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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**

**[ ] Undergraduate Curriculum Council**

**[X] 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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| |  |  | | --- | --- | | Po-Lin Pan | 3/3/2021 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Marceline Hayes | 3/8/2021 |   **Department Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (if applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 3/16/2021 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Gina Hogue | 3/17/2021 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (if applicable)** | |  |  | | --- | --- | | Alan Utter | 4/28/2021 |   **Vice Chancellor for Academic Affairs** |

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

Myleea Hill, Dept. of Communication mhill@astate.edu, (870) 215-8205

1. **Proposed Starting Date**

Fall 2021

1. **Title of degree program:**

M.S. in Strategic Communication

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

Emphasis in Global Strategic Communication

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

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. 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. The emphasis 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.”

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

One of the following:

COMS 5253, Intercultural Communication OR COMS 5263, Organizational Communication OR COMS 6413, Organizational and Intercultural Communication

Each of the following:

STCM 5123, International Intellectual Property Law

STCM 6323, Global Strategic Communication

STCM 6333, Development Communication

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

12

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

30

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%).**

Blackboard Learn, 100%

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

Yes

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

Uses existing courses and faculty lines.

**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.** |

**Insert Page 222 of 2020-2021 Graduate Bulletin:**

**Strategic Communication**

**Master of Science with an Emphasis in Global Strategic Communication**

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| --- | --- |
| **University Requirements:** |  |
| See Graduate Degree Policies for additional information (p. 35) |  |
| **Program Requirements:** | **Sem. Hrs.** |
| CMAC 6053, Quantitative Research Methods | 3 |
| STCM 6033, Media Regulation, Public Interest and the Law **OR** MDIA 6423, Media Entrepreneurship | 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:** |  |
| Select one of the following:  COMS 5253, Intercultural Communication **OR** COMS 5263, Organizational Communication **OR** COMS 6413, Organizational and Intercultural Communication | 3 |
| STCM 5123, International Intellectual Property Law | 3 |
| STCM 6323, Global Strategic Communication | 3 |
| STCM 6333, Development Communication | 3 |
| **Sub-total** | **30** |
| **Total Required Hours:** | **30** |