Code # MCOM05 (2015)Rev

**New Course Proposal 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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| **New Course or**  **Experimental Course (1-time offering) (Check one box)**  *Please complete the following and attach a copy of the bulletin page(s) showing what changes are necessary.* |

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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)

Manu Bhandari, [mbhandari@astate.edu](mailto:mbhandari@astate.edu), 571-245-1686 (cell); 870-972-3321 (office)

2. Proposed Starting Term and Bulletin Year

Fall, 2016

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

AD3133

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Interactive Advertising

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

The course introduces students 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.

6. Prerequisites and major restrictions. (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? No
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

No prerequisites. This is an introductory survey course to online advertising that students should be able to understand without a specific type of a background. This course should be of great benefit to advertising, social media and public relations majors.

1. Is this course restricted to a specific major? No
   1. If yes, which major? Enter text...

7. Course frequency(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

Fall

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture only

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

Standard Letter

10. Is this course dual listed (undergraduate/graduate)?

No

11. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

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

Enter text...

1. Are these courses offered for equivalent credit? Choose an item.

Please explain. Enter text...

12. Is this course in support of a new program? Choose an item.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? No

a. If yes, which course?

Enter text...

15. Has it been confirmed that this course number is available for use? Yes

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

16. 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...

**Course Details**

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Week1: Introduction (To Interactive Advertising)

Week 2: Online Branding

Week 3: Analytics

Week 4: Segmentation

Week 5: Creative Optimization

Week 6: Online Display Advertising

Week 7: Search Engine Marketing/Search Engine Optimization

Week 8: Personal-Level Advertising (Emails, User-Generated Content/Electronic Word Of Mouth/Viral Advertising)

Week 9: Media Buying And Selling

Week 10: Social Media Advertising

Week 11: Mobile Advertising

Week 12: Entertainment (Advertising Within A Gaming Environment, Advergames)

Week 13: Legal And Ethical Issues In Online Advertising

Week 14: Global/International Interactive Advertising

Week 15: Wrap Up

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

Enter text...

19. Department staffing and classroom/lab resources

None

1. Will this require additional faculty, supplies, etc.?

No

20. 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.*

**Course Justification**

21. Justification for course being included in program. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

The advent of the Internet and social media have changed the game for advertising and public relations (PR) practitioners. Consumers today are spending a lot of time online, where they have more power to seek out, create or share brand messages. Brands need to engage these active consumers through interactive means if the brands want to succeed in today’s dynamic marketplace. With this in mind, the class introduces students to the different interactive advertising types, strategies and techniques to engage and persuade consumers in the online world.

Course-Level Outcomes

* Student will have a foundational knowledge of digital/interactive advertising and be able to apply at a basic level various interactive strategies and techniques.
* Students will be able to communicate with digital or interactive advertising practitioners using common terminology and jargons.
* Students will be able to strategize and critically discuss basic online/interactive advertising campaigns or ideas for their clients.
* Students will be able to identify areas within interactive advertising industry that interests them professionally.
* Students will be able to understand the basics of integrating digital advertising and PR into traditional strategic communication campaigns.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

The mission of the strategic communication program states: “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.” This course supports the mission by providing students with an opportunity to learn about an emerging and growing world of advertising: interactive or online advertising. Strategic communication students are at a disadvantage today if they do not have at least a basic understanding of digital advertising and public relations.

c. Student population served.

Strategic Communication majors

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

The course may be useful to any strategic communication student from the sophomore to senior levels. For sophomore students, the course allows them to delve deeper into the digital advertising/public relations/social media world. For upper-level students, the course allows them to gain a basic understanding and skills in digital advertising to apply in their strategic campaigns class and later in their professional careers.

**Assessment**

**University Outcomes**

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

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| * 1. Global Awareness | * 1. Thinking Critically | * 1. Information Literacy |

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

23. 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?

The program-level outcomes the class addresses are the following:

* think critically, creatively and independently
* apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world;

24. Considering the indicated program-level learning outcome/s (from question #23), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 1 (from question #23)** | Think critically, creatively and independently |
| Assessment Measure | Using our capstone course, Strategic Communication Campaigns, we will assess final projects using a rubric. Faculty members in the Strategic Communication Program will assess all campaigns at the end of the fall semester. Our professional advisory board will assess projects in the spring at their annual meeting.  Both sets of assessment data (faculty and board feedback), pdf files of campaign plans, and the annual assessment report will be housed on Blackboard.  Faculty will meet in December to assess projects and discuss action steps, as well as review advisory board assessment data from the spring meeting.  Action steps will be housed on Blackboard and will be revisited each year to ensure they are being followed. |
| Assessment  Timetable | * At the end of each fall term, the Strategic Communication faculty will meet to assess capstone course projects from the previous spring semester. * At the annual meeting of the Advisory Board in the spring, Advisory Board members will assess capstone course projects from the previous spring semester. * At the fall assessment meeting, faculty will discuss findings by the Advisory Board, revisit action steps from prior year to see if they were met, and develop action steps for the coming year for program improvement. |
| Who is responsible for assessing and reporting on the results? | Findings will be compiled at the end of the fall semester by the assessment committee representative for Strategic Communication and a report housed on the Blackboard assessment site as well as provided to the ASTATE assessment office. |

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

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| **Program-Level Outcome 2 (from question #23)** | Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world. |
| Assessment Measure | Using our capstone course, Strategic Communication Campaigns, we will assess final projects using a rubric. Faculty members in the Strategic Communication Program will assess all campaigns at the end of the fall semester. Our professional advisory board will assess projects in the spring at their annual meeting.  Both sets of assessment data (faculty and board feedback), pdf files of campaign plans, and the annual assessment report will be housed on Blackboard.  Faculty will meet in December to assess projects and discuss action steps, as well as review advisory board assessment data from the spring meeting.  Action steps will be housed on Blackboard and will be revisited each year to ensure they are being followed. |
| Assessment  Timetable | * At the end of each fall term, the Strategic Communication faculty will meet to assess capstone course projects from the previous spring semester. * At the annual meeting of the Advisory Board in the spring, Advisory Board members will assess capstone course projects from the previous spring semester. * At the fall assessment meeting, faculty will discuss findings by the Advisory Board, revisit action steps from prior year to see if they were met, and develop action steps for the coming year for program improvement. |
| Who is responsible for assessing and reporting on the results? | Findings will be compiled at the end of the fall semester by the assessment committee representative for Strategic Communication and a report housed on the Blackboard assessment site as well as provided to the ASTATE assessment office. |

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

**Course-Level Outcomes**

25. What are the course-level outcomes for students enrolled in this course and the assessment measures and benchmarks for student-learning success?

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| **Outcome 1** | * Student will have a foundational knowledge of digital/interactive advertising and be able to apply at a basic level various interactive strategies and techniques. |
| Which learning activities are responsible for this outcome? | Lecture, assigned readings, class discussions and assessment (quiz, assignment, exams). |
| Assessment Measure and Benchmark | The class will use quizzes or assignments and two exams (mid-term and final) to test the students’ learning over the course of the semester. I will expect the average class score in all exams to be a minimum of B or 80%. I will expect the class average for all quizzes/assignment be between C and B, or 70%– 89%. |

*(Repeat if needed for additional outcomes)*

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| **Outcome 2** | * Students will be able to communicate with digital or interactive advertising practitioners using common terminology and jargons. |
| Which learning activities are responsible for this outcome? | Lecture, assigned readings, class discussions and assessment (quiz, assignment, exams). I will teach them industry jargons that they can use to understand and communicate easily with other industry professionals. I will later use assessment options to test their knowledge on them. |
| Assessment Measure and Benchmark | The class will use quizzes or assignments and two exams (mid-term and final) to test the students’ learning over the course of the semester. I will expect the class average score in all exams to be a minimum of B or 80%. I will expect the average class score for all quizzes/assignment to be between C and B, or 70%– 89%. |

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| **Outcome 3** | * Students will be able to strategize and critically discuss basic online/interactive advertising campaigns or ideas for their clients. |
| Which learning activities are responsible for this outcome? | Lecture, assigned readings, class discussions and assessment (quiz, assignment, exams). This is a critical course outcome in that the students will be asked throughout the course of the semester to think strategically and critically about online/digital interactive campaigns and ideas. They will always be asked to think about how their plans/strategies relate to client goals. I will test their knowledge through questions, often application-based ones, in quizzes/assignments/exams. |
| Assessment Measure and Benchmark | The class will use quizzes or assignments and two exams (mid-term and final) to test the students’ learning over the course of the semester. I will expect the average class score in all exams to be a minimum of B or 80%. I will expect the class average for all quizzes/assignment to be between C and B, or 70%– 89%. |

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| **Outcome 4** | * Students will be able to identify areas within the online or interactive advertising industry that interests them professionally. |
| Which learning activities are responsible for this outcome? | Lecture, assigned readings, class discussions and assessment (quiz, assignment, exams). The lectures and questions I ask (in assessment activities) will incorporate lessons or questions about areas within online or interactive advertising industry that they could work for. |
| Assessment Measure and Benchmark | The class will use quizzes or assignments and two exams (mid-term and final) to test the students’ learning over the course of the semester. I will expect the average class score in all exams to be a minimum of B or 80%. I will expect the class average for all quizzes/assignment to be between C and B, or 70%– 89%. |

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| **Outcome 5** | * Students will be able to understand the basics of integrating digital advertising and PR into traditional strategic communication campaigns |
| Which learning activities are responsible for this outcome? | Lecture, assigned readings, class discussions and assessment (quiz, assignment, exams). I will teach the students that they need to integrate the various techniques and tools they learn in class with offline techniques to serve and promote the brand. I will make sure they do not think that each individual techniques is enough, and that we do not need to care about offline techniques while using online techniques. Basically, I want to make sure the students understand that each technique must be integrated with others – both traditional/offline and online – to serve and promote the brand in a combined – and more powerful – way. |
| Assessment Measure and Benchmark | The class will use quizzes or assignments and two exams (mid-term and final) to test the students’ learning over the course of the semester. I will expect the average class score in all exams to be a minimum of B or 80%. I will expect the class average for all quizzes/assignment to be between C and B, or 70%– 89%. |

**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.* |

**DEPARTMENT OF COMMUNICATION Advertising (AD)**

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

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

AD 3133 Interactive Advertising The course introduces students 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.

**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. Fall.

**AD 3333. Media Advertising and Sales** Study of the structure of the media advertising in- dustry, with emphasis on media selection and planning, as well as the basic methods of selling. Sales affiliation project required. Fall, Summer.

**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.

**AD 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, AD 3033, MMJ 3363, and PRAD 3143. Spring.

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

494