|  |
| --- |
| For Registrar’s Use only |

Code # COM35

**New Program/Certificate Proposal-Bulletin Change Transmittal Form**

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

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [mmcginnis@astate.edu](mailto:mmcginnis@astate.edu)

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

|  |  |
| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 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**

Strategic Communication

**2. CIP Code Requested**

09.09

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

Brad Rawlins, [brawlins@astate.edu](mailto:brawlins@astate.edu), 870-972-3161

**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.

**College of ~~Communications~~ Media and Communication**

*Professor Brad Rawlins, Dean*

The College of Communications offers students the opportunity to combine the best of a broad education in the liberal arts and sciences with the academic and professional preparation required in the wide variety of fields in communications. ~~The college has three departments: Communication Studies; Journalism; and Radio-Television. The Departments of Journalism and Radio-Television are accredited by the Ac­crediting Council on Education in Journalism and Mass Communications.~~ The college offers four baccalaureate degrees through two departments: The Media Department offers Bachelor of Science degrees in Multimedia Journalism and Creative Media Production, and the Communication Department offers a Bachelor of Science in Strategic Communication and a Bachelor of Arts in Communication Studies. The three Bachelor of Science degrees are accredited by the Accrediting Council on Education in Journalism and Mass Communications.

Studies in the college allow students to learn to gather, organize, synthesize and communicate information professionally in a democratic, multi-cultural society. They learn to think critically and com­municate effectively in preparation for productive roles, for example, in news, radio, television, film, public relations, organizational communication, advertising, photojournalism, graphic communications, web and multimedia production and design or health communication. Students also find communications courses excellent preparation for graduate work and the study of law.

The College of Communications offers students opportunities to apply what they learn in a variety of national student organizations, including: The Herald, ASU-TV, the ASU Debate Team, American Advertising Federation, Society of Professional Journalists, National Broadcasting Society, National Press Photographers Association, Gamma Tau Epsilon (graphic communications), Public Relations Student Society of America, the Association of Women in Communications, the Undergraduate Student Research Association, and three honorary groups: Kappa Tau Alpha (journalism and mass communications), Pi Kappa Delta (forensics), and Lambda Pi Eta (communication).

In addition to meeting the general requirements for all baccalaureate degrees, candidates for a bachelor of science in Radio-Television or Journalism must complete 120 hours. Students pursuing degrees in radio-television and journalism are required to have a minor outside their two departments. The minor must be approved by the student’s advisor. Students pursuing a bachelor of arts in Com­munication Studies must complete 120 hours. Students pursuing a degree in Communication Studies are not required to have a minor.

To assure that students earning the bachelor of science degree in journalism or radio-television acquire the broad education needed by a mass communications professional, the college requires that 80 semester hours of a student’s degree program be completed outside the Departments of Radio- Television and Journalism. At least 65 of the 80 hours must be in courses approved as “liberal arts and sciences.” A list of approved courses is available at department offices.

The College of Communications offers students opportunities to apply what they learn in a variety of national student organizations, including: The Herald, ASU-TV, the Forensics team, American Ad­vertising Federation, Society of Professional Journalists, National Broadcasting Society, National Press Photographers Association, Gamma Tau Epsilon (graphic communications), Public Relations Student Society of America, the Association of Women in Communications, the Undergraduate Student Research Association, and three honorary groups: Kappa Tau Alpha (journalism and mass communications), Pi Kappa Delta (forensics), and Lambda Pi Eta (communication).

The three Bachelor of Science degrees (Multimedia Journalism, Creative Media Production and Strategic Communication) adhere to the learning outcomes espoused by the Accrediting Council on Education in Journalism and Mass Communication. Graduates of these programs should be aware of certain core values and competencies and should be able to:

* understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
* demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
* understand concepts and apply theories in the use and presentation of images and information;
* demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* think critically, creatively and independently;
* conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* apply basic numerical and statistical concepts;
* apply tools and technologies appropriate for the communications professions in which they work.

**DEGREE REQUIREMENTS**

In addition to meeting the general requirements, candidates for the Bachelor of Science degree in Multimedia Journalism, Creative Media Production, and Strategic Communication must complete the following:

1. Take at least 72 hours outside of the three Bachelor of Science degrees offered in the College of Media and Communication.
2. A minor outside of the College of Media and Communication. The minor must be approved by the student’s advisor.
3. Earn no more than three hours of internship credit towards the 120 hours required for graduation.
4. Take a senior exit exam on the study day prior to final exams of his or her last semester of enrollment.
5. Complete an exit survey and submit a resume prior to graduation.

**COLLEGE OF MEDIA AND COMMUNICATION CORE COURSES Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

**Total Required Hours 4**

p. 160

Department of Communication Studies

*Associate Professor Marceline Hayes, Interim Chair*

Assistant Professors: *Clark, Harper, Thatcher*

Instructors: *Randle, Scott*

The Department of Communication Studies offers courses leading to a Bachelor of Arts in Com­munication Studies. Communication Studies focuses on the ways that people make use of both verbal and nonverbal messages to generate meanings within various contexts, cultures, and media. Since 75% of a person’s day is spent communicating in some way, the importance of being able to communicate clearly cannot be overemphasized. Communication skills are essential to personal satisfaction and academic success, as well as employment.

Courses provide a strong theoretical foundation in communication as well as an emphasis on improvement in practical communication skills. Majors in Communication Studies have the flexibility to focus on specific areas of interest while obtaining a thorough understanding of communication. Students may also choose to become involved with departmental activities such as the debate team or Lambda Pi Eta, the national honor society for communication students.

**Department of Communication**

Chair

**Professors:** Fowler,

**Associate Professors:** Hayes, Hill

**Assistant Professors:** Clark, Hall, Harper, Pan, Randle, Thatcher

**Instructors:** Moskal, Scott

The Department of Communication offers a Bachelor of Arts in Communication Studies and a Bachelor of Science in Strategic Communication. (need description)

**COMMUNICATION STUDIES PROGRAM:**

Communication Studies focuses on the ways that people make use of both verbal and nonverbal messages to generate meanings within various contexts, cultures, and media. Since 75% of a person’s day is spent communicating in some way, the importance of being able to communicate clearly cannot be overemphasized. Communication skills are essential to personal satisfaction and academic success, as well as employment.

Courses provide a strong theoretical foundation in communication as well as an emphasis on improvement in practical communication skills. Majors in Communication Studies have the flexibility to focus on specific areas of interest while obtaining a thorough understanding of communication. Students may also choose to become involved with departmental activities such as the debate team or Lambda Pi Eta, the national honor society for communication students.

**STRATEGIC COMMUNICATION PROGRAM:**

Strategic Communication uses public relations, advertising, social media, and organizational communication to build mutually beneficial relationships with key stakeholders. Effective organizations use strategic communication to help achieve their goals and objectives and recognize that groups inside and outside the organizations are critical to their success. Communication is strategic when it uses research and evaluation to determine how goals and objectives are effectively reached.

Students graduating from this program will know and understand how to use advertising, public relations, social media, branding, crisis communication, media relations, research methods and evaluation tools to help organizations communicate with their publics. They will be prepared to work for companies big and small, governmental agencies, and nonprofit organizations such as universities, hospitals, museums and NGOs.

Students earning a Bachelor of Science in Strategic Communication must complete the follow-ing:

1. Take at least 72 hours outside of the three Bachelor of Science degrees offered in the College of Media and Communication.
2. A minor outside of the College of Media and Communication. The minor must be approved by the student’s advisor.
3. Earn no more than three hours of internship credit towards the 120 hours required for graduation.
4. Take a senior exit exam on the study day prior to final exams of his or her last semester of enrollment.
5. Complete an exit survey and submit a resume prior to graduation.

p. 161

**Major in Strategic Communications**

**Bachelor of Science**

**Emphasis in Advertising**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

See General Education Curriculum for Baccalaureate Degrees (p.82) 35

**Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

COMS 3363, Communication Research OR

AD 4003, Account Planning & Management 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

SCOM 3143, Strategic Writing 3

SCOM 3553, Strategic Visual Communications OR

SCOM 4213, Social Media in Strategic Communications 3

Sub-total 16

**Emphasis Area (Advertising)**

AD 3023, Principles of Advertising 3

AD 3033, Advertising Elements and Execution 3

AD 3333, Media Advertising and Sales 3

AD 4033, Advertising Case Studies & Campaigns 3

PR 3003, Public Relations Principles OR

PR 4113, Integrated Marketing Communications 3

**Sub-total 15**

**Communication Electives or Specializations: Sem. Hrs.**

Electives/Specializations 9

**Minor Sem. Hrs.**

Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

Electives 14-17

**Total Required Hours: 120**

**Major in Strategic Communications**

**Bachelor of Science**

**Emphasis in Public Relations**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

See General Education Curriculum for Baccalaureate Degrees (p.82) 35

**Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

COMS 3363, Communication Research OR

AD 4003, Account Planning & Management 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

SCOM 3143, Strategic Writing 3

SCOM 3553, Strategic Visual Communications OR

SCOM 4213, Social Media in Strategic Communications 3

Sub-total 16

**Emphasis Area (Public Relations)**

AD 3023, Principles of Advertising OR

PR 4113, Integrated Marketing Communications 3

PR 3003, Principles of Public Relations 3

PR 3013, Public Relations Tools & Techniques 3

PR 4013, Practicum in Public Relations 3

PR 4033, Public Relations Case Studies and Campaigns 3

**Sub-total 15**

**Communication Electives or Specializations: Sem. Hrs.**

Electives/Specializations 9

**Minor Sem. Hrs.**

Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

Electives 13-16

**Total Required Hours: 120**

Department of Communication ~~Studies~~ Minors

**Minor in Communication Studies**

|  |  |
| --- | --- |
| **Required Courses:** | **Sem. Hrs.** |
| ~~SCOM~~ COMS 1203, Oral Communication | 3 |
| ~~SCOM~~ COMS 2313, Communication Theory | 3 |
| ~~SCOM~~ COMS 2243, Principles of Argumentation | 3 |
| ~~SCOM~~ COMS 2373, Introduction to Interpersonal Communication | 3 |
| ~~SCOM~~ COMS 3363, Human Communication Research Methods | 3 |
| Upper-level Communication Studies Electives | 3 |
| **Total Required Hours:** | **18** |

**Minor in Strategic Communications**

**Required Courses: Sem. Hrs.**

AD 3023, Advertising Principles 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

PR 3003, PR Principles 3

Nine hours of upper-level electives from Strategic Communication

or from these Communications Studies courses:

COMS 3243, Principles of Persuasion

COMS 4203, Small Group Communication

COMS 4263, Organizational Communication

COMS 44373, Conflict Resolution

COMS 4403, Health Communication 9

**Total Required Hours: 19**

p. 163

**Department of ~~Journalism~~ Media**

Professor Gil Fowler, Chair

**Professors:** Fears

**Associate Professors:** Hill

**Assistant Professors:** Combs, Hall

**Instructors:** Mishra, Moskal, Thrasher

The professional program in journalism provides the opportunity for individuals to prepare for productive roles in news-editorial journalism, public relations, advertising, graphic communications, or photojournalism. The program strives to provide realistic instruction in modern journalistic techniques, promote a rich background in the liberal arts and sciences, and present current communications problems and trends in the context of their origin and development.

1. To assure that students earning the bachelor of science degree in journalism acquire the broad education needed by a mass communications professional, the college re­quires that 80 semester hours of a student’s degree program be completed outside the Departments of Radio-Television and Journalism. At least 65 of the 80 hours must be in courses approved as “liberal arts and sciences.” A list of approved courses is available at department offices.

2. Areas within the liberal arts and sciences include art history, biology, botany, chemistry, computer science, criminology, economics, English, entomology, French, geography, geology, German, history, mathematics, music history and literature, philosophy, political science, physics, psychology, sociology, Spanish, theatre and film history and apprecia­tion, zoology.

3. No more than three hours of internship credit may be counted within the 120 hours required for graduation.

4. The student must take a senior exit exam on the study day prior to final exams of his or her last semester of enrollment.

5. The student must complete an exit survey and submit a resume prior to graduation.

Chair

**Professors:** Amienyi, Fears, Pitts

**Associate Professors:** Zeng

**Assistant Professors:** Bowman, Combs, Tait

**Instructors:** Brown, Doyle, Mishra, Pillow, Roberts, Thrasher

The Department of Media offers Bachelor of Science degrees in Multimedia Journalism and Creative Media Production. Students can emphasize in news editorial, broadcast journalism, photojournalism, multimedia journalism, sports journalism, audio and video production, multimedia production, narrative film, and sports production.

**MULTIMEDIA JOURNALISM PROGRAM:**

The multimedia journalism program prepares working journalists and news practitioners to generate, research, write, and produce newsworthy content across the spectrum of news media. Through hands-on instruction, practical workplace experience and conceptual coursework, students learn how to create and distribute content for print, radio, television, websites and interactive media.

Multimedia journalism is designed to develop news judgment and storytelling skills applicable to a variety of professions and media outlets and talent for performance and teamwork. This program builds the foundation on which graduates can establish a career in modern news media across platforms.

**CREATIVE MEDIA PRODUCTION PROGRAM:**

The creative media production program prepares practitioners who understand the world of production, from concept to program completion. Through hands-on instruction and conceptual coursework students learn how to create and distribute content for radio, television, film, websites and interactive media.

Creative Media Production is designed to nurture students with a passion for storytelling and communicating, and a talent for expressing themselves through visual media. This preparation provides a solid foundation on which to build their careers in a variety of rewarding professions.

**DEGREE REQUIREMENTS**

Students earning a Bachelor of Science from the Department of Media must complete the following:

1. Take at least 72 hours outside of the three Bachelor of Science degrees offered in the College of Media and Communication.
2. A minor outside of the College of Media and Communication. The minor must be approved by the student’s advisor.
3. Earn no more than three hours of internship credit towards the 120 hours required for graduation.
4. Take a senior exit exam on the study day prior to final exams of his or her last semester of enrollment.
5. Complete an exit survey and submit a resume prior to graduation.

p. 164

**~~Major in Journalism~~**

**~~Bachelor of Science~~**

**~~Emphasis in Advertising~~**

~~A complete 8-semester degree plan is available at http://registrar.astate.edu/.~~

|  |  |
| --- | --- |
| **~~University Requirements:~~** | |
| ~~See University General Requirements for Baccalaureate degrees (p. 40)~~ | |
| **~~First Year Making Connections Course:~~** | **~~Sem. Hrs.~~** |
| ~~UC 1013, Making Connections~~ | **~~3~~** |
| **~~General Education Requirements:~~** | **~~Sem. Hrs.~~** |
| ~~See General Education Curriculum for Baccalaureate Degrees (p. 82)~~  *~~JOUR/RTV 1003 will NOT be accepted to fulfill General Education Requirements in this major.~~*  **~~Students with this major must take the following:~~**  *~~SCOM 1203, Oral Communication (Required Departmental Gen. Ed. Option)~~* | **~~35~~** |
| **~~Emphasis Area (Advertising):~~** | **~~Sem. Hrs.~~** |
| ~~JOUR 1003, Mass Communications in Modern Society~~ | ~~3~~ |
| ~~JOUR 2003, News Writing~~ | ~~3~~ |
| ~~JOUR 3023, Principles of Advertising~~ | ~~3~~ |
| ~~JOUR 3033, Advertising Elements and Execution~~ | ~~3~~ |
| ~~JOUR 3143, Strategic Writing~~ | ~~3~~ |
| ~~JOUR 3363, Communications Research~~ | ~~3~~ |
| ~~JOUR 3673, Desktop Publishing~~ **~~OR~~**  ~~GCOM 1813, Introduction to Digital Publishing~~ | ~~3~~ |
| ~~JOUR 4003, Media Planning and Account Management~~ | ~~3~~ |
| ~~JOUR 4033, Advertising Case Studies and Campaigns~~ | ~~3~~ |
| ~~JOUR 4073, Communications Law and Ethics~~ | ~~3~~ |
| ~~MCOM 1001, Media Grammar and Style~~ | ~~1~~ |
| ~~PR 3003, Principles of Public Relations~~ **~~OR~~**  ~~PR 4113, Integrated Marketing Communications~~ | ~~3~~ |
| **~~Select two of the following:~~**  ~~JOUR 3043, Photography~~  ~~JOUR 3373, Introduction to Internet Communications~~  ~~JOUR 4213, Social Media in Strategic Communications~~  ~~PR 4113, Integrated Marketing Communications~~  ~~PR 3003, Principles of Public Relations~~  ~~PR 4603, Crisis Communications~~  ~~Other College of Communications Electives as approved by instructor~~ | ~~6~~ |
| **~~Sub-total~~** | **~~40~~** |
| **~~Minor:~~** | **~~Sem. Hrs.~~** |
| *~~Must be outside of the College of Communications and approved by advisor.~~* | **~~18-21~~** |
| **~~Electives:~~** | **~~Sem. Hrs.~~** |
| ~~Electives~~ | **~~21-24~~** |
| **~~Total Required Hours:~~** | **~~120~~** |

p. 168

**~~Major in Journalism~~**

**~~Bachelor of Science~~**

**~~Emphasis in Public Relations~~**

~~A complete 8-semester degree plan is available at http://registrar.astate.edu/.~~

|  |  |
| --- | --- |
| **~~University Requirements:~~** | |
| ~~See University General Requirements for Baccalaureate degrees (p. 40)~~ | |
| **~~First Year Making Connections Course:~~** | **~~Sem. Hrs.~~** |
| ~~UC 1013, Making Connections~~ | **~~3~~** |
| **~~General Education Requirements:~~** | **~~Sem. Hrs.~~** |
| ~~See General Education Curriculum for Baccalaureate Degrees (p. 82)~~  *~~JOUR/RTV 1003 will NOT be accepted to fulfill General Education Requirements in this major.~~*  **~~Students with this major must take the following:~~**  *~~SCOM 1203, Oral Communication (Required Departmental Gen. Ed. Option)~~* | **~~35~~** |
| **~~Emphasis Area (Public Relations):~~** | **~~Sem. Hrs.~~** |
| ~~JOUR 1003, Mass Communications in Modern Society~~ | ~~3~~ |
| ~~JOUR 2003, News Writing~~ | ~~3~~ |
| ~~JOUR 3143, Strategic Writing~~ | ~~3~~ |
| ~~JOUR 3363, Communications Research~~ | ~~3~~ |
| ~~JOUR 3673, Desktop Publishing~~ **~~OR~~**  ~~GCOM 1813, Introduction to Digital Publishing~~ | ~~3~~ |
| ~~JOUR 4073, Communications Law and Ethics~~ | ~~3~~ |
| ~~MCOM 1001, Media Grammar and Style~~ | ~~1~~ |
| ~~PR 3003, Principles of Public Relations~~ | ~~3~~ |
| ~~PR 3013, Public Relations Tools and Techniques~~ | ~~3~~ |
| ~~PR 4013, Practicum in Public Relations~~ | ~~3~~ |
| ~~PR 4033, Public Relations Case Studies and Campaigns~~ | ~~3~~ |
| ~~PR 4113, Integrated Marketing Communications~~ **~~OR~~**  ~~JOUR 3023 Principles of Advertising~~ | ~~3~~ |
| **~~Select two of the following:~~**  ~~JOUR 3023, Principles of Advertising~~  ~~JOUR 3043, Photography~~  ~~JOUR 3373, Introduction to Internet Communications~~  ~~JOUR 4213, Social Media in Strategic Communications~~  ~~PR 4113, Integrated Marketing Communications~~  ~~PR 4603, Crisis Communications~~  ~~Other College of Communications Electives as approved by instructor~~ | ~~6~~ |
| **~~Sub-total~~** | **~~40~~** |
| **~~Minor:~~** | **~~Sem. Hrs.~~** |
| *~~Must be outside of the College of Communications and approved by advisor.~~* | **~~18-21~~** |
| **~~Electives:~~** | **~~Sem. Hrs.~~** |
| ~~Electives~~ | **~~21-24~~** |
| **~~Total Required Hours:~~** | **~~120~~** |

p. 169

~~Department of Journalism Minors~~

**~~Minor in Journalism~~**

|  |  |
| --- | --- |
| **~~Required Courses:~~** | **~~Sem. Hrs.~~** |
| ~~JOUR 2003, News Writing~~ | ~~3~~ |
| ~~MCOM 1001, Media Grammar and Style~~ | ~~1~~ |
| ~~Three hours from the following journalism emphasis areas: News, Graphic Communications, Photojournalism, Advertising, Public Relations~~ | ~~3~~ |
| ~~Twelve upper-level hours from the following journalism emphasis areas: News, Graphic Communications, Photojournalism, Advertising, Public Relations~~ | ~~12~~ |
| **~~Total Required Hours:~~** | **~~19~~** |

p. 170

**~~Journalism~~ Multimedia Journalism (JOUR)**

**~~JOUR 1003. Mass Communications in Modern Society~~** ~~Survey of the varied fields of mass communications, with emphasis on their functions, operations, and problems in a democracy. Cross listed as RTV 1003. Fall, Spring.~~

**~~JOUR 2003. News Writing~~** ~~Basic news writing for print, broadcast and Internet. Course includes attention to news style and grammar. Word processing skills required. Prerequisite, C or better in ENG 1003. Cross listed as RTV 2003. Fall, Spring, Summer.~~

**JOUR 2010. ~~News~~ MultimediaReporting Laboratory** Laboratory for ~~News~~ Multimedia Reporting. Must be taken con­currently with JOUR 2013. Fall, Spring.

**JOUR 2013. ~~News~~ Multimedia Reporting** Techniques of ~~news gathering~~ newsgathering, with practical experience in inter­viewing and ~~writing~~ reporting for ~~publication~~ news media. ~~Requires three hours of laboratory work per week~~ Must be taken concurrently with JOUR 2010. Prerequisite, C or better in ~~JOUR~~ MCOM 2003 and CMP 2313 or consent of instructor. Fall, Spring.

**JOUR 3001. Contemporary Events and the Mass Media** Weekly review of news events and the mass medias coverage of them. Fall, Spring.

**JOUR 3003. Feature and Magazine Article Writing** Methods of gathering material for feature stories through interviews, research, and observation, practice in writing the article. Requires three hours of laboratory work per week. Prerequisite, JOUR 2013. Fall.

**~~JOUR 3013. Principles of Public Relations~~** ~~Nature and theoretical foundation of public relations, its role in society, practitioners and dynamics of the process. Fall, Spring, Summer.~~

**~~JOUR 3023. Principles of Advertising~~** ~~Advertising history, theory and practice, including tradi­tional and nontraditional media. Fall, Spring.~~

**~~JOUR 3033. Advertising Elements and Execution~~** ~~Principles and practices in creating and critiquing advertising messages across media platforms. Prerequisites, JOUR 2003 and JOUR 3023. Fall~~

**JOUR 3040. Photography Laboratory** Laboratory for Photography. Must be taken concurrently with JOUR 3043. Fall, Spring.

**JOUR 3043. Photography** Elements of composition, camera, darkroom techniques and digital photography. Requires three hours of laboratory work per week. Lab fee, $10.00. Special course fee, $10.00. Fall, Spring.

**~~JOUR 3053 Introduction to Visual Communications~~** ~~Exploration of visual messages with text for publication in media outlets. Fall, Spring.~~ **~~JOUR 3060 News Editing Laboratory~~** ~~Laboratory for News Editing. Must be taken concurrently with JOUR 3063. Fall.~~

**JOUR 3063. News Editing** Editing and rewriting news stories, writing headlines and cutlines, legal and ethical issues for editors, and the basic principles of news design. Prerequisite, JOUR 2013. Fall.

**JOUR 3073. News Design** Principles of visual communication, digital and print media design, elements and practices of digital and press publication, media economic theory and practice. Prerequisite, JOUR 2013. Spring.

**JOUR 3083. History of the Mass Media** History of the mass media newspapers, magazines, radio, television and new technology from colonial days to the present. Spring.

**JOUR 3090. Photojournalism Laboratory** Laboratory for Photojournalism. Must be taken concurrently with JOUR 3093. Spring.

The bulletin can be accessed at http://www2.astate.edu/a/registrar/tools-forms/bulletins.dot

420

**JOUR 3093. Photojournalism** Practical experience with digital photography and layout for print media, use of image editing software, color theory, scanning input and output devices. Students required to submit projects for student publications and cover news events. Requires three hours of laboratory work per week. Prerequisites, JOUR 2003 and JOUR 3043 or consent of instructor. Special course fee, $10.00. Spring.

**~~RTV~~ ~~3003~~ JOUR 3203. Reporting for the Electronic Media** Gathering, writing, and reporting news and features for the electronic media, including radio and television, cable, and the Internet. Prerequi­site, C or better in ~~RTV~~ MCOM 2003. Word processing skills required. Fall, Spring.

**JOUR 3363. Communications Research** Study and use of research tools and theories available for mass communications problem solving. Emphasis will be on library research, theory approaches, and applied research as applied to the media. Cross listed as RTV 3363. Fall, Spring.

**JOUR 3373. Introduction to Internet Communications** Introductory course in the use of the internet as a communication delivery system. The course addresses Internet history, its develop­ment and future applications for communications. Basic computer competency required. Cross Listed RTV 3373. Fall, Spring.

**~~RTV 3103~~ JOUR 3403. Electronic News Gathering** Advanced reporting techniques, story development process and tools needed to interview and write, report and edit video news stories. Stories pro­duced will be used to enhance newscast development. Prerequisite, C or better in MCOM 2003, ~~RTV 3024~~ **CMP 2353**, and **~~RTV~~ ~~3003~~ JOUR 3203**, or consent of instructor. Fall, Spring.

**~~JOUR 3673. Desktop Publishing and Publication Design~~** ~~Electronic publishing and publication design using desktop publishing software programs. Fall, Spring, Summer. Course Fee $25.00~~

**~~JOUR 3943. Strategic Writing~~** ~~Writing forms and styles across multimedia platforms. Funda­mentals and practice in preparation of strategic messages for various channels of communications, including controlled and uncontrolled media. Students will develop skills in information gathering, writing styles, editing, critical thinking and audience analysis. Prerequisites: JOUR 2003 and either PR 3003 or JOUR 3023. Fall, Spring.~~

**~~JOUR 4003. Media Planning and Account Management~~** ~~This is an advanced advertising course in strategic media placement and the management of client/agency relationships. Spring.~~

**JOUR 4010. Advanced Photojournalism Laboratory** Laboratory for Advanced Photojournalism. Must be taken concurrently with JOUR 4013. Fall.

**JOUR 4013. Advanced Photojournalism** Digital photojournalism with emphasis on ethics and role of photojournalist in society. Students are expected to prepare a portfolio of work upon completion of the course. Six hours of laboratory work per week. Prerequisite, JOUR 3093. Special course fee, $25.00. Fall.

**~~JOUR 4033. Advertising Case Studies and Campaigns~~** ~~Study of recent advertising cases and campaigns involving business, industry, institutions and government. Students create a compre­hensive advertising campaign for a given client. Prerequisite, JOUR 3033, JOUR 3143 and JOUR 3363. Spring.~~

**JOUR 4043. Studies in Newspaper Management** Study of business and editorial management of the print media, including newspaper organization, publishing policies and economics, print media technology, circulation and promotional problems. Fall, even.

**JOUR 4050. ~~Public Affairs~~ Advanced Reporting Laboratory** Laboratory for ~~Public Affairs~~ Advanced Reporting. Must be taken concurrently with JOUR 4053. Spring.

**JOUR 4053. ~~Public Affairs~~ Advanced Reporting Reporting** ~~IInstruction~~ Instruction and practice in gathering material and ~~writing~~ reporting stories on public affairs, emphasis on courts and government. ~~Requires three hours of laboratory work per week~~. Must be taken with lab JOUR 4050. Prerequisite, C or better in JOUR 2013 or consent of instructor. Spring.

**~~JOUR 4063. Internship~~** ~~Supervised work in an approved media-related industry. Prerequisite, consent of the department chair. Summer.~~

**JOUR 4083. Sports, Business and Opinion Writing** Techniques of newswriting and information gathering in business and sports reporting. Techniques of opinion writing. Prerequisite, C or better in JOUR 2013 or consent of instructor or department chair. Spring, odd.

**~~JOUR 4113. Integrated Communications Strategies~~** ~~Focuses on the strategic integration of various channels and methods of communications for the purpose of delivering key messages to diverse target audiences in order to elicit specific responses, create a dialogue and engender relationship~~

The bulletin can be accessed at http://www2.astate.edu/a/registrar/tools-forms/bulletins.dot

421

**JOUR 4123. Media Management and Entrepreneurship** Teaches students tools that develop entrepreneurial characteristics that will assist in developing media content for use by multiple media platforms. Students learn business finance, client interaction, ethics and develop content that can be distributed through the departments media outlets.

**JOUR 4213. Social Media in Strategic Communications** 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. Spring

**JOUR 4323. Race, Gender and Media** Survey of the interface between Americans of color, women and the mass media in the United States. Fall.

**~~RTV~~ ~~4320~~ JOUR 4340. News Production and Performance Laboratory** Laboratory section for News Production and Performance. Must be taken concurrently with **~~RTV~~ ~~4323~~ JOUR 4343**. Fall, Spring.

**~~RTV~~ ~~4323~~ JOUR 4343. News Production and Performance** Experience in producing news programs. Stu­dents exercise judgment and make editorial decisions about news content and program continuity. Experience in verbal and nonverbal communication relative to on camera delivery. Prerequisites, **~~RTV~~ JOUR** 3103 or consent of instructor. $25 special course fee. Fall, Spring.

**JOUR 4373. Internet Communications** Internet Communications provides students with a thorough understanding and practice in the use of the Information Superhighway. The course will also look at new opportunities for communications professionals. Prerequisite, Basic computer competency. Fall, Spring, Summer.

**JOUR 4552 Photojournalism Practicum and Professional Development** Individualized and supervised placement in specific professional settings. Students will work with professionals in the field under faculty supervision. Pre-requisite: JOUR 3093. Spring

**~~RTV~~ JOUR 4573. Sportscasting** Theory and practical application of sportscasting for radio and televi­sion. Dual listed with RTV 5573. Fall.

**JOUR 488V. Special Problems in Journalism** Prerequisite, approval of department chair and faculty. Fall, Spring, Summer.

**~~Mass Communications (MCOM)~~**

**~~MCOM 1001. Media Grammar and Style~~** ~~Writing mechanics for media. An introduction to applying basic grammar, spelling and media style rules and guidelines professionals use for writing across multiple media platforms. Can be taken concurrently with JOUR/RTV 2003, News Writing, with consent of chair. Test-out option available. Fall, Spring, Summer.~~

**~~Public Relations (PR)~~**

**~~PR 3003. Principles of Public Relations~~** ~~Nature and theoretical foundation of public relations, its role in society, practitioners and dynamics of the process. Fall, Spring, Summer.~~

**~~PR 3013. Public Relations Tools and Techniques~~** ~~Analysis and application of public relations tools and techniques with an emphasis on public relations writing, specialized publications, and strategy for working with corporate and noncorporate organizations. Prerequisite, JOUR 2003 and PR 3003. Fall, Spring.~~

**~~PR 4013. Public Relations Practicum and Professional Development~~** ~~Advanced PR course requiring application of skills in supervised work with various businesses, institutions, organizations and social agencies. Student will work a minimum of 10 hours per week outside the classroom with assigned workplace mentor. Consent of instructor required. Fall, Spring.~~

**~~PR 4023. 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. Fall.~~

**~~PR 4033. Public Relations Case Studies and Campaigns~~** ~~Study of recent public relations cases and campaigns involving business, industry, institutions, and government. Students create a comprehensive public relations campaign for a given client. Prerequisites, JOUR 3363, JOUR 3143 and PR 3013. Spring.~~

**~~PR 4113. Integrated Marketing Communications~~** ~~Focuses on the strategic integration of various channels and methods of communications for the purpose of delivering key messages to diverse target audiences in order to elicit specific responses, create a dialogue and engender relationship building. Prerequisite, JOUR 3023, PR 3003, or MKTG 3013. Fall, Spring.~~

**~~PR 4603. 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. Fall, Spring.~~

**~~PR 4633. Trending Topics~~** ~~Exploration of current topics and issues in public relations and advertising. Fall, Spring.~~

The bulletin can be accessed at http://www2.astate.edu/a/registrar/tools-forms/bulletins.dot

422

**DEPARTMENT OF COMMUNICATION ~~STUDIES~~**

**Advertising (AD)**

**~~JOUR~~ AD 3023. Principles of Advertising** Advertising history, theory and practice, including tradi­tional and nontraditional media. Fall, Spring.

**~~JOUR~~ AD 3033. Advertising Elements and Execution** Principles and practices in creating and critiquing advertising messages across media platforms. Prerequisites, JOUR 2003 and JOUR 3023. Fall

**~~JOUR~~ AD Advertising Case Studies and Campaigns** Study of recent advertising cases and campaigns involving business, industry, institutions and government. Students create a compre­hensive advertising campaign for a given client. Prerequisite, JOUR 3033, JOUR 3143 and JOUR 3363. Spring.

~~RTV~~ AD 3333. ~~Radio-Television~~ Media Advertising and Sales Study of the structure of the ~~electronic~~ media advertising industry, with emphasis on media selection and planning, as well as the basic methods of selling ~~for old and new electronic media~~. Sales affiliation project required ~~with ASU TV~~. Fall, Summer.

~~JOUR~~ AD 4003. ~~Media~~ Account Planning and ~~Account~~ Management This is an advanced ~~advertising~~ course in strategic media ~~placement~~ and the management of client/agency relationships. Spring.

**AD 3193 Advanced Photography** An in-depth examination of the uses of natural and artificial lighting, lenses, cameras, studios, and other elements needed for professional photography in advertising, promotion, portraits, sports and other environments. Emphasis placed on the business of photography.

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

**~~SCOM~~ COMS, 1203. Oral Communication** The theory and practice of communication in interpersonal, small groups, and public speaking contexts, emphasizing proficiency in message organization, delivery, and critical thinking. Prerequisite for all other communication studies courses, except ~~SCOM~~ COMS 3203. Fall, Spring, Summer.

**~~SCOM~~ COMS, 1211. Intercollegiate Debate** Study and practice of intercollegiate debate. May be repeated for credit. Demand.

**~~SCOM~~ COMS, 2203. Introduction to Human Communication** An introduction to and an overview of communication, including concepts and applications. Prerequisite, ~~SCOM~~ COMS 1203 Oral Communica­tion. Demand.

**~~SCOM~~ COMS, 2313. Communication Theory** Study of foundational and current theories of communication and applications of these theories in communication contexts. Prerequisite, , ~~SCOM~~ COMS 1203. Spring..

**~~SCOM~~ COMS, 2243. Principles of Argumentation** Principles of logical reasoning used in advocacy, analysis, use of evidence, inductive and deductive reasoning. Spring, even.

**~~SCOM~~ COMS, 2253. Introduction to Health Communication** Communication in healthcare settings. Major topics include patient provider interaction, information dissemination, cultural concerns, ethical issues, and social support. Fall.

**~~SCOM~~ COMS, 2373. Introduction to Interpersonal Communication** A study of interpersonal commu­nication. Prerequisite, , ~~SCOM~~ COMS 1203. Spring.

**~~SCOM~~ COMS, 3203. Business and Professional Communication** Communication needs of people in business and professional settings. Fall, Spring.

**~~SCOM~~ COMS, 3211. Intercollegiate Debate** Study and practice of intercollegiate debate. May be repeated for credit. Demand.

**~~SCOM~~ COMS, 3243. Principles of Persuasion** Theory and practice of persuasion as an instrument in motivating human conduct. Fall.

**~~SCOM~~ COMS, 3253. Principles of Listening** Principles of listening in the communication process, em­phasis on listening improvement. Fall, even.

**~~SCOM~~ COMS, 3363. ~~Human~~ Communication Research Methods** Study of both qualitative and quantita­tive methods used in communication research. Spring.426

*The bulletin can be accessed at* <http://www2.astate.edu/a/registrar/tools-forms/bulletins.dot>

425

**~~SCOM~~ COMS, 3373. Gender Communication** Study of the interrelationship between communication and gender in various contexts. Spring, odd.

**~~SCOM~~ COMS, 3433 Communication Criticism** Provides critical approaches from the humanistic condi­tion engaging media, public discourse, and interpersonal communication. Prerequisites, , ~~SCOM~~ COMS 1203 or PHIL 1503, or PHIL 1103. Summer.

**~~SCOM~~ COMS, 4203. Small Group Communication** Group and conference techniques for classroom, business, and professional situations. Spring, Summer.

**~~SCOM~~ COMS, 4243. Interpersonal Communication** Emphasis on increasing students capacity for openness, sensitivity, and objective appraisal. Fall, Summer.

**~~SCOM~~ COMS, 4253. Intercultural Communication** Identification of barriers and breakdowns to com­munication among cultures. Spring.

**~~SCOM~~ COMS, 4263. Organizational Communication** Dynamics and theories of communication within an organization. Spring, even.

**~~SCOM COMS, 428V. Internship in Communication Studies~~** ~~Combines relevant work experience with classroom theory.~~ Demand.

**~~SCOM~~ COMS, 431V. Special Problem: Varying Topics** Prerequisite, permission of instructor. May be repeated twice with different topics. Demand.

**~~SCOM~~ COMS, 4323. 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. Fall, odd.

**~~SCOM~~ COMS, 4373. Conflict Resolution** Conflict as a communication variable created through inter­personal interaction in dyads, small groups, families, and organizations. Dual listed SCOM 5373. Summer.

**~~SCOM~~ COMS, 4383. 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 SCOM 5383. Prerequisite: , ~~SCOM~~ COMS 1203. Spring.

**~~SCOM~~ COMS, 4403. Seminar in Health Communication** Study of the major cultural, interpersonal

*The bulletin can be accessed at* <http://www2.astate.edu/a/registrar/tools-forms/bulletins.dot>

426

**Public Relations (PR)**

**PR 3003. Principles of Public Relations** Nature and theoretical foundation of public relations, its role in society, practitioners and dynamics of the process. Fall, Spring, Summer.

**PR 3013. Public Relations Tools and Techniques** Analysis and application of public relations tools and techniques with an emphasis on public relations writing, specialized publications, and strategy for working with corporate and noncorporate organizations. Prerequisite, JOUR 2003 and PR 3003. Fall, Spring.

**PR 4013. Public Relations Practicum and Professional Development** Advanced PR course requiring application of skills in supervised work with various businesses, institutions, organizations and social agencies. Student will work a minimum of 10 hours per week outside the classroom with assigned workplace mentor. Consent of instructor required. Fall, Spring.

**PR 4023. 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. Fall.

**PR 4033. Public Relations Case Studies and Campaigns** Study of recent public relations cases and campaigns involving business, industry, institutions, and government. Students create a comprehensive public relations campaign for a given client. Prerequisites, JOUR 3363, JOUR 3143 and PR 3013. Spring.

**PR 4113. Integrated Marketing Communications** Focuses on the strategic integration of various channels and methods of communications for the purpose of delivering key messages to diverse target audiences in order to elicit specific responses, create a dialogue and engender relationship building. Prerequisite, JOUR 3023, PR 3003, or MKTG 3013. Fall, Spring.

**PR 4603. 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. Fall, Spring.

**PR 4633. Trending Topics** Exploration of current topics and issues in public relations and advertising. Fall, Spring.

**Strategic Communication (SCOM)**

**~~RTV~~ SCOM 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. ~~Word processing skills~~ ~~required.~~

**SCOM 3553. Strategic Visual Communication** An advanced course focusing on the theoretical, contextual and practical natures of persuasive images in the context of strategic communications. Prerequisite MCOM 2053. Fall, Spring.

**~~JOUR~~ SCOM 3943. Strategic Writing** Writing forms and styles across multimedia platforms. Fundamentals and practice in preparation of strategic messages for various channels of communications, including controlled and uncontrolled media. Students will develop skills in information gathering, writing styles, editing, critical thinking and audience analysis. Prerequisites: ~~JOUR~~ MCOM 2003 and either PR 3003 or ~~JOUR~~ AD 3023. Fall, Spring.

**~~JOUR~~ SCOM 4213. Social Media in Strategic Communications** 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. Spring

**Proposal - 1  
NEW CERTIFICATE OR DEGREE PROGRAM**

**1. Proposed Program Title**

Strategic Communication

**2. CIP Code Requested**

09.09

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

Brad Rawlins, Arkansas State University, PO Box 540 State University, 72467, [brawlins@astate.edu](mailto:brawlins@astate.edu), 870-972-3161

**4. Proposed Starting Date**

Fall 2013

**5. Program Summary**

a. Provide a general description of the proposed program. Include overview of any curriculum additions or modifications; program costs; faculty resources, library resources, facilities and equipment; purpose of the program; and any information that will serve as introduction to the program.

Currently the advertising and public relations programs are emphases in the Journalism major. These programs grew naturally from the journalism programs developed in the 1970s. However, as these functions have gained their own identities and personalities, many programs around the country created separate Advertising or Public Relations programs. These programs, particularly public relations, are the fastest growing in communications. Recently, the programs have been merged in many universities as increased use of social and digital media have created a common sandbox for strategic communications professionals. While these programs have grown at other universities, they have remained stagnant at ASU. We have learned from interviews with students that it was difficult to find these programs under the umbrella of Journalism. A unique major in strategic communication, with the inclusion of social media, digital media, and a strong emphasis on visual communication will attract the students who have a strong interest in developing communication skills to advance the goals of organizations.

There is only one new course being developed as a part of this program. All of the courses, faculty, and resources to teach the program are already in place. The new Major simply brings cohesion and attention to an already vital program. It is only a new program in name.

b. List existing degree programs that support the proposed program.

NA

**6. Need for the program**

a. Provide survey data (number not percentage) on student interest (number of students planning to enroll), job availability, corporate demands and employment/wage projections. Focus mostly on state needs and less on regional and national needs, unless applicable to the program. Survey data can be obtained by telephone, letters of interest, student inquiry, etc. Focus mostly on state needs for undergraduate programs; and state, regional and national needs for graduate programs.

Since this isn’t a new program, but a restructured program, student interest is determined by the number of students enrolled in the existing programs, and the information about the graduates from those programs. We currently have more than 47 students enrolled in the strategic communication programs (and likely have more because another 81 of our majors have not identified their specific emphasis within the college). The last survey of our graduates in 2008 had a response rate of 52 out of 62 graduates. Of the 17 graduates in strategic communications areas, 100% were employed or in graduate school and 82 percent held jobs within advertising or public relations fields. Some held advertising sales positions for media companies such as AY Magazine, Occasions Magazine, KAIT and KARK-TV, while others held management positions at agencies and major corporations such as Wunderkind PR in Atlanta, FedEx, Stone Ward, Universal Orlando Resort. The annual enrollment survey in Journalism and Mass Communication programs conducted by the University of Georgia shows public relations as the fastest growing major in communications. The Department of Labor projects 23 percent growth and 58,000 jobs in public relations between 2010 and 2020, which lead Yahoo Education to name public relations as one of the five hottest careers to watch in 2013.

b. Provide names/types of organizations/businesses surveyed.

Due to the fact that this isn’t technically a new program, but rather a restructured program, we have not done organizational based surveys. Public relations firms and advertising agencies are offering many of the same services because the lines have blurred between the two functions. Both practices use communication strategies and tools to reach and affect audiences, often for different reasons (advertising is more focused on consumer behavior, while public relations looks at improving relationships with all stakeholders). The merging of advertising and public relations into a single “strategic communication” program is becoming increasingly popular at universities, including University of Iowa, Ohio State University, University of Minnesota, American University, University of North Texas, and the University of Oregon just to name a few.

c. Letters of support should address the following when relevant: the number of current/anticipated job vacancies, whether the degree is desired or required for advancement, the increase in wages projected based on additional education, etc.

We have not solicited letters of support, because this isn’t technically a new program. But we have reviewed the program with alumni, both on campus and off, and the majority have expressed strong support.

d. Indicate if employer tuition assistance is provided or other enrollment incentives.

NA

**7. Curriculum outline**

a. Provide curriculum outline by semester.

**Year 1 Fall Semester Sem. Hrs.**

MCOM 1003 Mass Comm & Modern Society 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

**Year 2 Fall Semester Sem. Hrs.**

MCOM 2003 Media Writing 3

MCOM 2053 Introduction to Visual Communication 3

**Year 2 Spring Semester Sem. Hrs.**

AD 3023 Advertising Principles or PR 3003 PR Principles 3

JOUR 3363 Communication Research Methods 3

**Year 3 Fall Semester Sem. Hrs.**

SCOM 3143 Strategic Writing 3

Strategic Communication Emphasis Course 3

Professional Seminar 1

**Year 3 Spring Semester Sem. Hrs.**

Strategic Communication Emphasis Course 3

SCOM 3553 Strategic Visual Communication

College of Media and Communication Elective 3

**Year 4 Fall Semester Sem. Hrs.**

SCOM 4213 Social Media in Strategic Communications 3

College of Media and Communication Elective 3

Strategic Communication Emphasis Course 3

**Year 4 Spring Semester Sem. Hrs.**

Creative Media Production Emphasis Course 3

MCOM 4073 Law and Ethics 3

**Total Hours 47**

b. Give total number of semester credit hours required for the program.

47

c. Identify new courses (provide course descriptions.)

SCOM 3553, Strategic Visual Communication: An advanced course focusing on both the theoretical and practical natures of persuasive images in the context of strategic communication. .

d. Identify required general education courses, core courses and major courses.

Requires COMS Oral Communication in Gen Ed. All other Gen Ed requirements and listed in the bulletin. Core courses and major courses are listed above.

e. Identify courses currently offered via distance technology.

None

f. State program admission requirements

Same as university admission requirements

g. Describe specified learning outcomes and course examination procedures.

Learning outcomes for this program adhere to the values and competencies espoused by the journalism accrediting council. They are:

* understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
* demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
* understand concepts and apply theories in the use and presentation of images and information;
* demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* think critically, creatively and independently;
* conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* apply basic numerical and statistical concepts;
* apply tools and technologies appropriate for the communications professions in which they work.

h. Include a copy of the course evaluation to be completed by the student.

Enter text...

**8. Faculty**

a. List the names and credentials of all faculty teaching courses in the proposed program*. (For associate and above: A minimum of one full-time faculty member with appropriate credentials is required.)*

Brad Rawlins, PhD, Professor

Gil Fowler, PhD, Professor

Myleea Hill, EdD, Associate Professor

Holly Hall, JD, Assistant Professor

Po-Lin Pan, Ph.D., Assistant Professor

Lisa Ball Moskal, MA, Instructor

b. Total number of faculty required (number of existing faculty, number of new faculty). For new faculty provide the expected credentials/experience and expected hire date.

6

c. For proposed graduate programs provide the curriculum vita for faculty teaching in the program, and the expected credentials for new faculty and expected hire date.

NA

**9. Description of resources**

a. Current library resources in the field.

Same as currently exists

b. Current instructional facilities including classrooms, instructional equipment and technology, laboratories (if applicable)

Same as currently exists

c. New resources required, including costs and acquisition plan

NA

**10. New program costs – Expenditures for the first 3 years of program operation**

a. New administrative costs

NA

b. Number of new faculty (full-time and part-time) and costs

NA

c. New library resources and costs

NA

d. New/renovated facilities and costs

NA

e. New instructional equipment and costs

NA

f. Distance delivery costs (if applicable)

NA

g. Other new costs (graduate assistants, secretarial support, supplies, faculty development, faculty/students research, etc.)

NA

h. No new costs (Explain)

No new costs because we are reorganizing existing program and using existing resources. Not a new program.

**11. Sources of funding – Income for the first 3 years of program operation**

a. Reallocation from which department, program, etc.

Reallocation from Department of Journalism to the Department of Communication, where the Strategic Communication Program will be housed.

b. Tuition and fees (projected number of students multiplied by tuition/fees)

Same

c. State revenues (projected number of students multiplied by state general revenues)

Same

d. Other (grants, employers, special tuition rates, mandatory technology fees, program specific fees, etc.)

NA

**12. Organizational chart reflecting new program**Proposed program will be housed in (department/college)

Department of Communication, in College of Media and Communication (see attached organizational chart)

**13. Specialized requirements**

a. Specialized accreditation requirements for program (name of accrediting agency)

The advertising and public relations emphases were accredited under the the Journalism program . All of the requirements of the curriculum are in line with the standards of the Accrediting Council on Education in Journalism and Mass Communication.

b. Licensure/certification requirements for student entry into the field

NA

*c. Provide documentation of Agency/Board approvals (education, nursing--initial approval required, health-professions, counseling, etc.)*

**14. Board of Trustees approval**Provide the date that the Board approved the proposed program

Enter date...

**15. Similar Programs**

**a. List institutions offering program**i. Proposed undergraduate program – list institutions in Arkansas

Enter text...

ii. Proposed master’s program – list institutions in Arkansas and region

Enter text...

iii. Proposed doctoral program – list institutions in Arkansas, region, and nation

Enter text...

b. Why is proposed program needed if offered at other institutions in Arkansas or region?

Enter text...

*c. Provide a copy of the written notification to other institutions in the area of the proposed program and their responses.*

Enter text...

**16. Desegregation**  
State the total number of students, number of black students, and number of other minority students enrolled in related degree programs (if applicable)

Enter text...

**17. Institutional agreements/memorandum of understanding (MOU)**If the courses or academic support services will be provided by other institutions or organizations, include a copy of the signed MOU that outlines the responsibilities of each party and the effective dates of the agreement.

Enter text...

**18. Additional information requested by ADHE staff**

Enter text...

**Budget Form  
  
Resource Requirements:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 1st Year (in dollars) | 2nd Year (in dollars) | 3rd year (in dollars) |
| Staffing(Number) |  |  |  |
| Administrative/Professional | $Enter amount… | $ Enter amount… | $ Enter amount… |
| Full-time Faculty | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Part-time Faculty | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Graduate Assistants | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Clerical | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  |  |  |  |
| Equipment & Instructional Materials | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Library | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  |  |  |  |
| Other Support Services |  |  |  |
| Supplies/Printing | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Travel | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Distance Technology | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Other Services (specify): Enter text… | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  |  |  |  |
| **Total** | **$ Enter amount…** | **$ Enter amount…** | **$ Enter amount…** |

**Planned Funding Sources:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 1st Year (in dollars) | 2nd Year (in dollars) | 3rd year (in dollars) |
| New Student Tuition and Fees | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| New State General Revenue | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Redistribution of State General Revenue | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| External Grants/Contracts | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Other Funding Sources (specify): Enter text… | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  |  |  |  |
| **Total** | **$ Enter amount…** | **$ Enter amount…** | **$ Enter amount…** |