

Application for a New Course v10.5

Course ID <i>Subject and Number</i>	JMC 367
Date APPROVED	
Date DENIED	

I. Systems and Catalog Information Complete each item.

1	Course Developer	Jessica Smith
2	Course Teacher	Jessica Smith
3	Course Title	Social Media
4	Course Abbreviation (if title is over 30 characters)	
5	College	Arts and Sciences
6	Department	Journalism and Mass Communication
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	—
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	—
13d	Course contact hours - Seminar	—
13e	Course contact hours - Studio	—
13f	Course contact hours - Online	—
13g	Course contact hours - Colloquium	—
13h	Course contact hours – Field Experience	—
13j	Course contact hours - Internship	—
13k	Course contact hours - Research	—
13m	Course contact hours - Workshop	—
13n	Course contact hours – Other (specify)	—
14	Instructor Workload	3
15	Grade Mode (check all appropriate):	☒ Standard ☒ Credit/No Credit (undergrad only)
16	Maximum Enrollment	50
17	Catalog Description (50 words or less)	A study of social media in society and the place of those tools in professional communication.
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	—
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	none
22b	How often will it be offered? Spring	1 section
22c	How often will it be offered? Summer	none
23	Frequency? All, odd, or even years?	all
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>	Spring 2016
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>	none
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>	No. It is offered as a menu option in the three JMC majors.
27	Should the addition of this course be retroactively applied to the degree plan it supports? Yes/no and explain	No. The class is a menu option, and students have multiple options to fulfill their requirements.
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. Fall 2014, JMC 440.02 Social Media – 23
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.

II. Curriculum

1	Degree Plan Explanation of how this course affects degree requirements.	This course is offered as a menu option for three JMC majors: ad/PR (one of three options), multimedia (one of six options), and convergence journalism (one of seven options). Updated degree plans for the three majors that reflect this option are being submitted to the university in Spring 2015.
2	Justification State the justification for adding this course to the current curriculum. Represent the need.	Well-educated media professionals need to understand how social media affect individuals and society. The professional climate in all media industries demands social media skills. Journalists need to promote their own work and their employers' work; public relations professionals need to be able to manage their organizations' reputations and customer concerns; advertisers need to be able to catch audience members' attention. Professional social media practice is different than what people learn from maintaining their own Facebook accounts. Our students need specific training in medium-specific requirements and techniques. Employers seek these skills, and no other JMC classes have room to address this need.

III. Course Design

1. Audience and Course Goal

1	Describe the intended audience, including prerequisite skills.	This course is designed as a menu option for all majors in the Department of Journalism and Mass Communication.
2	State the overarching course goal(s) in performance terms.	The goal of this course is to help students understand the nature of online communication, use current social media tools to share organizations' messages, and discuss the place of social media in an organization's communication strategy.

2. Competencies and Measurements

	Competency By the conclusion of the course, the student should be able to effectively:	Measurement
1	explain how social media affect society.	Class discussion Exams
2	understand advantages and disadvantages of social media tools in communicating various messages.	Class discussion Exams How-to presentation Class contributions
3	evaluate the effectiveness of social media messages and online campaigns.	Social media audit Exams Class contributions
4	use social media tools for professional purposes.	How-to presentation Blog Class discussion
5	understand ethical and legal concerns of social media use.	Class discussion Exams

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.

Berger, J. (2013). *Contagious: Why Things Catch On*. New York: Simon & Schuster. ISBN: 9781451686579.

Kerpen, D. (2011). *Likeable Social Media*. Chicago: McGraw Hill. ISBN: 9780071762342.

Piskorski, M.J. (2014). *A Social Strategy: How We Profit From Social Media*. Princeton. ISBN: 9780691153391.

IV. Supporting Documentation

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

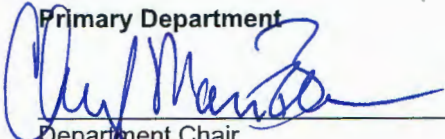
1	Library — Submit new course application and syllabus to the Dean of the Library. Consult with the director and establish a deadline for completion of the library report. Attach the signed copy of the Library report.
2	Instructional Design — The application and syllabus must be reviewed by the Adams 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.

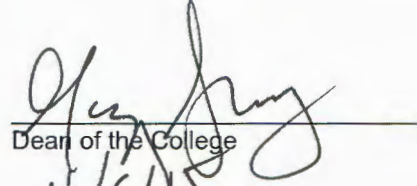
Course Number and Name _____ JMC 367 Social Media _____

Primary Department



Department Chair
3/12/15

Date



Dean of the College
4/6/15

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: JMC 367

Course Title: Social Media

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 ☐ *Symon Suprya* 3-27-15
College Dean or Director Date

Approved ☒ Denied ☐ *Henry King* 4/6/15
College Dean or Director Date

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: