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

**Course Revision 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.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| Po-Lin Pan 3/8/2018 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Marceline Hayes 3/8/2018 **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| Warren Johnson 3/28/2018 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Gina Hogue 3/29/2018 **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)

Catherine Bahn, Dept. of Communication, cbahn@astate.edu, 972-3091

2. Proposed Starting Term and Bulletin Year for Change to Take Effect

Spring 2019, Bulletin Year 2018-2019

3. Current Course Prefix and Number

PRAD 3143

3.1 – **[No]** Request for Course Prefix and Number change

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

Enter text...

3.2 – **Yes / No** If yes, has it been confirmed that this course number is available for use?

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

4. Current Course Title

Strategic Writing

4.1 – **[Yes]** Request for Course Title Change

If yes, include new Course Title Below.

Strategic Writing II

1. 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).*

Enter text...

1. Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Enter text...

5. – **[Yes]** Request for Course Description Change.

If yes, please include brief course description (40 words or fewer) as it should appear in the bulletin.

Advanced strategic writing forms and styles. Practice in preparation of strategic messages for various platforms of communication, including paid, earned, shared, and owned. Students will develop skills in information gathering, writing styles, editing, critical thinking, storytelling, and audience analysis.

6. – [**Yes** ] Request for prerequisites and major restrictions change.

*(If yes, 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. **Yes** Are there any prerequisites?
   1. If yes, which ones?

PRAD 2142 and either PRAD 3043, PR 3003, or AD 3023. [The new course PRAD 2142, Strategic Writing I, will replace the existing prerequisite of CMAC 2003, Media Writing.]

* 1. Why or why not?

The prerequisites provide the foundational skills and concepts necessary for successful completion of the course.

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

7. – [**No** ] Request for Course Frequency Change(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

a. If yes, please indicate current and new frequency:

Enter text...

8. – [**No** ] Request for Class Mode Change

*If yes, indicate if this course will 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* *indicate the current and choose one.*

Enter text...

9. – **[No** ] Request for grade type change

*If yes, what is the current and the new grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])*

Enter text...

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

a. If yes, indicate course prefix, number and title of dual listed course.

Enter text...

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. **No** Is this course change in support of a new program?

a. If yes, what program?

Enter text...

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 or the previous version of the course?

a. If yes, which course?

Enter text...

15. **Yes** Does this course affect another program?

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

The BS in Strategic Communication/Social Media Management requires this course and is offered through Arkansas State Online Services. The coordinator of the AOS program is the contact on the form.

16. Does this course require course fees?

*If yes: Please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Revision Details**

17. Please outline the proposed revisions to the course.

*Include information as to any changes to course outline, special features, required resources, or in academic rationale and goals for the course.*

The course outline remains largely the same. A special feature is an emphasis on storytelling utilizing the Paid, Earned, Shared, Owned platform model.

18. Please provide justification to the proposed changes to the course.

The course revision is part of holistic changes approved by the strategic communication faculty based on assessment findings. Rather than a general media writing class and followed by the current strategic writing class, the faculty approved a Strategic Writing I course to be a prerequisite for Strategic Writing II.

19. **Yes** Do these revisions result in a change to the assessment plan?

*\*If yes: Please complete the Assessment section of the proposal on the next page.*

*\*If no: Skip to Bulletin Changes section of the proposal.*

***\*See question 19 before completing the Assessment portion of this proposal.***

**Assessment**

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

20. 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?

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

Strategic Writing II will be incorporated in the Strategic Communication Assessment Program and will support the following program-level learning outcome:

1. Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.
2. Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.
3. Students will embrace difference and diversity and culture using sensitivity in a global society and adapt messages to diverse audiences.
4. Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages.
5. Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices.
6. Students will support principles of free expression and the historical context of free expression within a diverse and global society.

21. 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** | Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context. |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |
| **Program-Level Outcome 2** | Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research. |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |
| **Program-Level Outcome 3** | Students will embrace difference and diversity and culture using sensitivity in a global society and adapt messages to diverse audiences. |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |
| **Program-Level Outcome 4** | Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages. |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |
| **Program-Level Outcome 5** | Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |
| **Program-Level Outcome 6 (** | Students will support principles of free expression and the historical context of free expression within a diverse and global society. |
| Assessment Measure | Exit Survey - Indirect  Final Capstone Project – Campaigns and Case Studies – Direct  Senior Knowledge Exam – Direct  Student Awards – Direct  Supervisor practicum/Internship evaluation –direct |
| Assessment  Timetable | Annual (Once a year on fall study day) |
| Who is responsible for assessing and reporting on the results? | Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair |

*(Repeat if this new course will support additional program-level outcomes)*

**Course-Level Outcomes**

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

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| **Outcome 1** | *Students will identify writing styles inherent in strategic communication storytelling.* |
| Which learning activities are responsible for this outcome? | Lectures, class discussion, readings, critiques |
| Assessment Measure | Quizzes, Strategic writing samples |
| ***Outcome 2*** | *Students will create targeted key messages across paid, earned, shared, and owned platforms.* |
| *Which learning activities are responsible for this outcome?* | *Lectures, class discussion, readings* |
| *Assessment Measure* | *Strategic writing posts* |
| ***Outcome 3*** | *Students will apply ethical standards in strategic writing* |
| *Which learning activities are responsible for this outcome?* | *Lectures, class discussion, critiques* |
| *Assessment Measure* | *Quizzes, Strategic writing posts* |
| ***Outcome 4*** | *Students will design strategic messaging based on audience analysis* |
| *Which learning activities are responsible for this outcome?* | *Lectures, research exercises, critiques* |
| *Assessment Measure* | *Strategy worksheets* |

*(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.* |

**Undergraduate Bulletin 2017-2018, p. 477**

*[NB: For changes to the degree, see separate proposal for reconfiguration of BS in Strategic Communication]*

Strategic Communication (PRAD)

PRAD 3013. Promotional Writing for Electronic and Digital Media Methods and techniques of writing non-news radio and television scripts and web content. Emphasis on commercials and program continuity, promotional announcements, public service announcements. Some attention to teleplay, screenplay and corporate video techniques.

PRAD 3143 Strategic Writing II Advanced strategic writing forms and styles. ~~across multimedia platforms~~. ~~Fundamentals and~~ Practice in preparation of strategic messages for various ~~channels~~ platforms of communication, including ~~controlled and uncontrolled media~~ paid, earned, shared, and owned. Students will develop skills in information gathering, writing styles, editing, critical thinking, storytelling, and audience analysis. Prerequisites, ~~CMAC 2003~~ PRAD 2143 and either PRAD 3043, PR 3003 or AD 3023. Fall, Spring.