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

**Course Deletion Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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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| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Po-Lin Pan | 10/4/2018 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Marceline Hayes | 10/4/2018 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 10/17/2018 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Gina Hogue | 10/17/2018 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

**1. Course Title, Prefix and Number**

AD 4033, Advertising Case Studies and Campaigns

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

Holly Hall, Dept. of Communication

[hollyhall@astate.edu](mailto:hollyhall@astate.edu)

870-972-3135

**3. Last semester course will be offered**

This course has not been offered in over a year.

Please clarify by selecting one of the following:

1. [X] Remove AD 4033 Advertising Case Studies and Campaigns from bulletin for Fall of 2019
2. [ ] Other - Please clarify - Click here to enter text.

**4. Student Population**

a. The course was initially created for what student population?

The course was created for AD emphasis students in Strategic Communication

b. How will deletion of this course affect those students?

It will not affect students. We have already created two other courses that meet the needs of this population (PRAD/STCM 4753 Strategic Communication Cases and PRAD/STCM 4763 Strategic Communication Campaigns)

**College, Departmental, or Program Changes**

**5.** a. How will this affect the college, department, and/or program?

It will not affect the college, department or program.

b. **No** Does this program and/or course affect another department?

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

Enter text...

c. Please provide a short justification for why this course being deleted from program.

We have developed two new courses to work more seamlessly with our new degree program, which has eliminated the emphasis areas of PR/Advertising/Social Media Management.

**6. Yes Is there currently a course listed in the bulletin which is equivalent to this one?**

If yes, which course(s)?

PRAD 4753 Strategic Communication Cases and PRAD 4763 Strategic Communication Campaigns

**7. No Will this course be equivalent to a new course?**

If yes, what course?

Enter text...

**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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**AD 4003. Account Planning** Study of consumer insights that are strategically applied by account planners and creative teams in the advertising planning process. Fall, 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, MDIA 3363, and PRAD 3143. Spring~~.

**AD 4333. Social Media Measurement** Measurement and improvement of investment out­comes from use of social media in advertising, public relations, and marketing communications. Spring.