Code # MCOM09 (2015)

**Bulletin / Banner 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 [pheath@astate.edu](mailto:pheath@astate.edu)

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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)

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

**2.Proposed Change**

Remove MMJ 2013 Multi Media Reporting from the list of prerequistes for PR 3013 Public Relations Tools and Techniques and replace it with PRAD 3143 Strategic Writing.

**3.Effective Date**

Fall 2016

**4.Justification –** *Please provide details as to why this change is necessary.*

MMJ 2013 Multi Media Reporting was dropped as a requirement for Strategic Communication PR/AD emphasis and was replaced with PRAD 3143 as a core requirement. Students in PR 3013 Public Relations Tools and Techniques need to take PRAD 3143, Strategic Writing.

**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.* |

**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, CMAC 2003, ~~MMJ 2013~~, PRAD 3143, 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, MMJ 3363, PR 3013, and PRAD 3143. 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, AD 3023, or 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.

**Strategic Communication (PRAD)**

**PRAD 3013. Promotional Writing for Electronic and Digital Media** Methods and tech- niques of writing non-news radio and television scripts and web content. Emphasis on commercials and program continuity, promotional announcements, public service announcements. Some atten- tion to teleplay, screenplay and corporate video techniques.

**PRAD 3553. Strategic Visual Communication** Anadvanced course focusing onthetheoretical, contextual and practical natures of persuasive images in the context of strategic communication. Prerequisite, CMAC 2053. Fall, Spring.

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**PRAD 3143. Strategic Writing** Writing forms and styles across multimedia platforms. Funda- mentals 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, CMAC 2003 and either PR 3003 or AD 3023. Fall, Spring.

**PRAD 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.

**PRAD 4753. Strategic Communication Case Studies** Study of recent strategic communication cases involving business, industry, institutions, and government. Students conduct a comprehensive strategic communication case study for a given client. Prerequisites, AD 3033 or PR 3013, and MMJ 3363 or AD 4003, and PRAD 3143. Fall.

**PRAD 4763. Strategic Communication Campaigns** Study and practice in planning strategic communication campaigns for business, industry, institutions, and government. Students create a comprehensive strategic communication campaign for a given client. Prerequisites, AD 3033 or PR 3013, and MMJ 3363 or AD 4003, and PRAD 3143. Spring.

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