

College Curriculum Proposal Approval and Routing Form

TITLE OF PROPOSAL: Advanced Social Media Strategies _____

Originating Faculty: Sonya Duhe _____

Department/College: SMC, CAS _____ Chairperson: Sonya Duhe' _____

Contact Phone/Email: 504 865-3450 sduhe@loyno.edu _____

Type of Proposal (Check all that apply):

New Major¹ _____ New Minor _____ New Concentration _____ Revise Existing Program _____

New Course _____x_____ Change to Existing Course _____ Discontinue Program _____

Undergraduate _____ Graduate _____ Online _____ Professional & Cont. Studies _____ Other _____

1. Resources and Fees:

If this is a proposed revision, are there existing fees? No _____ Yes \$75 (if you are a non mass communications student; Mass comm students pay \$100 per semester)

Will course or program fees be required for this course/program? No _____ Yes \$ _____
(see above)

Are new resources needed for implementing this proposal? No Yes _____
If yes, include complete description and dollar amount in proposal.

2. College Review and Approvals:

a. Department/School School of Mass Communication, Sonya Duhe' (Director) Date: 10/18/16_ Approved Not Approved _____

b. College Curriculum Committee _____ (Chair) Date: _____ Approved _____ Not Approved _____

c. College Dean _____ Date: _____ Supported _____ Not Supported _____

3. Intercollegiate Review and Recommendations Required as applicable to proposal:

a. Online Education Committee _____ (Chair) Date: _____ Recommended _____ Not Recommended _____

b. Professional and Continuing Studies Committee _____ (Chair) Date: _____ Recommended _____ Not Recommended _____

c. Graduate Council _____ (Chair) Date: _____ Recommended _____ Not Recommended _____

4. University² Recommendations Required as applicable to proposal:

a. University Courses & Curriculum Committee _____ (Chair) Date: _____ Recommended _____ Not Recommended _____

b. Standing Council for Academic Planning _____ (Chair) Date: _____ Recommended _____ Not Recommended _____

¹ New Degree to be Offered---Requires SACS Notification 6 Months Prior to Start

² Approval by the Strategic Planning Team, University Budget Committee, and/or Board of Trustees may be required for proposals that have significant impact on resources or mission. Proposals to establish or discontinue degree programs require approval by Board of Trustees and SACS.

COLLEGE COURSE PROPOSAL FORM

Instructions: Use this form for new college course proposals and substantial course revisions.

Department/College: School of Mass Communication

Chairperson: Sonya Duhe' _____

Course Title: Advanced Social Media Strategies (Limit 28 Characters or Less)

Course Number: CMMN A482 - _____

Term: x Fall ___ Spring ___ Summer Credit Hours: 3 Major ___ Required x Elective

Effective Term 2017 Course I.D. (SUBJ-LEVL) CMMN _____ Contact Hours 3

Grade Type (Normal) Maximum Capacity 20 per accreditation standards _____

Activity Type (LAB)

Inter-disciplinary Classification (s) _____

Common Curriculum Classification (s) _____

Pre-requisites/Registration Controls: CMMA 382

New Resources and Fees

c. If this is a revised course, was there a course fee? Yes _____ \$ _____ No _____

d. Will a course fee be required for this course? Yes X \$ 75 for non majors

Majors already pay \$100 per semester for all skills courses. This class would be taught in a computer lab all fees go towards the purchase of software and hardware for computer labs.

e. Are new resources needed for implementing this course? Yes _____ No x

If yes, provide descriptions and dollar amounts in Section V.

Course Description: (maximum 350 spaces)

This course explores current common social media platforms with an emphasis on application, analysis and the development of multi-faceted strategic communications plans.

Complete the following sections:

- I. Justification for the course: provide a clear and compelling rationale for any proposed curriculum modification, including additions and deletions to the course inventory, changes in degree/program requirement, new degree programs, and other major curriculum revisions. The justification should state explicitly and clearly how the changes relate to the college and department plans.
Social media is part of everything we do here in communications. It is the most recent tool we have to communicate. It is our responsibility to ensure our curriculum is keeping up with industry trends. We already teach a 3 hour social media strategies course. This class however takes the foundational skills and theory to the next level. This is a deeper dive into the technical and theoretical aspects of social media.
- II. Impact on the Curriculum:
 - A. Review your current course offerings and requirements in light of the proposed change. How will the proposed change or changes improve your program and enhance the educational outcomes you seek to accomplish? Social media is a vital part of communications today. This will strengthen our program and be attractive to students. This will also be a part of a proposed social media certificate for adults and for a proposed track in social media.
 - B. How will proposed change impact the major/adjunct/elective hour distribution requirement for the major or program? It will not impact.
- III. Impact of a new course on frequency of course offerings:
 - A. Specify whether or not the offering of the new course will increase the number of courses or sections offered by the department during the semester in which this course is offered or during the following year. We are currently teaching social media strategies in both fall and spring. We would continue to teach social media strategies in the fall and offer the advanced social media strategies course in the spring.
 - B. Specify, if there is no increase in the number of courses offered, which course(s) or section(s) will be dropped in a given semester to accommodate the frequency with which this course will be offered; NA
 - C. Specify what effect the new course will have on enrollments in other courses or sections within the department and whether or not offering this course will prevent an important or required course from being offered in a given semester. NA
 - D. Is there a service learning component? If yes, please attach a memo from the director of service learning describing this component. NO
 - E. Explain how this proposal does or does not impact other departments, especially those serviced by your department or program and those that provide adjunct service to your department or program. Students from other programs may take this course.
 - F. Attach a complete functional syllabus for the course as outlined in the Syllabus Template & Policy Undergraduate and Non-Law Graduate Courses
- IV. Attach a detailed plan for assessment of the proposed course that includes the following elements:
 - A. Student learning outcomes for this course that are tied to course content and assignments. Key Question: What do you want student to know or be able to do at the end of this course? Learning outcomes are on the syllabus. They are a part of our ACEJMC accreditation standards.

- B. Methods, tools, instruments that will be employed to measure success. Describe methods for measuring inputs and outputs. Key Question: What the indicators of learning and course effectiveness? Students will have a final presentation where they will outline analytics to assess the effectiveness of their campaigns.
- C. Criteria that will be used to measure accomplishments or outcomes. Key Question: How will we know that we are having a positive impact on our students' learning? Social media analytics are both rigorous and requires students to interpret success of content. Student success in the course is also measured by quizzes on the theoretical and professional applications of the platforms.
- D. Frequency and schedule of assessment of student learning in this course. See above.
- E. Describe mechanisms that will be in place to ensure continuous improvement of course. Student evaluations.
- F. Structure and process for administrative and academic oversight of course. Student evaluation and overall accreditation assessment rubrics for the entire SMC program.
- G. Impact of course on accreditation or certification. This course ensure we are "current" as outlined in ACEJMC accreditation standards.

V. Impact on the budget:

- A. Staffing. Is current staffing sufficient or will new faculty be needed (whether full-time or part-time)? No new faculty are needed.
- B. Library Support. Describe how library support will be affected by this proposal. Include name of library liaison and date this proposal was discussed with liaison. NA
- C. Support services. Will the proposed change require additional support services (Media Services audio/visual: typing/secretarial, computer services, computer time)? NA
- D. New equipment. Does the proposed change presuppose the purchase of new equipment or software, whether for support or instruction? NA
- E. Is a student fee requested? Yes/NO. If yes, provide justification and basis for amount. SMC students already pay a major fee of \$100/per semester. Non SMC students would pay a \$75 fee. This course is conducted in SMC computer labs which must have state of the art hardware and software.
- F. Additional physical space. Does the proposed change require additional physical space (for classes or labs) or modifications of existing physical plant space? NO
- G. Impact on other departments. How will the proposed change impact the staffing, equipment, and service budgets of other departments? NA