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

**New Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] 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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| Po-Lin Pan 9/5/2018 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Marceline Hayes 9/5/2018 **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 9/21/2018 **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)

Holly Hall, Dept. of Communication

870-972-3135

hollyhall@astate.edu

2. Proposed Starting Term and Bulletin Year

Fall 2019

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

COMS 5123

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).

International Intellectual Property Law

Short title: Intellectual Property Law

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

Examination of the International Intellectual Property System (IIPS) and its development in response to international trade and digital innovations. Subject areas include a primary focus on copyright and trademark with some coverage of patent law.

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** Are there any prerequisites?
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

Prerequisites are not required for success in this class, other than admission for graduate studies.

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

7. Course frequency(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

n/a

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.

Lecture

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.

Enter text...

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

Please explain. Enter text...

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

a. If yes, what program?

The already-existing M.S. in Strategic Communication has a new emphasis in Information Technology Law & Policy.

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

a. If yes, what course?

Enter text...

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

a. If yes, which course?

Enter text...

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? No

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

Enter text...

**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.)

Module 1 – General IP principles and theories including the principle of harmonization

Module 2 – US Copyright Law Regulations - Derivative Works, Moral Rights,

Renewal/Termination, Infringement (tests), Fair Use/Defenses, DMCA (Digital Millennium Copyright Act), Remedies

Module 3 – The Berne Convention, WIPO (World Intellectual Property Organization), national and most-favored-nation treatment, IIPA (International Intellectual Property Alliance)

Module 4 - Trademarks and geographical indications, the rights in marks for goods and services, international agreements (TRIPS [Trade-Related Aspects of Intellectual Property Rights], the Paris Convention, and the Madrid Protocol); formalities, registration and use requirements,

Module 5 – Trademark dilution, blurring, unfair competition

Module 6 – Patent Protections - The right of inventors, international agreements, the Paris Convention, and the Patent Cooperation Treaty; comparative law paper due

Module 7 – New areas of IP protection for digital/technological innovations;

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

none

19. Department staffing and classroom/lab resources

No new resources required

1. Will this require additional faculty, supplies, etc.?

No

20. **No** Does this course require course fees? No

*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)

At the conclusion of the course, participants will:

(1) Understand copyright and trademark rules and regulations in an international context and

(2) Evaluate theories behind intellectual property protection rules.

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.

This course lays the foundation for additional courses in the Information Technology Law and Policy emphasis. Intellectual property is critical to fostering innovation. For many organizations, “intellectual property protects more than just an idea or a concept – it protects genuine business assets that may be integral to the core services of the business and overall long-term viability**.** Intellectual property can consist of many different areas, from logos and corporate identity through to products, services and processes… Almost all businesses have undoubtedly benefited from the internet, where products, services and marketing communications can reach vast audiences at relatively low costs - but this has also increased the chances of intellectual property theft. Companies of all sizes are at risk of having their unique ideas, products or services infringed upon, even if they are on the other side of the world, making intellectual property protection more important than ever.” (https://www.bl.uk/business-and-ip-centre/articles/why-you-need-to-protect-your-intellectual-property).

c. Student population served.

This class will primarily serve strategic communication master’s degree students, but is also open to students across campus as an elective at the graduate level.

d. Rationale for the level of the course (lower, upper, or graduate).

This course is a graduate level course due to the depth of and focus on the legal and theoretical concepts of intellectual property law, with critical analysis of case law and scholarly research.

**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?

This course fits into the new emphasis of Information Technology Law and Policy for the Master’s program in Strategic Communication. The MS in Strategic Communication has a fully developed assessment plan to include the following student learning outcomes.

Students will:

(1) Apply theories of communications to problems of today.

(2) Apply principles of research to problems and issues in communications.

The emphasis in information technology law and policy will contribute to these outcomes and will specifically develop students’ knowledge and application of data privacy and protection laws.

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.*

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| **Program-Level Outcome 1 (from question #23)** | Apply theories of communications to problems of today. |
| Assessment Measure | Capstone experience (SCOM 6533 Strategic Communication Management) |
| Assessment  Timetable | At the end of the capstone class. Results will be complied, analyzed and reported at the annual Strategic Communication faculty assessment meeting in December. |
| Who is responsible for assessing and reporting on the results? | Capstone class instructor, Strategic Communication Program Assessment Chair |

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| **Program-Level Outcome 2 (from question #23)** | Apply principles of research to problems and issues in communications. |
| Assessment Measure | Capstone experience (SCOM 6533 Strategic Communication Management) |
| Assessment  Timetable | At the end of the capstone class. Results will be complied, analyzed and reported at the annual Strategic Communication faculty assessment meeting in December. |
| Who is responsible for assessing and reporting on the results? | Capstone class instructor, Strategic Communication Program Assessment Chair |

**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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| **Outcome 1** | Understand copyright and trademark rules and regulations in an international context |
| Which learning activities are responsible for this outcome? | Case law readings, scholarly article readings, lectures |
| Assessment Measure | Comparative law paper assignment |

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| **Outcome 2** | Evaluate theories behind intellectual property protection rules. |
| Which learning activities are responsible for this outcome? | Case law readings, scholarly article readings, lectures |
| Assessment Measure | Comparative law paper assignment |

*(Repeat if needed for additional outcomes)*

**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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**DEPARTMENT OF COMMUNICATION**

**Communication Studies (COMS)**

**COMS 5023. Public Opinion Propaganda and the Mass Media** Survey of public opinion formation and change, with special attention to the role of the mass media in the creation and use of public opinion and propaganda.

**COMS 5113. Integrated Marketing Communication** Focuses on the strategic integration of various channels and methods of communication for the purpose of delivering key messages to diverse target audiences in order to elicit responses, create a dialogue and engender relationship-building.

***COMS 5123. International Intellectual Property Law*** *Examination of the International Intellectual Property System (IIPS) and its development in response to international trade and digital innovations. Subject areas include a primary focus on copyright and trademark with some coverage of patent law.*

**COMS 5203. Small Group Communication** Group and conference techniques for classroom, business, and professional situations.

**COMS 5213. Social Media in Strategic Communication** This course examines concepts and applications of social media within mass communications, news, advertising, and public relations industries. We will explore and apply social media tools, integrating them into an organization’s overall communication strategy.

**COMS 5243. Interpersonal Communication** Emphasis on increasing the student’s capacity for openness, sensitivity, and objective appraisal.

**COMS 5253 . Intercultural Communication** Identification of barriers, and breakdowns to communication among cultures.

**COMS 5263. Organizational Communication** Dynamics and theories of communication within an organization.