Code # Enter text…

**Course Revision Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] 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.

|  |  |
| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Deborah Chappel Traylor 4/10/2017 **College Dean** | Gil Fowler 4/4/2017  **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)

**Dr. Gil Fowler**

[**gfowler@astate.edu**](mailto:gfowler@astate.edu)

**870-972-2078**

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

**Spring 2017-18**

3. Current Course Prefix and Number

**All SCOM 5000 and SCOM 6000 level courses**

3.1 – **[YES**] 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. )*

**All courses with SCOM prefix will be changed to COMS prefix**

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

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

4. Current Course Title

Enter text...

4.1 – [**NO**] Request for Course Title Change

If yes, include new Course Title Below. *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).*

Enter text...

5. – [**NO** ] Request for Course Description Change.

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

Enter text...

6. – [**NO** ] 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. Are there any prerequisites? Yes / No
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

Enter text...

1. Is this course restricted to a specific major? Yes / No
   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 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 choose one.*

Enter text...

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

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

Enter text...

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

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

Enter text...

11. Is this course cross listed? **NO**

*(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.)*

1. If yes, please list the prefix and course number of cross listed course.

Enter text...

1. Are these courses offered for equivalent credit? Yes / No

Please explain. Enter text...

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

a. If yes, what program?

Enter text...

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

a. If yes, what course?

Enter text...

14. Will this course be equivalent to a deleted course or the previous version of the course? **NO**

a. If yes, which course?

Enter text...

15. Does this course affect another program? **NO**

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

16. Does this course require course fees? **NO**

*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.*

**N/A.**

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

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

[Yes / No]

*\*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**

**University Outcomes**

20. Please indicate the university-level student learning outcomes for which this new course will contribute. Check all that apply.

|  |  |  |
| --- | --- | --- |
| * 1. **[ ]** Global Awareness | * 1. **[ ]** Thinking Critically | * 1. **[ ]** Information Literacy |

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

21. 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?

Enter text...

22. 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.*

|  |  |
| --- | --- |
| **Program-Level Outcome 1 (from question #23)** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Assessment Measure | Please include direct and indirect assessment measure for outcome. |
| Assessment  Timetable | What semesters, and how often, is the outcome assessed? |
| Who is responsible for assessing and reporting on the results? | Who (person, position title, or internal committee) is responsible for assessing, evaluating, and analyzing results, and developing action plans? |

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

**Course-Level Outcomes**

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

|  |  |
| --- | --- |
| **Outcome 1** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Which learning activities are responsible for this outcome? | List learning activities. |
| Assessment Measure | What will be your assessment measure for this outcome? |

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

|  |
| --- |
| **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.* |

Paste bulletin pages here...

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**Program of Study for the Master of Arts in Communication Studies Degree**

ADMISSION REQUIREMENTS Applicants seeking admission to the Master of Arts degree in Communication Studies must submit a sample of writing, which could be a recent term paper or research paper. With approval of the adviser, a student may complete up to six hours in cognate courses.

Communication Studies

**Master of Arts**

University Requirements: See Graduate School Degree Policies for additional information (p. 35)

**Program Requirements: Sem. Hrs.**

CMAC 6053, Quantitative Research Methods 3

CMAC 6203, Introduction to Graduate Study 3

CMAC 6253, Qualitative Research Methods in Communications 3

~~SCOM~~ COMS 6103, Communication Theory 3

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**Media Management**

**Master of Science in Media Management**

**University Requirements:** See Graduate School Degree Policies for additional information (p. 35)

Program Requirements: All students are required to document a foundation in media either through professional experience or academic training. Those without such a foundation may be required to complete a series of undergraduate courses. **Sem. Hrs.**

CMAC 6053, Quantitative Research Methods in Mass Communication 3

CMAC 6463, Media Management Applications/Capstone 3

JOUR 6253, Audience Marketing Analysis 3

MCOM 6033, Media Regulation, Public Interest & the Law 3

MCOM 6043, Theory of Mass Communication 3

RTV 6023, Advanced Studies in Media Management 3

Select one of the following options: Students may take one of the options listed below totaling twelve (12) hours of credit.

**Option 1: Mass Media Management** (select four of the following):

JOUR 5113, Integrated Marketing Communication

JOUR 6243, Media Account Management

MCOM 5603, Crisis Communication

MCOM 6243, Media Entrepreneurship

**Option 2: Public Administration** (select four of the following):

JOUR 5213, Social Media in Strategic Communication

JOUR 6243, Media Account Management

POSC 6543, Administrative Behavior

POSC 6563, Seminar in Public Administration

POSC 6593, Seminar in Human Resource Management

POSC 6613, Administrative Leadership

POSC 6623, Administrative Ethics

POSC 6633, Public Information Management

**Option 3: Social Media** (select four of the following):

JOUR 5113, Integrated Marketing Communication

JOUR 5213, Social Media in Strategic Communication

SCOM 5463, Interactive Advertising

~~SCOM~~ COMS, Social Media Measurement

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**Health Communication**

**Certificate**

University Requirements: See Graduate School Degree Policies for additional information (p. 35)

**Core Requirements: Sem. Hrs.**

NURS 6483, Ethics in Health Care 3

~~SCOM~~ COMS 5402, Seminar in Health Communication 3

~~SCOM~~ COMS 5243, Interpersonal Communication OR

~~SCOM~~ COMS 6243, Seminar in Interpersonal Communication 3

~~SCOM~~ COMS 5253, Intercultural Communication 3

**Electives** 3

**Select six hours from the following:**

COUN 6423, Psychological Aspects of Aging

ELSE 6023, Characteristics of Individuals with Disabilities

HP 5453, Health Care Administration

HP 6023, Health Policy and Economic Issues

HP 6113, US Health Care OR

NURS 6833, American Health Care System

MCOM 5603, Crisis Communication OR

~~SCOM~~ COMS 5263, Organizational Communication

MGMT 6003, Organizational Behavior in Health Care Organizations

MGMT 6013, Human Resource Management for Health Care Organizations

NHP 5103, Patient Education

NURS 6303, Health Care Issues and Policy

~~SCOM~~ COMS 6303, Seminar in Strategic Communications

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Communication Studies ~~(SCOM)~~ (COMS)

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

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

~~SCOM~~ COMS 5253 . Intercultural Communication Identification of barriers, and breakdowns to communication among cultures.

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

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

~~SCOM~~ COMS. 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.

~~SCOM~~ 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.

~~SCOM~~ 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.

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

~~SCOM~~ COMS 5423. Narratives in Health and Healing Explores the social construction of health, illness and healing through the study of narrative.

~~SCOM~~ 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.

~~SCOM~~ COMS 5473. Social Media Measurement Measurement and improvement of investment outcomes from use of social media in advertising, public relations, and marketing communications.

~~SCOM~~ COMS C6103 Communication Theory Theories, models, and approaches relevant to the study of human communication.

~~SCOM~~ 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.

~~SCOM~~ 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.

~~SCOM~~ 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.

~~SCOM~~ 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.

~~SCOM~~ COMS 6413. Organizational and Intercultural Communication Course will introduce students to intercultural communication and function of organization communication in the workplace, addressing how effective communication within organizations affects business and how to advance intercultural skills while being aware of different world views.

~~SCOM~~ COMS 660V. Internship in Communication Studies Combines relevant work experience with classroom theory.

~~SCOM~~ COMS 670V. Thesis

~~SCOM~~ COMS 680V. Independent Study