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

**New Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

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| **[X] New Course or [ ]Experimental Course (1-time offering) (Check one box)** |

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 9/5/2018**Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**COPE Chair (if applicable)** |
| Marceline Hayes 9/5/2018**Department Chair:**  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Head of Unit (If applicable)**   |
| Warren Johnson 9/19/2018**College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Undergraduate Curriculum Council Chair** |
| Gina Hogue 9/21/2018**College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Graduate Curriculum Committee Chair** |
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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**General Education Committee Chair (If applicable)**   | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Vice Chancellor for Academic Affairs** |

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

Holly Hall, Dept. of Communication

870-972-3135

hollyhall@astate.edu

2. Proposed Starting Term and Bulletin Year

Fall 2019, Bulletin Year 2019-2020

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

COMS 5013

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

EU and US Data Protection Law

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

Comparison of the European Union and United States data protection systems, including sector-specific regulations such as those from the Federal Trade Commission.

6. Prerequisites and major restrictions. (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?

 Prerequisites are not required for success in this class, other than admission for graduate studies.

1. **No** Is this course restricted to a specific major?
	1. If yes, which major? Enter text...

7. Course frequency(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

n/a

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard letter

10. **No** Is this course dual listed (undergraduate/graduate)?

11. **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.)*

**11.1** – If yes, please list the prefix and course number of cross listed course.

 Enter text...

**11.2** – **Yes / No** Are these courses offered for equivalent credit?

Please explain. Enter text...

12. **Yes** Is this course in support of a new program?

a. If yes, what program?

 The already-existing M.S. in Strategic Communication has a new emphasis in Information Technology Law & Policy

13. **No** Does this course replace a course being deleted?

a. If yes, what course?

Enter text...

14. **No** Will this course be equivalent to a deleted course?

a. If yes, which course?

Enter text...

15. **Yes** Has it been confirmed that this course number is available for use?

 *If no: Contact Registrar’s Office for assistance.*

16. **No** Does this course affect another program? No

If yes, provide confirmation of acceptance/approval of changes from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

**Course Details**

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Module 1 – Data Collection: First-party data collection; third-party data collection: surveillance by ISPs, tracking users with cookies, behavioral advertising.

Module 2 – U.S. Privacy Theories and Frameworks, Anti-Spam Laws, Handling Data Breaches, and the Role of the Chief Data Officer

Module 3 - Limits on U.S. Data Collection in Private Companies, Technology as Both a Threat and an Aid to Modern Privacy Protection, State Privacy Laws

Module 4 – History of the European Union and Legislative Structure (including the EU Charter of Fundamental Rights; structures such as the European Court of Justice, Council of the EU, European Parliament, European Commission)

Module 5 – Directives (GDPR, ePrivacy Directive, Law Enforcement Directive), Consent (Grounds for lawful processing) including affirmative consent, consent of children, explicit consent, and the different positions in the process such as data processors, data controllers, Data Protection Authorities (DPAs)

Module 6 - From “Safe Harbor” to the EU – U.S. Privacy Shield

Module 7 - Government threats to privacy

* Snowden and Reality Winner disclosures
* Cambridge Analytica Scandal
* Iceland genome database
* India biometric authentication
* Facial recognition technology in Australia

 – Research Paper Due

18. Special features (e.g. labs, exhibits, site visitations, etc.)

none

19. Department staffing and classroom/lab resources

No new resources required

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

 No

20. **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.*

**Course Justification**

21. Justification for course being included in program. Must include:

 a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

 At the conclusion of the course, participants will:

(1) Understand philosophical differences in data protection between the EU and US and

(2) Examine the substantive legal framework applicable to communications and data processing in the digital sphere.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

 This course lays the foundation for additional courses in the Information Technology Law and Policy emphasis. This course addresses the law of privacy and personal data protection under two different legal frameworks. The year 2018 was a pivotal year in which the world’s most comprehensive privacy law, the EU’s General Data Protection Regulation (GDPR), came into effect.

c. Student population served.

This class will primarily serve strategic communication master’s degree students, but 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 the legal and theoretical concepts of both EU and US data protection law, with critical analysis of case law, regulations, and scholarly research.

**Assessment**

**Relationship with Current Program-Level Assessment Process**

22. 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 new emphasis of Information Technology Law and Policy for the Master’s program in Strategic Communication. The MS in Strategic Communication has a fully developed assessment plan to include the following student learning outcomes:

Students will

(1) Apply theories of communications to problems of today.

(2) Apply principles of research to problems and issues in communications.

The emphasis in information technology law and policy will contribute to these outcomes and will specifically develop students’ knowledge and application of data privacy and protection laws.

23. Considering the indicated program-level learning outcome/s (from question #23), 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 #23)** | Apply theories of communications to problems of today. |
| Assessment Measure | Capstone experience (SCOM 6533 Strategic Communication Management) |
| 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  |

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| **Program-Level Outcome 2 (from question #23)** | Apply principles of research to problems and issues in communications. |
| Assessment Measure | Capstone experience (SCOM 6533 Strategic Communication Management) |
| 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  |

 **Course-Level Outcomes**

24. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Understand philosophical differences in data protection between the EU and US . |
| Which learning activities are responsible for this outcome? | Readings, case law briefings, lectures |
| Assessment Measure  | Discussion board assignments, exams, research paper |

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| **Outcome 2** | Examine the substantive legal framework applicable to communications and data processing in the digital sphere.  |
| Which learning activities are responsible for this outcome? | Readings, case law briefings, lectures |
| Assessment Measure  | Discussion board assignments, exams, research paper |

*(Repeat if needed for additional outcomes)*

**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.* |

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**DEPARTMENT OF COMMUNICATION Communication Studies (COMS)**

***COMS 5013. EU and US Data Protection Law*** *Comparison of the European Union and United States data protection systems, including sector-specific regulations such as those from the Federal Trade Commission.*

**COMS 5023. Public Opinion Propaganda and the Mass Media** Survey of public opinion formation and change, with special attention to the role of the mass media in the creation and use of public opinion and propaganda.

**COMS 5113. Integrated Marketing Communication** Focuses on the strategic integration of various channels and methods of communication for the purpose of delivering key messages to diverse target audiences in order to elicit responses, create a dialogue and engender relationship- building.

**COMS 5203. Small Group Communication** Group and conference techniques for classroom, business, and professional situations.

**COMS 5213. Social Media in Strategic Communication** This course examines concepts and applications of social media within mass communications, news, advertising, and public relations industries. We will explore and apply social media tools, integrating them into an organization’s overall communication strategy.

**COMS 5243. Interpersonal Communication** Emphasis on increasing the student’s capacity for openness, sensitivity, and objective appraisal.

**COMS 5253 . Intercultural Communication** Identification of barriers, and breakdowns to

communication among cultures.