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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](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| Po-Lin Pan 10/15/2018 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Marceline Hayes 10/15/2018 **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| Warren Johnson 1/22/2019 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Gina Hogue 1/22/2019 **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)

Marceline Hayes, Dept. of Communication, [mhayes@astate.edu](mailto:mhayes@astate.edu), 972-2816

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 5433

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).

Health Communication Campaigns

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

Planning, implementation, and evaluation of health communication campaigns.

6. Prerequisites and major restrictions. None (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?

Enter text...

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.*

NA

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.

Performance

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. **Yes** 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. **No** Is this course 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?

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?

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.)

Week 1-2: Overview of Health Communication Campaigns Process: (1) Planning, (2) Designing, (3) Implementing, (4) Evaluating. Importance of Research in all stages of the process. Types of Research: Formative, Process, and Summative. Ethical principles and Practices for Health Communicators.

Week 3-4: Theories and Models of Health Communication Campaigns (e.g., Health Belief Model, Theory of Reasoned Action, Transtheoretical Model, Social Cognitive Theory, Extended Parallel Process Model, Communication-Commitment Model, Traditional Persuasion such as Ethos/Pathos/Logos. Planning Stage).

Week 5: Designing Stage of Campaign: Conducting Formative Research to Identify Target Audience and Craft Message. Developing Clear, Measureable Goals and Objectives.

Week 6-7: Qualitative and Quantitative Research Methods for Health Communication Campaigns. Midterm Exam.

Week 8-9: Overview of Paid, Earned, and Shared Media in Health Communication Campaigns. Implementing Stage.

Week 10-11: Social Media Principles and Tools for Communicating Health Messages. Research: Monitoring Campaign Process.

Week 11-12: Cases and Exemplars (Prostate Cancer Foundation, Breast Cancer Foundation vs. Komen, etc.).

Week 13: Research: Evaluating Campaigns Effectiveness

Week 14-15: Student Campaign Project Presentations, Final Exam

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

None

19. Department staffing and classroom/lab resources

No additional staffing/classroom/lab resources are needed

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 end of the course, students will be able to: (1) Understand fundamental concepts, theories, and models involved in the study of health communication campaigns, (2) Plan a full health communication campaign for a specific target audience, and (3) Conduct research to identify the target audience, campaign messages and strategies, and plan for monitoring and evaluating the effectiveness of the health communication campaign.

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 will support our Graduate Certificate in Health Communication by providing an in-depth focus on health communication campaigns.

c. Student population served.

Mainly graduate students in the MA in Communication Studies program but will serve as an elective for students in other master’s programs.

d. Rationale for the level of the course (lower, upper, or graduate).

This is a graduate course due to the depth and focus of the material and the focus on research methods that will drive the campaign process. Students in the graduate version of this course will conduct original (1) formative research to identify target audience and their needs and formulate a campaign plan, (2) monitoring research to determine how well the campaign plan is being followed and if adjustments need to be made and, (3) summative research to evaluate the success of the campaign in achieving goals and objectives for the target audience.

**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?

Students in the Master of Arts in Communication program will:

(1) Apply theories of communications to problems of today and,

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

(3) Graduates should be able to evaluate critically the role of media/communication and their performance in a global,

multicultural society.

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)** | To be able to apply theories of communication to problems of today. |
| Assessment Measure | Capstone experiences such as Thesis and Comprehensive Exams |
| Assessment  Timetable | Each semester capstone experiences are offered |
| Who is responsible for assessing and reporting on the results? | Graduate comprehensive exam and thesis committees |

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

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| **Program-Level Outcome 2 (from question #23)** | To be able to apply principles of research to problems and issues in communication. |
| Assessment Measure | Capstone experiences such as Thesis and Comprehensive Exams |
| Assessment  Timetable | Each semester capstone experiences are offered |
| Who is responsible for assessing and reporting on the results? | Graduate comprehensive exam and thesis committees |

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| **Program-Level Outcome 3 (from question #23)** | To be able to evaluate critically the role of media/communication and their performance in a global, multicultural environment. |
| Assessment Measure | Capstone experiences such as Thesis and Comprehensive Exams |
| Assessment  Timetable | Each semester capstone experiences are offered |
| Who is responsible for assessing and reporting on the results? | Graduate comprehensive exam and thesis committees |

**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 fundamental concepts, theories, and models involved in the study of health communication campaigns. |
| Which learning activities are responsible for this outcome? | Case study analysis, exams |
| Assessment Measure | Case studies graded on evaluation criteria and guidelines. Graded exams. |

*(Repeat if needed for additional outcomes)*

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| **Outcome 2** | Plan a full health communication campaign for a specific target audience. |
| Which learning activities are responsible for this outcome? | Campaign project paper. |
| Assessment Measure | Campaign project paper graded on evaluation criteria and guidelines. |

*(Repeat if needed for additional outcomes)*

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| **Outcome 3** | Conduct formative research (i.e., identify a target audience and their needs to develop the campaign plan), monitoring (ensuring the campaign plan is being followed), and summative research (evaluating the success of the campaign). |
| Which learning activities are responsible for this outcome? | Conduct secondary research on databases and primary research such as focus groups, interviews, or surveys and written up in a campaigns project paper. |
| Assessment Measure | Campaign project paper graded on evaluation criteria and guidelines. |

*(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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[Note: a restructuring of the Graduate Certificate in Health Communication including this course is presented in a separate proposal.]

DEPARTMENT OF COMMUNICATION

Communication Studies (COMS)

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 us eof 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.

COMS 5263. Organizational Communication Dynamics and theories of communication within an organization.

COMS 5293. History and Criticism of American Public Address Historical background and significance of leading orators in America.

COMS 5323. Communication in Personal Relationships The course covers interpersonal communication in the context of personal relationships such as romantic relationships, friendships, professional relationships, and family relationships.

*The bulletin can be accessed at https://www.astate.edu/a/registrar/students/bulletins*

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COMS 5373. Conflict Resolution The conflict and communication course examines conflict as a communication variable created through interpersonal interaction in dyads, small groups, families, and organizations. Dual listed as COMS 4373.

COMS 5383. Computer Mediated Communication This course considers how identities, relationships and communities are created and influenced by our use of computers and the internet. We will gain understanding of these processes by engaging new media scholarship and activities involving different forms of new media. Dual listed as COMS 4383.

COMS 5403. Seminar in Health Communication Study of the major cultural, interpersonal, and public communication issues affecting health communication.

COMS 5423. Narratives in Health and Healing Explores the social construction of health, illness and healing through the study of narrative. Dual listed as COMS 4423.

**COMS 5433. Health Communication Campaigns** Planning, implementation, and evaluation of health communication campaigns.

COMS 5463. Interactive Advertising An introduction to the world of online interactive advertising. It surveys a variety of important topics, from integrating social media initiatives into the overall marketing communications plan to online display ads to developing an effective search engine strategy.

COMS 5473. Social Media Measurement Measurement and improvement of investment outcomes from use of social media in advertising, public relations, and marketing communications. COMS 5603. Crisis Communication An investigation of communications during crises, focusing on public relations, advertising and other persuasive efforts by institutions, corporations, movement leaders, and citizens to describe, persuade and shape human interactions with their environment during a crisis.

COMS 6023. Advanced Studies in Communications Law An advanced study of communications law problems, issues, and responsibilities. Selected publications in the field will be examined. Individual projects concerning legal problems in freedom and responsibilities of the mass media.

COMS 6033. Media Regulation, Public Interest and the Law Course provides an introduction to media laws and regulations, addressing how they impact media managers, how to allocate necessary resources, and how to remain current as to media policies and regulations.

COMS 6103. Communication Theory Theories, models, and approaches relevant to the study of human communication.

COMS 6233. Communication Education A study of the history and philosophy of the pedagogy of communication studies, to include both theoretical and applied aspects of the discipline.

COMS 6243. Seminar in Interpersonal Communication This course is designed to introduce students to foundational as well as current theory and research in interpersonal communication. Students will examine several interpersonal communication contexts and processes as well as methodologies in interpersonal communication.

COMS 6253. Audience Market Analysis Using social scientific research methods for audience/consumer analysis, this course provides a survey of applications of research in media industries. Pragmatic task activities will be conducted via Nielsen, Arbitron, SRDS and related data sources to find audience market insights.

COMS 6263. Media Account Management Advanced study of the principles and practice of media account management. Includes an in-depth analysis of advantages and disadvantages of multiple media platforms in communicating messages to diverse target audiences and a discussion of effective and ethical client relationships.

COMS 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.

COMS 6363. Advertising, Media, and Society Advanced study of the relationship between media, advertising, and society. Includes an examination of ethical and social ramifications of advertising in global and diverse societies and across multiple media platforms.