Code # COM17

**Bulletin Change Transmittal Form**

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

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| **Bulletin Change**Please attach a copy of all catalogue pages requiring editorial changes. |

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

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

Myleea Hill mhill@astate.edu 972-2290

**2.Proposed Change**

AD 4003 ~~Media~~ Planning and Account Management

This is an advanced ~~advertising~~ course in strategic media ~~placement~~ and the management of client/agency relationships. Spring.

to

*AD* 4003 Account Planning and Management

This is an advanced course in strategic media and data analysis and the management of client/agency relationships. Spring.

\*Please note that this course was changed from a JOUR prefix to an AD prefix last spring; approved by UCC.

**3.Effective Date**

Fall 2013

**4.Justification**

The updated course name and description reflect changes in industry terminology and job titles, which include the ability to analyze data. Account planning and management have evolved so that they now transcend aftertising and cross into the realm of strategic communication including public relations and social media.

**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.**

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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.

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.

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~~ 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.

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 Reporting Laboratory Laboratory for Public Affairs Reporting. Must be taken concurrently with JOUR 4053. Spring.

JOUR 4053. Public Affairs Reporting IInstruction and practice in gathering material and writing stories on public affairs, emphasis on courts and government. Requires three hours of laboratory work per week. 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 4073. Communications Law and Ethics Legal and ethical limitations and privileges affecting the mass media. Cross listed as RTV 4073. Fall, Spring, 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.