Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (if applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 10/28/2020 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **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)**

**Mindy Fulcher, Dept. of Art + Design, mfulcher@astate.edu, 870-761-2121**

1. **Proposed Starting Date**

Start Date: Fall 2021, Bulletin Year 2021-2020

1. **Title of degree program:**

Bachelor of Science in Digital Innovations

1. **Proposed name of new option/concentration/emphasis/minor:**

Concentration in Social Media Management

1. **Reason for proposed action that includes rationale, goals, and student population served:**

This new concentration area will provide students with more advanced knowledge, skills and portfolios in the area of Social Media Management, developing stronger graduates who are better prepared for the career field. Academic Partnerships provided the following marketing data in support of this change:  
**A-State: BS BS Digital Innovations (Social Media Management)**  
- BS in Digital Innovations - Social Media Design conferrals increased by 19% in the region from 8,447 in 2014 to 10,051 in 2018.   
- Employment for Social Media Design related occupations in the region is projected to grow 27% from 2018 to 2028.   
- In the last 12 months, 3,102 Social Media related job openings were posted in the region.   
- Top 5 employers: National Geospatial Intelligence Agency NGA, Anthem Blue Cross, VMLY&R, J.B. Hunt Transport, Inc., BeBravo.

1. **Provide the following:**
   1. Curriculum outline - List of courses in new option/concentration/emphasis/minor – Underline required courses

STCM 3133: Interactive Advertising   
STCM 4213: Social Media in Strategic Communications   
STCM 4333: Social Media Measurement   
STCM 4753: Strategic Communications Case Studies

* 1. Total semester credit hours required for option/emphasis/concentration/minor

12

* 1. Student demand (projected enrollment) for program option

10-25 per year

1. **Will the new option/emphasis/concentration/minor be offered:**
   1. **Traditional/Face-to-face** No
   2. **Distance/Online** Yes
      1. **If yes, indicate mode of distance delivery, and the percentage of courses offered via this modality (<50%, 50-99%, or 100%).**

100%

* + 1. **If online, will it be offered through Global Initiatives/Academic Partnerships (AP)?**

AOS

1. **Specify the amount of the additional costs required, the source of funds, and how funds will be used.**

Adjunct cost would be $2000-$3500 per class, if needed, paid for by AOS.

**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.** |

**CURRENT**

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**Bachelor of Science (B.S.)**

|  |
| --- |
| Accounting |
| Biological Sciences (emphasis in):  —Biology  —Botany  —Pre-professional Studies  —Zoology |
| Biotechnology |
| Business Administration  —Sustainable Business Practices |
| Business Economics |
| Chemistry:  —Pre-Health Profession Studies |
| Clinical Laboratory Science |
| Communication Disorders |
| Computer and Information Technology |
| Computer Science |
| Creative Media Production (emphasis in):  —Corporate Media  —Graphic Communication  —Sports Media |
| Dietetics |
| Digital Innovations (emphasis in):  —Graphic Communications  —Strategic Communications |
| Disaster Preparedness/Emergency Mgmt. |
| Environmental Science |
| Exercise Science |
| Finance (emphasis in):  —Banking  —Financial Management |
| Global Supply Chain Management |

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**College of Liberal Arts and Communication**

*Professor Carl M. Cates, Dean*

*Associate Professor Gina Hogue, Associate Dean*

**MISSION STATEMENT**

The mission of the College of Liberal Arts and Communication is to provide students and the region with innovative educational opportunities that will enable lifelong learning, professional leadership, and engaged lives.

Encompassing the areas of fine arts, humanities, media and communication, and social sciences, the College of Liberal Arts and Communication aims to:

* Provide excellent instruction to all students in the essential skills of oral communication, writing, critical thinking, and appreciation of their cultural heritage through the general education components of degree requirements;
* Create a dynamic transformative education experience to prepare students for their professional careers or further study and their roles as leaders in a global society;
* Promote an understanding and appreciation of diversity in all its various forms and the ways it can contribute to the enrichment of society;
* Expand diversity and global awareness by encouraging the study of languages and participation in international exchange programs;
* Enhance and promote faculty scholarly, creative, and professional development;
* Encourage interdisciplinary programs and collaborative research;
* Facilitate and develop outreach activities to enrich the minds and hearts of pre-collegiate students, alumni, and diverse communities of the Mississippi Delta Region and greater Arkansas.

The College of Liberal Arts and Communication offers a wide range of undergraduate degree programs including a Bachelor of Arts in Art (emphasis in Art History), Communication Studies (and emphases in Interpersonal, Organizational, and Public Communication), Criminology, Digital Innovations, English, History, Music (and concentration in Jazz Studies), Philosophy, Political Science, Sociology, Theatre (and emphases in Acting, Design and Technology, and Musical Theatre), and World Languages and Cultures (emphases in French, Global Studies, and Spanish); a Bachelor of Fine Arts in Art (emphases in Art Education and Studio Art) and Graphic Design (and emphasis in Digital Design); a Bachelor of Music (concentrations in Composition as well as Voice, Keyboard, and Instrumental Performance); a Bachelor of Music Education (concentrations in Instrumental and Vocal Music Education); a Bachelor of Science in Creative Media Production (emphases in Corporate Media, Graphic Communication, and Sports Media), Multimedia Journalism, and Strategic Communication; and a Bachelor of Science in Education in English, Social Science, and World Languages and Cultures (emphases in French and Spanish). Most degree programs offer minors. Minors are also available in the following fields: African-American Studies, Children’s Advocacy Studies, Cognitive Science, Folklore Studies, French, German, History and Philosophy of Science and Technology, Interdisciplinary Family Studies, International Studies, Medieval Studies, Modern European Studies, Religious Studies, Spanish, Women and Gender Studies, and Writing Studies. A minor in Homeland Security and Disaster Preparedness is offered in partnership with the College of Nursing and Health Professions. The College provides an Associate of Applied Science degree in Law Enforcement and certificates in Digital Humanities, Museum Studies, Nonprofit Communication, Social Media Management, Spanish for the Professions, and Swift Coding. It also provides pre-professional advisement for law school as part of its Political Science, Philosophy, History, and Criminology majors.

The College of Liberal Arts and Communication grants a full range of masters’ degree (M.A., M.M., M.M.E., M.P.A., and M.S.E.) programs, several Educational Specialist degree (Ed.S.) programs, and an interdisciplinary doctoral degree (Ph.D.) program (Heritage Studies). For further information, see A-State’s Graduate Bulletin.

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Major in Digital Innovations

**Bachelor of Science Concentration in Graphic Communications**

A complete 8-semester degree plan is available at [https://www.astate.edu/info/academics/degrees/](http://www.astate.edu/info/academics/degrees/)

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *MUS 2503, Fine Arts - Music*  *THEA 2503, Fine Arts - Theatre (Required Departmental Gen. Ed. Option) CMAC 1003, Mass Communication*  *PSY 2103, Introduction to Psychology POSC 2103, Introduction to US Government* | **35** |
| **Digital Innovations Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| GRFX 1111, Design Technology | 1 |
| GRFX 1112, Design Literacy | 2 |
| GRFX 2703, Interaction Design | 3 |
| GRFX 2783, Human Centered Design | 3 |
| GRFX 3703, Front End Web Development | 3 |
| GRFX 3713, 3D Digital and Game Design | 3 |
| GRFX 3783, Patterns in Application Design | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4773, Design Build I | 3 |
| GRFX 4783, Design Build II | 3 |
| GRFX 4792, Digital Innovations Portfolio | 2 |
| **Sub-total** | **29** |
| **Concentration in Graphic Communications:** | **Sem. Hrs.** |
| GCOM 2673, Digital Prepress Workflow | 3 |
| GCOM 3673, Desktop Publishing and Publication Design | 3 |
| MDIA 2053, Introduction to Visual Communications | 3 |
| MDIA 2313, Multimedia Production | 3 |
| MDIA 3673, Seminar in Digital Media and Design | 3 |
| **Sub-total** | **15** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **38** |
| **Total Required Hours:** | **120** |

**PROPOSED**

**For changes to front matter of Bulletin and College of Liberal Arts and Communication pages, see Program Modification proposal to change degree name to Digital Technology and Design. Current degree name is retained below temporarily.**

**General Education requirements for the degree are being changed in a separate Program Modification proposal but are reflected below.**

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Major in Digital Innovations

**Bachelor of Science Concentration in Social Media Management**

A complete 8-semester degree plan is available at [https://www.astate.edu/info/academics/degrees/](http://www.astate.edu/info/academics/degrees/)

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| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| UC 1013, Making Connections | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)  **Students with this major must take the following:**  *CMAC 1003, Mass Communications in Modern Society*  *PSY 2013, Introduction to Psychology*  *POSC 2103, Introduction to United States Government*  *Six hours from the following: ART 2503, Fine Arts-Visual, MUS 2503, Fine Arts- Music, THEA 2503, Fine Arts-Theatre* | **35** |
| **Major Requirements:**  Grade of “C” or better required for all GRFX Requirements, including prerequisites. | **Sem. Hrs.** |
| GRFX 1113, Design Literacy | 3 |
| GRFX 2783, Human Centered Design | 3 |
| CS 1114, Concepts of Programming | 4 |
| ENG 3023, Creative Writing | 3 |
| PSY 3613, Cultural Psychology | 3 |
| GRFX 4773, Design Build | 3 |
| GRFX 4603, Graphic Design Internship | 3 |
| GRFX 4793, Digital Technology and Design Portfolio | 3 |
| **Sub-total** | **25** |
| **Concentration (Social Media Management):** | **Sem. Hrs.** |
| STCM 3133, Interactive Advertising | 3 |
| STCM 4213, Social Media in Strategic Communications | 3 |
| STCM 4333, Social Media Measurement | 3 |
| STCM 4753, Strategic Communications Case Studies | 3 |
| **Sub-total** | **12** |
| **Electives:** | **Sem. Hrs.** |
| Electives | **45** |
| **Total Required Hours:** | **120** |