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| For Academic Affairs and Research Use Only | |
| Proposal Number |  |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

|  |
| --- |
| **[X]New Course, [ ]Experimental Course (1-time offering), or [ ]Modified Course (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| --- | --- |
| Po-Lin Pan 3/1/2022 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Marceline Hayes 3/1/2022 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 3/16/2022  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 3/16/2022 **Office of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Carl M. Cates 4/5/2022 **College Dean** | Alan Utter 4/25/2022  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Po-Lin Pan, Dept. of Communication, [ppan@astat.edu](mailto:ppan@astat.edu)

8709722360

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Fall 2022Enter text...

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

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|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** |  | **STCM** |
| **Number\*** |  | **6353** |
| **Title** |  | **Strategic Sport Communication** |
| **Description\*\*** |  | **Advanced study of sport communication for crafting engaging content, implementing effective campaigns, developing branding strategies for sports organizations, fan bases, and athletes, and exploring the latest sport communication tactics in the sports industry.** |

***\**** (Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

\*\*Forty words or fewer as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes/No]**

(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. **No** Are there any prerequisites
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

Enter text...

1. **No** Is this course restricted to a specific major?
   1. If yes, which major? Enter text...
2. **Proposed course frequency [Modification requested? Yes/No]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

**N/A**

1. **Proposed course type [Modification requested? Yes/No]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

**Lecture**

1. **Proposed grade type [Modification requested? Yes/No]**

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

**Standard letter**

1. **No** Is this course dual-listed (undergraduate/graduate)?
2. **No** Is this course cross-listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

Enter text...

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. **No** Is this course in support of a new program?

a. If yes, what program?

Enter text...

1. **No** Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

Enter text...

**Course Details**

1. **Proposed outline** **[Modification requested? No]**

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

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| **Week 1** | **Introducing Strategic Sport Communication** |
| **Week 2** | **History and Growth of Strategic Sport Communication** |
| **Week 3** | **Strategic Sport Communication Model** |
| **Week 4** | **Sport Communication Research** |
| **Week 5** | **Sport Communication at Interpersonal Levels** |
| **Week 6** | **Leadership and Management in Sport Communication** |
| **Week 7** | **Sport Media** |
| **Week 8** | **Midterm Exam** |
| **Week 9** | **New Communication Technologies in Sport** |
| **Week 10** | **Advertising and Integrated Marketing Communication in Sport** |
| **Week 11** | **Athlete Endorsement and Sponsorship** |
| **Week 12** | **Public Relations and Crisis Communication in Sport** |
| **Week 13** | **Diversity and Inclusion in Sport Communication** |
| **Week 14** | **Legal and Ethical Issues in Sport Communication** |
| **Week 15** | **Case Study Presentation** |

1. **Proposed special features** **[Modification requested? Yes/No]**

(e.g. labs, exhibits, site visitations, etc.)

**none**

1. **Department staffing and classroom/lab resources**

**N/A**

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

no

1. **No** Does this course require course fees?

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

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

**This course offers an opportunity to graduate students who are interested in the fields within sport communication, including but not limited to advertising, public relations, media production, sports management, marketing research, social/digital/interactive media, media trends, production competencies, and employment options and trends. The course can assist students to:**

1. **Understand the role of sport communication in the sport industry.**
2. **Comprehend the historical and theoretical components of communication in and through sport as well as illustrate the Strategic Sport Communication Model (SSCM).**
3. **Articulate the elements of interpersonal and organizational communication in sport.**
4. **Identify the diverse types of sport media and expound on their overall development.**
5. **Illustrate the model for online sport communication.**
6. **Understand how sport is utilized as a means to advertise to audiences.**
7. **Demonstrate the value of public relations to the sport-focused organization as well as comprehend the functions of research in the practical and theoretical sport arenas.**
8. **Identify key sociological, political, and legal elements of sport communication.**

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

**The Department of Communication expects students to think analytically by conducting research and evaluating information using appropriate methods, understand concepts and apply theories in the use and presentation of messages, images and information, and write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve. This course would offer both undergraduate and graduate students a background in sport communication and an understanding of the roles of advertising, public relations, and social media strategies in the field of sport communication. Students will draw on both theories and hands-on knowledge from this course to examine and analyze sport communication surrounding a variety of contemporary political, social, and cultural problems.**

c. Student population served.

**Graduate students in the Department of Communication, but open to students across the campus as an elective.**

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

**This is the first graduate course in sport communication because the Department of Communication currently does not offer any communication course related to sport at the graduate level. The proposed class will help graduate students practice advertising, public relations and social media principles in the field of sports communication and serve to reflect the diverse learning, teaching and research interests of graduate students, faculty, and discipline at large.**

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. **Yes / No** Do the proposed modifications result in a change to the assessment plan?

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. 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?

**This course fits into the Master of Science in Strategic Communication program assessment plan.**

1. Considering the indicated program-level learning outcome/s (from question #19), 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** | **To apply theories of communication to problems of today.** |
| Assessment Measure | Capstone experience (STCM 6533 Strategic Communication Management) |
| Assessment  Timetable | At the end of the capstone class. Results will be complied, analyzed and reported at the annual Strategic Communication faculty assessment meeting in December. |
| Who is responsible for assessing and reporting on the results? | Capstone class instructor, Strategic Communication Program Assessment Chair |
| **Program-Level Outcome 2** | **To apply principles of research to problems and issues in communications.** |
| Assessment Measure | Capstone experience (STCM 6533 Strategic Communication Management) |
| Assessment  Timetable | At the end of the capstone class. Results will be complied, analyzed and reported at the annual Strategic Communication faculty assessment meeting in December. |
| Who is responsible for assessing and reporting on the results? | Capstone class instructor, Strategic Communication Program Assessment Chair |

**Course-Level Outcomes**

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

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| **Course-Level Outcome 1** | **Understand the role of sport communication in the sport industry** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Exams and Case Study Project |
| **Course-Level Outcome 2** | **Comprehend the historical and theoretical components of communication in and through sport as well as illustrate the Strategic Sport Communication Model (SSCM)** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Exams and Case Study Project |
| **Course-Level Outcome 3** | **Articulate the elements of interpersonal and organizational communication in sport** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Exams and Case Study Project |
| **Course-Level Outcome 4** | **Identify the diverse types of sport media and expound on their overall development** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Exams and Case Study Project |
| **Course-Level Outcome 5** | **Illustrate the model for online sport communication** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Exams and Case Study Project |
| **Course-Level Outcome 6** | **Understand how sport is utilized as a means to advertise to audiences** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Exams and Case Study Project |
| **Course-Level Outcome 7** | **Demonstrate the value of public relations to the sport-focused organization as well as comprehend the functions of research in the practical and theoretical sport arenas** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Exams and Case Study Project |
| **Course-Level Outcome 8** | **Identify key sociological, political, and legal elements of sport communication** |
| Which learning activities are responsible for this outcome? | Readings, lectures, class discussions |
| Assessment Measure | Exams and Case Study Project |

**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. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*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.** |

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**CURRENT**

**STCM 6323. Global Strategic Communication** Survey of global strategic communication. Addresses case studies and campaigns in creating and disseminating messages across language, technology, and cultures for organizational issue management.

**STCM 6333. Development Communication** Theory and practice in development communication. Includes a focus on processes and systems of communications for social change and advocacy.

**STCM 6353. Strategic Sport Communication** Advanced study of sport communication for crafting engaging content, implementing effective campaigns, developing branding strategies for sports organizations, fan bases, and athletes, and exploring the latest sport communication tactics in the sports industry.

**STCM 6363. Advertising and Society** Advanced study of the relationship between advertising and society. Includes an examination of ethical and social ramifications of advertising in global and diverse societies and across multiple media platforms.

**PROPOSED**

**STCM 6323. Global Strategic Communication** Survey of global strategic communication. Addresses case studies and campaigns in creating and disseminating messages across language, technology, and cultures for organizational issue management.

**STCM 6333. Development Communication** Theory and practice in development communication. Includes a focus on processes and systems of communications for social change and advocacy.

**STCM 6353. Strategic Sport Communication** Advanced study of sport communication for crafting engaging content, implementing effective campaigns, developing branding strategies for sports organizations, fan bases, and athletes, and exploring the latest sport communication tactics in the sports industry.

**STCM 6363. Advertising and Society** Advanced study of the relationship between advertising and society. Includes an examination of ethical and social ramifications of advertising in global and diverse societies and across multiple media platforms.