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

**New Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| **[X] New Course or [ ]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](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| Michael Bowman 8/24/2018 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Osabuohien P. Amienyi 8/27/2018 **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| Warren Johnson 9/19/2018 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Gina Hogue 9/30/2018 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

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

Dr. Lily Zeng, Dept. of Media ([Zengli@astate.edu](mailto:Zengli@astate.edu)) (972-3625)

2. Proposed Starting Term and Bulletin Year

Spring 2020 (Bulletin Year 2019-2020)

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range.

MDIA 3443

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).

Media Ministry

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

Survey of media ministry audience, campaigns and implementation of campaigns.

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. **No**
   1. If yes, which ones?

Prerequisite:

* 1. Why or why not? The course does not require specific previous knowledge.

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

7. Course frequency(e.g. Fall, Spring, Summer).

Spring

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.

Activity

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.

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

Please explain.

12. **Yes** Is this course in support of a new program?

a. If yes, what program? **Media Ministry Certificate.**

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

a. If yes, what course?

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

a. If yes, which course?

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

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

16. **No** 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.

**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

Introduction to Course.

Discuss course timeline and expectations.

Academic Integrity Policy

What is media ministry?

Week 2

Divisions of media ministry

Week 3

Ministry audiences

Week 4

Understanding the media ministry market

Week 5

Learning about the media ministry client

Week 6

Ministry campaigns

Week 7

Group projects ministry campaigns

Week 8

Ethics

Week 9

Midterm

Week 10

Client discovery (Individual)

Week 11

Client campaign

Creation of media ministry content

Week 12

Creation of media ministry content

Week 13

Final content approvals

Week 14

Deployment of Media ministry campaign

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

This course uses activities designed to assist in development of ministry campaigns and content production. Students will need access to equipment and facilities within the Department of Media to finalize ministry campaigns.

19. Department staffing and classroom/lab resources

The course is staffed by existing faculty. A standard classroom is needed for this course.

1. 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)

Students will obtain skills needed to develop and implement media ministry campaigns designed to reach diverse audiences. The students will analyze media ministry needs, develop media ministry campaigns, create content for media ministry campaigns and implement campaigns. The class will meet the following program outcomes:

* Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.
* Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices.

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 Creative Media Production program is to prepare students for the world of media production, from concept to program completion. Annual program assessment findings necessitated changes, including this new course. We found specific weaknesses in student writing and experiential learning. This course is designed to develop critical thinking skills regarding media ministry messages and further develops students into creators of media messages appropriate for diverse audiences.

c. Student population served.

Any student on campus.

d. Rationale for the level of the course (lower, upper, or graduate). This is a junior level course. It will be the third of four classes taken in the Media Ministry certificate.

**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?

* Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research.
* Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices.

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.*

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

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| **Program-Level Outcome 2 (from question #23)** | Students will create media messages appropriate to the audience, purpose, and context using clear and appropriate forms of writing, tools, technology, and research. |
| Assessment Measure | Advisory Board, Portfolio Website |
| Assessment  Timetable | Final projects will be included in student portfolios. Portfolios will be evaluated in student’s senior years. |
| Who is responsible for assessing and reporting on the results? | The Creative Media Production (CMP) Program Coordinator will submit portfolios to the CMP Advisory Board for their evaluation. The Advisory Board meets each September/January. CMP faculty meets with CMP Advisory Board members to discuss evaluations. Based on board feedback, CMP faculty to develop action plans. The CMP Program Coordinator will enter data into Taskstream. |

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| **Program-Level Outcome 4 (from question #23)** | Students will utilize creative critical thinking, concepts, perspectives and theories in the creation, interpretation, and evaluation of media messages and practices. |
| Assessment Measure | Employer/Alumni Survey, Senior Exit Survey, Senior Knowledge Inventory |
| Assessment  Timetable | Data collection and analysis will occur each semester. |
| Who is responsible for assessing and reporting on the results? | Senior Exit Survey and Senior Knowledge Inventory will occur each semester during the Portfolio course. Information for the Employee Survey will be collected in the Internship course. The Alumni Survey is sent to ASTATE CMP alumni two years following their graduation. The CMP faculty will analyze data. The CMP Program Coordinator will enter data into Taskstream. |

**Course-Level Outcomes**

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

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| **Program-Level Outcome 1 (from question #23)** | *Describe media ministry* |
| Which learning activities are responsible for this outcome? | Readings, lectures |
| Assessment Measure | Class discussion |
| Who is responsible for assessing and reporting on the results? | Instructor |

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

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| **Program-Level Outcome 2 (from question #23)** | *Develop media ministry campaigns* |
| Which learning activities are responsible for this outcome? | Create media campaigns |
| Assessment Measure | Assignments |
| Who is responsible for assessing and reporting on the results? | Instructor |

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| **Program-Level Outcome 3 (from question #23)** | *Implement Media Ministry Campaigns.* |
| Which learning activities are responsible for this outcome? | Deploy media ministry campaigns in social media and other distribution outlets. |
| Assessment Measure | Assignments |
| Who is responsible for assessing and reporting on the results? | Instructor |

**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.* |

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**MDIA 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 communicators. Basic computer competency required. Fall, Spring.

**MDIA 3403. Screenwriting for Narrative Motion Pictures** Study and application of writing and scripting techniques for narrative motion picture, including synopsis, sequence outline, treat- ments and screenplay. Characterization and genre conventions are also considered. Fall, Spring.

**MDIA 3443. Media Ministry.** Survey of media ministry audience, campaigns and implementation of campaigns. Spring.

**MDIA 3503. Film Cinematography, Lighting and Editing** Introduction to the theory and techniques of cinematography, lighting, and editing for narrative filmmaking. Prerequisite, consent of instructor. Fall, Spring, Summer.

**MDIA 3573. Sports Production** Theory and practical application of sports production for radio and television. Fall, Spring.

**MDIA 3603. Electronic News Gathering** Advanced reporting techniques, story development process and tools needed to interview and write, report and edit video news stories. Stories pro- duced will be used to enhance newscast development. Prerequisite, C or better in MDIA 3353, MDIA 2013, and MDIA 3203, or consent of instructor. Fall, Spring.