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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| Po-Lin Pan | 10/20/2018 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Marceline Hayes | 10/20/2018 |

**Department Chair:**  |

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**General Education Committee Chair (If applicable)**   |
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| Warren Johnson 1/22/2019 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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| Gina Hogue. 1/22/19 |  |

**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)

Marceline Hayes, Dept. of Communicationmhayes@astate.edu, 972-2816

**Purpose:** Create Certificate in Health Communication

**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.* |

**Undergraduate Bulletin 2018-2019, p. 76**

**TECHNICAL CERTIFICATE PROGRAMS**

Arkansas State University offers technical programs in which certificates of proficiency are awarded. These programs are offered for students who wish to prepare for employment in a minimum of one or two years and do not wish to pursue formal programs leading to an associate or a baccalaureate degree in the areas.

A Certificate of Proficiency in Computed Tomography is awarded upon completion of 12 hours of specific coursework. This program required admission to the university. For more information, see the College of Nursing and Health Professions section of this bulletin.

A Certificate in Digital Humanities is awarded upon successful completion of 18-20 hours of specific coursework. This program requires admission to the university. For more information, see the College of Liberal Arts and Communications section of this bulletin.

A Certificate of Proficiency in Emergency Medical Technician – Basic is awarded upon successful completion of 12 hours of specific coursework. This program requires admission. For more informa- tion, see the Major in Disaster Preparedness and Emergency Management Program in the College of Nursing and Health Professions.

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

A Certificate of Proficiency in Information Technology training is awarded upon completion of 24 semester hours of specified courses. The courses presented for this certificate must include ENG 1003, ENG 1013, and a minimum of 9 semester hours of Computer & Information Technology (CIT) courses. For further information on this technical certificate program, see the Neil Griffin College of Business section of this bulletin.

A Certificate in Leadership Studies is awarded upon successful completion of 12 hours of specific coursework. This program requires admission. For more information, see the Undergraduate Studies section of this bulletin.

Page 231

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 certificates in Health Communication, Nonprofit Communication, and Social Media Management.

Page 239

**Certificate in Health Communication**

This program will prepare students for careers in health communication.

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| **Required Courses:** | **Sem. Hrs.** |
| COMS 4403, Seminar in Health Communication  | 3 |
| COMS 4253, Intercultural Communication OR COMS 4263, Organizational Communication  | 3 |
| *COMS 4433, Health Communication Campaigns*  | 3 |
| **Select one of the following:** COMS 4423, Narratives in Health and Healing  COMS 4243, Interpersonal Communication  STCM 4503, Seminar in Nonprofit Communication STCM 4603, Crisis Communication  | 3 |
| **Total Required Hours:** | **12** |

**Certificate in Nonprofit Communication**

The Program will prepare students for communication roles within the nonprofit sector.

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| **Required Courses:** | **Sem. Hrs.** |
| COMS 4263, Organizational Communication | 3 |
| PRAD 4213, Social Media in Strategic Communications | 3 |
| PRAD 3553, Strategic Visual Communication  | 3 |
| PRAD 4503, Seminar in Nonprofit Communication | 3 |
| **Total Required Hours:** | **12** |

**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.

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| **Required Courses:** | **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** |

Assessment (not for Bulletin)

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| **Program-Level Outcome 1 (from question #23)** | Students will create messages appropriate to the audience, purpose, and context. |
| Assessment Measure | Exit Survey - Indirect Senior Knowledge Exam–DirectSenior Exit Exam-Direct  |
| Assessment Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Communication Studies Assessment team, coordinated by Dr. Holly Hall, and department chair |

**LETTER OF NOTIFICATION – 8**

**UNDERGRADUATE CERTIFICATE PROGRAM**

(6-21 SEMESTER CREDIT HOURS)

1. Institution submitting request: Arkansas State University

1. Contact person/title: Marceline Hayes, Chair, Department of Communication
2. Phone number/e-mail address: 870-972-2816
3. Proposed effective date: Fall 2019
4. Name of proposed Undergraduate Certificate Program (Program must consist of 6-21 semester credit hours): Health Communication
5. Proposed CIP Code: 09.0905
6. Reason for proposed program implementation:

Health care represents one sixth of the US economy and is one of the fastest growing sectors in the U.S. economy (Hicks, 2017). The health care industry continues to grow in structure, size, and complexity given the advent of new technologies, an aging population, the prevalence of chronic conditions, and more people gaining insurance coverage. Communication is a vital part of the healthcare industry. Health communication is relevant and integral for virtually all aspects of health and wellness including risk prevention and management, disease prevention, and health promotion. The courses selected for the certificate in health communication are chosen for their applicability to individuals currently working in or desire to be working in the health care industry. Health communication specialists are in high demand (careersinpublichealth.net). The Department of Communication offers a graduate level certificate and we are wishing to offer one on the undergraduate level as well since we area already offering the majority of the courses. (1) References: Hicks, N. J. (2017). The Growth of health communications: A story of consumer power and medical innovation. In N. J. Hicks and C. M. Nichols (Eds.), *Health Industry Communication* (3-19). Burlington, MA: Jones & Bartlett Learning. (2) Health communication specialist. (n.d.).Careers in Public Health.Net. Retrieved from: <https://www.careersinpublichealth.net/careers/health-communications-specialist/>).
7. Provide the following:
	* 1. Curriculum outline - List of courses in new program – Underline required courses

Core Requirements: 9 hours

COMS 4403, Seminar in Health Communication

COMS 4253, Intercultural Communication OR COMS 4263, Organizational Communication

COMS 4433. Health Communication Campaigns

Select one of the following: (3 hours)

COMS 4423, Narratives in Health and Healing

COMS 4243, Interpersonal Communication

STCM 4503, Seminar in Nonprofit Communication
STCM 4603, Crisis Communication

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

		12
		2. New courses and new course descriptions

COMS 4433. Health Communication Campaigns Planning, implementation, and evaluation of health communication campaigns.

* + 1. Program goals and objectives

To prepare students for careers in health communication such as communication specialists who are have expertise in communicating face-to-face, in groups, with large audience and with some aspects of media.

Expected student learning outcomes:

 Employ communication theories, perspectives, principles, and concepts

 Engage in communication inquiry

 Create messages appropriate to the audience, purpose, and context

 Critically analyze messages

* + 1. Documentation that program meets employer needs

See item 7 above.

* + 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 List the institution(s) used as model to develop proposed program

		*Johns Hopkins University
		University of Kentucky
		Loyola University of Maryland
		University of Missouri St. Louis*
		4. Scheduled program review date (within 10 years of program implementation)

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

Both on-campus and

Distance Delivery – Distance Technology (Blackboard Learn)

1. 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*
2. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer: Date: