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| For Registrar’s Use only |

Code # COM36

**New Minor Proposal-Bulletin Change Transmittal Form**

**Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

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| **New Certificate or Degree Program** (The following critical elements are taken directly from the Arkansas Department of Higher Education’s “Criteria and Procedures for Preparing Proposals for New Programs”.) Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary. |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

**1. Proposed Program Title**

Minor in Strategic Communications

**2. CIP Code Requested**

09.09

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

Brad Rawlins, [brawlins@astate.edu](mailto:brawlins@astate.edu), 2468

**4. Proposed Starting Date**

Fall 2013

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

Paste bulletin pages here...

**LETTER OF NOTIFICATION  
NEW MINOR**(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request:

Arkansas State University

2. Contact person/title:

Dr. Brad Rawlins, Dean of the College of Media and Communication

3. Phone number/e-mail address:

[Brawlins@astate.edu](mailto:Brawlins@astate.edu), 870 972 2468

4. Proposed effective date:

Fall 2013

5. Title of minor:

Minor in Strategic Communications

6. Reason for proposed action:

This minor will serve the newly created program in Strategic Communication. In content, this minor will include courses from advertising, public relations, and relevant communication studies courses.

7. New minor objective:

The objective of this minor is to provide students with an overview of the field of Strategic Communications.

**8. Provide the following:**

a. Curriculum outline - List of required courses

**Required Courses:** MCOM 1001, Media Grammar and Style MCOM 2003, Media Writing PR 3003, PR Principles AD 3023, Advertising Principles Nine hours of upper-level electives from Strategic Communication or from these Communications Studies courses: COMS 3243, Principles of Persuasion COMS 4263, Organizational Communication COMS 44373, Conflict Resolution COMS 4403, Health Communication COMS 4203 Small Group Communication **Total Required Hours: 19**

b. New course descriptions

No new courses

c. Program goals and objectives

The goal of the Strategic Communication program is to prepare students for a broad range of careers in the context of strategic communications.

d. Expected student learning outcomes

Students will demonstrate proficiency in strategic communications media writing. Students will be able to construct a basic public relations campaign. Students will be able to construct a basic advertising campaign. Students will gain a deeper understanding and appreciation of theoretical concepts as they apply to the field of public relations. Students will gain a deeper understanding and appreciation of theoretical concepts as they apply to the field of advertising. Students will gain a deeper understanding and appreciation for the concept of diversity as it applies to the context of strategic communications. Students will gain a deeper understanding and appreciation for the concept of ethics as it applies to the context of strategic communications .

9. Will the new option be offered via distance delivery?

No

10. Mode of delivery to be used:

lecture

11. Explain in detail the distance delivery procedures to be used:

Enter text...

12. List courses in minor. Include course descriptions for new courses:

**Required Courses:** MCOM 1001, Media Grammar and Style MCOM 2003, Media Writing PR 3003, PR Principles AD 3023, Advertising Principles Nine hours of upper-level electives from Strategic Communication or from these Communications Studies courses: COMS 3243, Principles of Persuasion COMS 4263, Organizational Communication COMS 44373, Conflict Resolution COMS 4403, Health Communication COMS 4203 Small Group Communication

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

No additional funds are needed in reference to this proposed minor. These courses are part of a renamed program that is part of the larger restructuring of the College of Communication.

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| **President/Chancellor Approval Date:** Enter date... | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |
| **Board of Trustees Notification Date:**  Enter date... |