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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**

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| --- |
| **[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, Catherine Bahn, cbhan@astate.edu, (870) 273-2079

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\*** |  | **6333** |
| **Title** |  | **Development Communication** |
| **Description\*\*** |  | **Theory and practice in development communication. Includes a focus on processes and systems of communications for social change and advocacy.** |

***\**** (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.

**No** Is this course restricted to a specific major?

* 1. If yes, which major?

1. **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.** – **Yes / No** 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?

**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 Foundations of Development Communication

Development Communication and Social Change in Historical Context

Globalization and Development, Indigenous Communication, Multiculturalism, Interculturality

Week 2 Developing Strategic Communication for Social Change

Strategic Partnerships and Participatory Communication

Rethinking Education-Entertainment for Development and Social Change

Week 3 Content Creation for Development Communication

Theater for Development

Storytelling for Social Change

Media Development

Week 4 Platforms of Development Communication

Social Movement Media, Youth-Generated Media

Community Radio, Video for Change

Week 5 Socio-economic Considerations of Development Communication

Economics and Communication for Development and Social Change

Social and Behavior Change Communication

Week 6 Activism and Accountability

Transnational Civil Society and Social Movements

Communication for Transparency and Social Change

Emerging Issues in Activism and Social Change Communication

Week 7 Researching and Evaluating Communication for Development and Social Change

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)

Development communication is integral to increased social development and advocacy in a global context. Nonprofits, non-government organizations as well as corporations seek 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. Global strategic communicators must be able to apply communication principles in order to aid the development of a community and target populations.

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 Development Communication course supports both the foundational theories and practical applications in an international context.

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 development communication principles and theoretical foundations as well as critical analysis of development 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 ProjectIndirect 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 development communication principles to social advocacy cases. |
| 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 development communication messages across multiple platforms. |
| Which learning activities are responsible for this outcome? | Readings, lectures |
| Assessment Measure | Discussion board, final project |
| **Outcome 3** | Evaluate development 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 6333. Development Communication** Theory and practice in development communication. Includes a focus on processes and systems of communications for social change and advocacy.

**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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