

Application for a New Course v10.5

Course ID <i>Subject and Number</i>	COMM 392
Date APPROVED	
Date DENIED	

I. Systems and Catalog Information Complete each item.

1	Course Developer	Lauren Lemley
2	Course Teacher	Lauren Lemley
3	Course Title	Rhetoric of Pop Culture
4	Course Abbreviation (if title is over 30 characters)	
5	College	Arts & Sciences
6	Department	Communication & Sociology
7	Number of Credit Hours	3
8	Is the course Fixed Credit or Variable Credit?	Fixed
9	Is the course repeatable?	No
10	Maximum number of times course may be repeated	1
11	Maximum number of hours credit	3
12	Explanation for variable credit	
13a	Course contact hours - LEC	3
13b	Course contact hours - Lab	0
13c	Course contact hours - Practicum	0
13d	Course contact hours - Seminar	0
13e	Course contact hours - Studio	0
13f	Course contact hours - Online	0
13g	Course contact hours - Colloquium	0
13h	Course contact hours - Field Experience	0
13j	Course contact hours - Internship	0
13k	Course contact hours - Research	0
13m	Course contact hours - Workshop	0
13n	Course contact hours - Other (specify)	0
14	Instructor Workload	3
15	Grade Mode (check all appropriate):	☒ x Standard ☐ Credit/No Credit (undergrad only)
16	Maximum Enrollment	20
17	Catalog Description (50 words or less)	The course is designed to teach students the basics of rhetorical analysis and criticism as

		they relate to understanding and evaluating contemporary pop culture texts.
18	List any prerequisites (course/s, test scores, class standing, major, etc.)	none
19	List any co-requisites	none
20	If the course is cross listed, specify the Course ID(s) MUST have signature in Section V off all Department Chairs	none
21	Does this course have any special student costs? Yes/No <i>Attach a <u>completed</u> "Request to Add or Change Course Fees" form. Describe in section IV-F.</i>	no
22a	How often will it be offered? Fall	every year
22b	How often will it be offered? Spring	never
22c	How often will it be offered? Summer	never
23	Frequency? All, odd, or even years?	all years
24	First semester this course will be offered <i>New courses may not be taught under their approved course ID until they appear in the catalog, therefore, no earlier than the coming fall.</i>	Fall 2015
25	List course/s that should be deleted, include the last semester for course/s being deleted <i>A course cannot be deleted when it is a requirement in a degree plan in any department.</i>	COMS 407 -- last offered fall 2013
26	Is this course required for a degree/s? Yes/No <i>If "Yes," attach a revised degree plan(s) reflecting the placement of the new course.</i>	Yes
27	Should the addition of this course be retroactively applied to the degree plan it supports? Yes/no and explain	No
28	Has this course been offered as a Special Topics course? Yes/No <i>If "Yes," specify the Course ID and enrollment for each term it was taught. (Note: New courses are NOT required to be taught as Special Topics courses prior to being approved. However, courses may be taught once as Special Topics before it is proposed. See the Course Descriptions section of the Catalog for details.)</i>	Yes -- for 12 students in fall 2014

29	List any courses in which content overlaps the proposed course. (Course ID and Name) <i>Attach statement from instructor/dept chair of existing course justifying the new offering in Section IV-D.</i>	None
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II. Curriculum

1	Degree Plan Explanation of how this course affects degree requirements.	This course will be required for all majors. It will be one of two courses where students will learn how to conduct academic research in the communication discipline and the only course where students will learn how to write a rhetorical analysis.
2	Justification State the justification for adding this course to the current curriculum. Represent the need.	First, we wanted to lower the "course level" from a 400 to a 300 to encourage more students to take this class and receive training and experience with original research earlier in their ACU career. Additionally, "Communication in Society" was a very vague name that few students understood. A rhetoric of pop culture course is common in many communication departments, and because the analysis of pop culture texts was always the focus of COMS 407, this was a good fit for framing the class in a way that students will understand and hopefully see as approachable and not intimidating.

III. Course Design

1. Audience and Course Goal

1	Describe the intended audience, including prerequisite skills.	The audience is all communication majors, and there is no prerequisite.
2	State the overarching course goal(s) in performance terms.	The primary goals of the course are to help students learn how to structure a rhetorical analysis, how to write and edit academic papers, and to have them end with a finished research project.

2. Competencies and Measurements

Upon successful completion of the course, students should be able to:

Competency	Measurement
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1	Demonstrate mastery of rhetorical concepts and vocabulary.	Daily Work, Term Paper, and Term Paper Presentation
2	Demonstrate the ability to write for an academic audience.	Writing Workshops and Term Paper
3	Locate and understand credible and scholarly literature that discusses both rhetorical concepts and pop culture through the lens of communication.	Writing Workshops and Term Paper
4	Successfully craft a scholarly rhetorical analysis using Chicago Style.	Writing Workshops and Term Paper
5	Critique discussions of pop culture artifacts through social media outlets.	#50daysofrhetoric

3. Text and Resources

1. Give the full publication information of the textbook/s and other required resources and outside readings.
2. For **combined undergraduate/graduate** courses, make two lists:
 - a. full publication information; label **Undergraduate**.
 - b. full publication information; label **Graduate**. Indicate number of pages required.

Catherine Helen Palczewski, Richard Ice, & John Fritch, *Rhetoric in Civic Life* (State College, PA: Strata Publishing, Inc., 2012).

IV. Supporting Documentation

Supporting documents must accompany proposal prior to preliminary approval by chair and dean.

1	Library — Submit new course application and syllabus to the Dean of the Library. Consult with the director and establish a deadline for completion of the library report. Attach the signed copy of the Library report.
2	Instructional Design — The application and syllabus must be reviewed by the Adams Center. Attach a copy of the Adams Center Review Letter.
3	Content Overlap — Include one document for each course you listed in Section I-I. Attach statement from instructor/dept chair of existing course justifying the new offering.
4	Departmental Resources — List the resources that support the course and are available only through the department, if applicable. Attach the list of the holdings and the location/s.
5	Resources — List resources (other than library or departmental resources) that are needed to support this course (computers, lab equipment, other technology, etc.). Attach a complete list of all items and indicate possible sources or estimated cost of each. List the sources of any needed funds.
6	Expenses — List additional expenses needed to implement this course (full-time or part-time faculty, graduate or lab assistants, student employees, travel, special student costs, room renovation, storage facility, etc.). Attach a complete list of all items, the estimated cost of each and the source of the funds.
7	Justification — Attach all documents referred to in Section II-2
8	Syllabus — Attach the syllabus for the course based upon the anticipated first-semester offering.
9	Provide documentation for all additional attachments here

V. Preliminary Approvals

All supporting documentation has been assembled and attached to this application. I believe this course is ready to be presented to appropriate councils. We have a plan to fund this new course.

Course Number and Name COMM 392: Rhetoric of Pop Culture

Primary Department

Jeff Cardet
Department Chair

3-15-2015
Date

Lynette Singsen
Dean of the College

3-20-15
Date

Cross-listing Department *Add more lines if multiple departments are cross-listing*

Department Chair

Date

Dean of the College

Date

Cross-listing Department *Add more lines if multiple departments are cross-listing*

Department Chair

Date

Dean of the College

Date

VI. Actions *Place all actions on one page.*

Course ID: COMS 392

Course Title: Rhetoric of Pop Culture

1. College Academic Council: (for all courses)

Note: Insert additional lines for College Academic Council action for each college involved in cross-listed courses.

Approved ☒ Denied ☐

Synette Sharp Papp
College Dean or Director

Date

3-20-15

Approved ☒ Denied ☐

Gary Smith
College Dean or Director

Date

3/23/15

2. Graduate Council: (for graduate level courses)

Approved ☐ Denied ☐

Dean of Graduate School

Date

3. Teacher Education Council: (when applicable)

Approved ☐ Denied ☐

TEC Chair

Date

4. University General Education Council: (when applicable)

Approved ☐ Denied ☐

Provost's designee

Date

5. University Undergraduate Academic Council: (*undergraduate level courses*)

Approved ☐ Denied ☐

Vice Provost

Date

6. Academic Provost: (for all courses)

Approved ☐ Denied ☐

Provost

Date

7. President of the University: (for all courses)

Approved ☐ Denied ☐

President

Date

Attach notes, comments, or conditions from appropriate councils: