

Undergraduate Curriculum Council
 May 11-15, 2018
 Email Vote

Voting Member Participants: Kim Pittcock, Wayne Wilkinson, Shelley Gipson, Warren Johnson, Gabriel Tait, David Gilmore, Deanna Barymon

Email sent May 11, 2018 and concluded May 15, 2018

1. Course Proposals
 - a. 2018U_LAC27_NC_PRAD-4073
 - i. Committee voted to approve. Pass
 - b. 2018U_BU09_Free-Enterprise-Certificate
 - i. Committee voted to table to fall.
 - c. 2018U_BU10_NC_ECON-4023
 - i. Committee voted to table to fall.

Subcommittee Memberships

Subcommittees		
Subcommittee1	Subcommittee2	Subcommittee3
Gabriel Tait Shelley Gipson Warren Johnson Rebecca Oliver	Kim Pittcock Jason Stewart Wayne Wilkinson Nikesha Nesbitt	David Gilmore Deanna Barymon Matthew Hill Kyle Fouts Star Holloway
Can review:		
AET, BU, EBS, NHP, SM, US	BU, LAC, MS, NHP, SM	AET, EBS, LAC, MS, US

New Course Proposal Form

Undergraduate Curriculum Council

Graduate Council

<input checked="" type="checkbox"/> New Course or <input type="checkbox"/> Experimental Course (1-time offering) (Check one box)

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

Email completed proposals to curriculum@astate.edu for inclusion in curriculum committee agenda.

Po-Lin Pan 3/8/2018

Department Curriculum Committee Chair

	ENTER DATE...
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COPE Chair (if applicable)

Marceline Hayes 3/8/2018

Department Chair:

	ENTER DATE...
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Head of Unit (If applicable)

Warren Johnson 3/28/2018

College Curriculum Committee Chair

	ENTER DATE...
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Undergraduate Curriculum Council Chair

	ENTER DATE...
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College Dean

	ENTER DATE...
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Graduate Curriculum Committee Chair

	ENTER DATE
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General Education Committee Chair (If applicable)

	ENTER DATE...
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Vice Chancellor for Academic Affairs

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

Dr. Holly Hall, Dept. of Communication,

hollyhall@astate.edu

870-972-3135

2. Proposed Starting Term and Bulletin Year

Fall 2018

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.*)

PRAD 4073

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).

Strategic Communication Law and Ethics

Short title: Communication Law

5. Brief course description (40 words or fewer) as it should appear in the bulletin.
Analysis of laws, regulations, and ethical considerations affecting the strategic communication industry.

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).

- a. **Yes** Are there any prerequisites?
 - a. If yes, which ones?
ENG 1013 (COMPOSITION II)
 - b. Why or why not?
This class is open to students of any major who might want some foundational legal understanding in the area of Strategic Communication. While there is no prerequisite knowledge needed before taking this class, Comp II as a prerequisite will assist students in completing the writing and group assignments in the course, as well as providing some insurance that first-semester freshmen are not registering for this 4000-level class.
- b. **No** Is this course restricted to a specific major?
 - a. If yes, which major?

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

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

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

10. **No** Is this course dual listed (undergraduate/graduate)?

11. **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.)

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

Enter text...

11.2 – **Yes / No** Are these courses offered for equivalent credit? No

Please explain. Enter text...

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

a. If yes, what program?

Enter text...

13. **No** Does this course replace a course being deleted?

a. If yes, what course?

Enter text...

14. **No** Will this course be equivalent to a deleted course?

a. If yes, which course?

Enter text...

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

If no: Contact Registrar's Office for assistance.

16. **Yes** Does this course affect another program?

If yes, provide confirmation of acceptance/approval of changes from the Dean, Department Head, and/or Program Director whose area this affects.

Effects should be minimal. This course will replace (only for Strategic Communication majors) the requirement to take CMAC 4073 Communication Law and Ethics. Students in the Department of Media will continue to take CMAC 4073.

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.)

Week 1: Foundational elements of the law (terminology, sources of law, the court system)

Week 2: The First Amendment, hierarchy of protected expression

Week 3: Libel

Week 4: Privacy (appropriation, intrusion, private facts, false light)

Week 5: Intellectual Property (copyright, trademark, unfair competition)

Week 6: Political Communication (lobbying, political advertising regulations)

Week 7: Commercial Speech (unfair and deceptive advertising, endorsements, First Amendment implications)

Week 8: Obscenity and Indecency Regulations

Week 9: Issues in the Law Specific to Social Media (copyright, libel, privacy, endorsements)

Week 10: Ethical Issues (examination and application of various professional codes of ethics such as Public Relations Society of America and American Advertising Federation)

Week 11: Product Placement Regulations

Week 12-14: Group Projects (papers concerning specific topics in strategic communication law and a presentation to the class)

18. Special features (e.g. labs, exhibits, site visitations, etc.)
group projects, case studies

19. Department staffing and classroom/lab resources

Nothing new needed

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

No

20. **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.

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)

(1) Develop an understanding of relevant constitutional freedoms, legal issues and ethical principles in strategic communication through exams.

(2) Show proficiency in legal terminology pertinent to strategic communication.

(3) Exhibit analytical thinking skills through ethics case study assignments and a paper/presentation project.

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.

This course is much more specific and relevant to strategic communication majors than the general Communications Law and Ethics course, which is much more mass media focused. Social Media specifically have dramatically increased the need for knowledge in this particular area.

c. Student population served.

This class will primarily serve Strategic Communication majors, but is also open to students across campus as an elective.

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

This course is upper level due to the depth of and focus on the discipline with a specialization in the field of Strategic Communication.

Assessment

Relationship with Current Program-Level Assessment Process

22. 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 serves the following program learning outcome of the Strategic Communication department:

1. Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.
2. Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.
3. Students will embrace difference and diversity and culture using sensitivity in a global society and adapt messages to diverse audiences.
4. Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages.
5. Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices.
6. Students will support principles of free expression and the historical context of free expression within a diverse and global society.

23. 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.

Program-Level Outcome 1 (from question #23)	Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.
Assessment Measure	Exit Survey - Indirect Final Capstone Project – Campaigns and Case Studies – Direct Senior Knowledge Exam – Direct Student Awards – Direct Supervisor practicum/Internship evaluation –direct
Assessment Timetable	Annual (Once a year on fall study day)
Who is responsible for assessing and reporting on the results?	Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair
Program-Level Outcome 2 (from question #23)	Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.
Assessment Measure	Exit Survey - Indirect Final Capstone Project – Campaigns and Case Studies – Direct Senior Knowledge Exam – Direct Student Awards – Direct Supervisor practicum/Internship evaluation –direct
Assessment Timetable	Annual (Once a year on fall study day)

Who is responsible for assessing and reporting on the results?	Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair
Program-Level Outcome 3 (from question #23)	Students will embrace difference and diversity and culture using sensitivity in a global society and adapt messages to diverse audiences.
Assessment Measure	Exit Survey - Indirect Final Capstone Project – Campaigns and Case Studies – Direct Senior Knowledge Exam – Direct Student Awards – Direct Supervisor practicum/Internship evaluation –direct
Assessment Timetable	Annual (Once a year on fall study day)
Who is responsible for assessing and reporting on the results?	Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair
Program-Level Outcome 4 (from question #23)	Students will employ communication perspectives, principles, concepts, and theories to create, interpret, evaluate communication messages.
Assessment Measure	Exit Survey - Indirect Final Capstone Project – Campaigns and Case Studies – Direct Senior Knowledge Exam – Direct Student Awards – Direct Supervisor practicum/Internship evaluation –direct
Assessment Timetable	Annual (Once a year on fall study day)
Who is responsible for assessing and reporting on the results?	Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair
Program-Level Outcome 5 (from question #23)	Students will utilize creative critical thinking in the creation, interpretation, and evaluation of communication messages and practices
Assessment Measure	Exit Survey - Indirect Final Capstone Project – Campaigns and Case Studies – Direct Senior Knowledge Exam – Direct Student Awards – Direct Supervisor practicum/Internship evaluation –direct
Assessment Timetable	Annual (Once a year on fall study day)
Who is responsible for assessing and reporting on the results?	Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair
Program-Level Outcome 6 (from question #23)	Students will support principles of free expression and the historical context of free expression within a diverse and global society.
Assessment Measure	Exit Survey - Indirect Final Capstone Project – Campaigns and Case Studies – Direct

	Senior Knowledge Exam – Direct Student Awards – Direct Supervisor practicum/Internship evaluation –direct
Assessment Timetable	Annual (Once a year on fall study day)
Who is responsible for assessing and reporting on the results?	Strategic Communication Assessment team, coordinated by Dr. Holly Hall, and department chair

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

Course-Level Outcomes

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

Outcome 1	(1) Students will apply professional ethical principles and practices appropriate to the audience, purpose, and context.
Which learning activities are responsible for this outcome?	Ethics case studies
Assessment Measure	Assessment of written responses to scenarios.

Outcome 2	(2) Students will create messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.
Which learning activities are responsible for this outcome?	Paper and presentation on a topic in strategic communication law.
Assessment Measure	Assessment of both paper and presentation.

Outcome 3	(3) Students will support principles of free expression and the historical context of free expression within a diverse and global society
Which learning activities are responsible for this outcome?	Course exams
Assessment Measure	Assessment of performance on exams.

(Repeat if needed for additional outcomes)


Bulletin Changes

Instructions

Please visit <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 →  **Format Painter**, and selecting the text you would like to apply the change to.

Please visit <https://youtu.be/yjdL2n4Izm4> for more detailed instructions.

Undergraduate Bulletin 2017-2018, p. 478

[NB: For changes to the degree, see separate proposal for reconfiguration of BS in Strategic Communication]

PRAD 3553. Strategic Visual Communication Theoretical, contextual and practical natures of persuasive images in the context of strategic communication. Fall, Spring.

PRAD 4213. Social Media in Strategic Communication This course examines concepts and applications of social media within mass communication, 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 COMS 3363 or AD 4003, and PRAD 3143, or consent of instructor. 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 MDIA 3363 or AD 4003, and PRAD 3143. Spring

PRAD 4073. Strategic Communication Law and Ethics Analysis of laws, regulations, and ethical considerations affecting the strategic communication industry. Prerequisite: ENG 1013. Fall, Spring, Summer.

