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

**New Emphasis, Concentration or Option Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] 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.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | 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** |

**i. Proposed Program Title**

Master of Science in Strategic Communication with an emphasis in Information Technology Law and Policy

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

Holly Hall, Dept. of Communication

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

870-972-3135

**iii. Proposed Starting Date**

Fall 2019

**Bulletin Changes**

|  |
| --- |
| **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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| --- |
| Media Management |
| Molecular Bioscience |
| Psychological Science |
| Sport Administration |
| Strategic Communication -Information Technology Law and Policy |

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Program of Study for the Master of Science Degree in Strategic Communication

The Master of Science in Strategic Communication program provides a comprehensive foundation

for a successful career in a wide range of communication fields. The program combines the foundational

theories of effective communication with practical application to make an impact in a constantly changing

media landscape. Students may also choose to take courses leading to an emphasis in Information Technology Law and Policy.

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Strategic Communication

Master of Science

|  |  |
| --- | --- |
| **University Requirements:** | |
| See Graduate Degree Policies for additional information (p. 35) | |
| **Program Requirements:** | Sem. Hrs. |
| COMS 6033, Media Regulation, Public Interest and the Law OR  MDIA 6423, Media Entrepreneurship | 3 |
| CMAC 6053, Quantitative Research Methods | 3 |
| COMS 6253, Audience Market Analysis | 3 |
| COMS 6263, Media Account Management | 3 |
| COMS 6303, Seminar in Strategic Communications | 3 |
| COMS 6533, Strategic Communication Management Capstone | 3 |
| Select twelve hours from the following:  COMS 5113, Integrated Marketing Communication  COMS 5213, Social Media in Strategic Communication  COMS 5463, Interactive Advertising  COMS 5473, Social Media Measurement  COMS 5603, Crisis Communication  (*Students who have taken a 4000-level version of the above classes may substitute an approved Communication Studies Elective class.*) | 12 |
| Sub-total | 30 |
| **Total Required Hours:** | 30 |

Strategic Communication

Master of Science with an Emphasis in Information Technology Law and Policy

|  |  |
| --- | --- |
| **University Requirements:** | |
| See Graduate Degree Policies for additional information (p. 35) | |
| **Program Requirements:** | Sem. Hrs. |
| COMS 6033, Media Regulation, Public Interest and the Law OR MDIA 6423, Media Entrepreneurship | 3 |
| CMAC 6053, Quantitative Research Methods | 3 |
| COMS 6253, Audience Market Analysis | 3 |
| COMS 6263, Media Account Management | 3 |
| COMS 6303, Seminar in Strategic Communications | 3 |
| COMS 6533, Strategic Communication Management Capstone  **Emphasis Area (Information Technology Law and Policy):** | 3 |
| ***COMS 5013, EU and US Data Protection Law***  ***COMS 5123, International Intellectual Property Law***  ***COMS 5143, Privacy Law***  ***COMS 6313, Seminar in Information Technology Law*** | ***3***  ***3***  ***3***  ***3*** |
| Sub-total | 30 |
| **Total Required Hours:** | 30 |

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**DEPARTMENT OF COMMUNICATION**

**Communication Studies (COMS)**

***COMS 5013. EU and US Data Protection Law*** *Comparison of the European Union and United States data protection systems, including sector-specific regulations such as those from the Federal Trade Commission.*

**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 5143. Privacy Law*** *The history and development of privacy law, and the challenges of government regulation of information where institutions and individuals need and reveal information constantly, but also seek basic dignity and safety from harm.*

**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.

**COMS 5293. History and Criticism of American Public Address** Historical background and significance of leading orators in America.

**COMS 5323. Communication in Personal Relationships** The course covers interpersonal communication in the context of personal relationships such as romantic relationships, friendships, professional relationships, and family relationships.

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*The bulletin can be accessed at https://www.astate.edu/a/registrar/students/bulletins*

**COMS 5373. Conflict Resolution** The conflict and communication course examines conflict as a communication variable created through interpersonal interaction in dyads, small groups, families, and organizations. Dual listed as COMS 4373.

**COMS 5383. Computer Mediated Communication** This course considers how identities, relationships and communities are created and influenced by our use of computers and the internet. We will gain understanding of these processes by engaging new media scholarship and activities involving different forms of new media. Dual listed as COMS 4383.

**COMS 5403. Seminar in Health Communication** Study of the major cultural, interpersonal, and public communication issues affecting health communication.

**COMS 5423. Narratives in Health and Healing** Explores the social construction of health, illness and healing through the study of narrative. Dual listed as COMS 4423.

**COMS 5463. Interactive Advertising** An introduction to the world of online interactive advertising. It surveys a variety of important topics, from integrating social media initiatives into the overall marketing communications plan to online display ads to developing an effective search engine strategy.

**COMS 5473. Social Media Measurement** Measurement and improvement of investment outcomes from use of social media in advertising, public relations, and marketing communications.

**COMS 5603. Crisis Communication** An investigation of communications during crises, focusing on public relations, advertising and other persuasive efforts by institutions, corporations, movement leaders, and citizens to describe, persuade and shape human interactions with their environment during a crisis.

**COMS 6023. Advanced Studies in Communications Law** An advanced study of communications law problems, issues, and responsibilities. Selected publications in the field will be examined. Individual projects concerning legal problems in freedom and responsibilities of the mass media.

**COMS 6033. Media Regulation, Public Interest and the Law** Course provides an introduction to media laws and regulations, addressing how they impact media managers, how to allocate necessary resources, and how to remain current as to media policies and regulations.

**COMS 6103. Communication Theory** Theories, models, and approaches relevant to the study of human communication.

**COMS 6233. Communication Education** A study of the history and philosophy of the pedagogy of communication studies, to include both theoretical and applied aspects of the discipline.

**COMS 6243. Seminar in Interpersonal Communication** This course is designed to introduce students to foundational as well as current theory and research in interpersonal communication. Students will examine several interpersonal communication contexts and processes as well as methodologies in interpersonal communication.

**COMS 6253. Audience Market Analysis** Using social scientific research methods for audience/consumer analysis, this course provides a survey of applications of research in media industries. Pragmatic task activities will be conducted via Nielsen, Arbitron, SRDS and related data sources to find audience market insights.

**COMS 6263. Media Account Management** Advanced study of the principles and practice of media account management. Includes an in-depth analysis of advantages and disadvantages of multiple media platforms in communicating messages to diverse target audiences and a discussion of effective and ethical client relationships.

**COMS 6303. Seminar in Strategic Communications** The role of strategic communications in and for organizations and brands, including communications objective(s), target audience(s), and key messages. Addresses application of communication theory and research related to public relations, advertising, and social media.

***COMS 6313. Seminar in Information Technology Law*** *Application of principles of privacy law and technology to current legal and policy problems. Prerequisites: COMS 5013 and 5143.*

**COMS 6363. Advertising, Media, and Society** Advanced study of the relationship between media, advertising, and society. Includes an examination of ethical and social ramifications of advertising in global and diverse societies and across multiple media platforms.*he bulletin can be accessed at https://www.astate.edu/a/registrar/students/bulletins*

**COMS 6413. Organizational and Intercultural Communication** Course will introduce students to intercultural communication and function of organization communication in the workplace, addressing how effective communication within organizations affects business and how to advance intercultural skills while being aware of different world views.

**COMS 6533. Strategic Communication Management Capstone** Students will investigate a real-world strategic communication issue, formulating solutions, recommendations and strategies that bridge the gap between theory and practice. Course will be taken the final term of completing degree requirements. Restricted to MS in Strategic Communication students. Prerequisites, CMAC 6053, COMS 6253, COMS 6263, and COMS 6303.

**COMS 660V. Internship in Communication Studies** Combines relevant work experience with classroom theory.

**EMPHASIS ASSESSMENT**

**Emphasis Goals**

1. Justification for the introduction of the new emphasis. Must include:

1. Academic rationale (how will this emphasis fit into the mission established by the department for the curriculum?)

*The Master of Science in Strategic Communication program provides a comprehensive foundation for a successful career in a wide range of communication fields. The program combines the foundational theories of effective communication with practical application to make an impact in a constantly changing media landscape.*

*The special track/emphasis in information technology law and policy will allow students the opportunity to examine the policies and regulations of online communication including data protection, privacy and intellectual property. As data protection and privacy become an intense focus for organizations, jobs are increasingly being created in this area (such as Data Privacy/Data Protection Officer), requiring applicants to have familiarity with the applicable laws and an advanced degree such as a master’s. In fact, under the GDPR, it will become mandatory for certain companies to designate a Data Protection Officer. (*[*https://www.digitalistmag.com/future-of-work/2018/03/02/job-loss-to-jail-sentences-data-protection-privacy-is-no-joke-05914376*](https://www.digitalistmag.com/future-of-work/2018/03/02/job-loss-to-jail-sentences-data-protection-privacy-is-no-joke-05914376)*).*

1. List emphasis goals (faculty or curricular goals, specific to the emphasis.)

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.

c. Student population served.

This track would be appropriate for practicing attorneys seeking additional study in this fast-developing area, professionals in companies and organizations who are responsible for IT systems and/or internet privacy issues, or students who desire to pursue additional graduate study in this area with a focus on research and/or teaching.

**Emphasis Student Learning Outcomes**

2. Please fill out the following table to develop a continuous improvement assessment process for this emphasis.

*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.*

***Note: Best practices suggest an emphasis would have 1 to 3 outcomes.***

|  |  |
| --- | --- |
| **Outcome 1** | Apply theories of communications to problems of today. |
| Assessment Procedure Criterion | Direct: Completion of legal research paper exploring a current issue in data protection and privacy issues, including history, any relevant case law, and policy recommendations. |
| Which courses are responsible for this outcome? | COMS 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? | Class instructor, Strategic Communication Program Assessment Chair |

|  |  |
| --- | --- |
| **Outcome 2** | Apply principles of research to problems and issues in communications. |
| Assessment Procedure Criterion | Direct: Completion of legal research paper exploring a current issue in data protection and privacy issues, including history, any relevant case law, and policy recommendations. |
| Which courses are responsible for this outcome? | COMS 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? | Class instructor, Strategic Communication Program Assessment Chair |

*Please repeat as necessary.*

**LETTER OF NOTIFICATION – 3  
NEW OPTION, CONCENTRATION, EMPHASIS**(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request:

Arkansas State University

2. Contact person/title:

Dr. Holly Hall, Associate Professor

3. Phone number/e-mail address:

870-972-3135, hollyhall@astate.edu

4. Proposed effective date:

Fall 2019

5. Title of degree program: (Indicate if the degree listed above is approved for distance delivery)

Master of Science in Strategic Communication with an emphasis in Information Technology Law and Policy

*(approved for distance delivery)*

6. CIP Code:

09.0999

7. Degree Code:

5092

8. Proposed name of new option/concentration/emphasis:

Information Technology Law & Policy

9. Reason for proposed action:

Article 37 of the GDPR (General Data Protection Regulation) requires organizations to retain a data protection officer (DPO) if, among other reasons, the organization’s core activities require “regular and systematic monitoring” of personal data on a “large scale.”

Article 39 of the GDPR requires a DPO to monitor an organization’s compliance with the GDPR and its own internal policies to ensure the proper care and use of personal data. To do so, DPOs must remain current regarding data protection laws and practices, conduct internal privacy assessments, and ensure that an organization’s data compliance matters are up-to-date.

Given the number of positions that need to be filled and a global skills shortage, time is starting to run short. According to the International Association of Privacy Professionals (IAPP):

“…once the GDPR takes effect” (it took effect in May 2018) “at least 28,000 DPOs will be needed in Europe and the United States alone. Applying a similar methodology, we now estimate that as many as 75,000 DPO positions will be created in response to the GDPR around the globe.” (from <https://www.imperva.com/blog/2017/08/gdpr-job-market/>)

10. New option/emphasis/concentration objective:

To prepare students to have sufficient awareness, understanding and application of data privacy and data protection laws from an international perspective.

11. Provide the following:

* 1. Curriculum outline - List of courses in new option/concentration/emphasis – Underline required courses

**COMS 6033, Media Regulation, Public Interest and the Law**

**CMAC 6053, Quantitative Research Methods**

**COMS 6253, Audience Market Analysis**

**COMS 6263, Media Account Management**

**COMS 6303, Seminar in Strategic Communications**

**COMS 6533, Strategic Communication Management Capstone**

***COMS 5013 EU and US Data Protection Law***

***COMS 5123 International Intellectual Property Law***

***COMS 5143 Privacy Law***

***COMS 6313 Seminar in Information Technology Law***

**Total Required Hours: 30**

* 1. Provide degree plan that includes new option/emphasis/concentration

|  |  |  |  |
| --- | --- | --- | --- |
| **Semester 1** | | **Semester 2** | |
| COMS 6033 | Media Regulation, Public Interest and the Law | COMS 6303 | Seminar in Strategic Communication |
| CMAC 6053 | Quantitative Research Methods | COMS 6253 | Audience Market Analysis |
| COMS 5013 | EU and US Data Protection Law | COMS 5143 | Privacy Law |
| **Semester 3** | | **Semester 4** | |
| COMS 6263 | Media Account Management | COMS 5123 | International Intellectual Property Law |
| COMS 6313 | Seminar in Information Technology Law | COMS 6533 | Strategic Communication Management Capstone |

* 1. Total semester credit hours required for option/emphasis/concentration

(Option range: 9–24 semester credit hours)

12 semester credit hours

* 1. New courses and new course descriptions

**COMS 5013. EU and US Data Protection Law** Comparison of the European Union and United States data protection systems, including sector-specific regulations such as those from the Federal Trade Commission.

**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 5143. Privacy Law** The history and development of privacy law, and the challenges of government regulation of information where institutions and individuals need and reveal information constantly, but also seek basic dignity and safety from harm.   
**COMS 6313. Seminar in Information Technology Law** Application of principles of privacy law and technology to current legal and policy problems. Prerequisites: COMS 5013 and 5143.

* 1. Goals and objectives of program option

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.

* 1. Expected student learning outcomes

|  |  |
| --- | --- |
| **Outcome 1** | Apply theories of communications to problems of today. |
| Assessment Procedure Criterion | Direct: Completion of legal research paper exploring a current issue in data protection and privacy issues, including history, any relevant case law, and policy recommendations. |
| Which courses are responsible for this outcome? | COMS 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? | Class instructor, Strategic Communication Program Assessment Chair |

|  |  |
| --- | --- |
| **Outcome 2** | Apply principles of research to problems and issues in communications. |
| Assessment Procedure Criterion | Direct: Completion of legal research paper exploring a current issue in data protection and privacy issues, including history, any relevant case law, and policy recommendations. |
| Which courses are responsible for this outcome? | COMS 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? | Class instructor, Strategic Communication Program Assessment Chair |

* 1. Documentation that program option meets employer needs

According to the Society for Human Resource Management, “employers in the U.S. that must comply with the European Union (EU) General Data Protection Regulation (GDPR), which took effect May 25, are struggling with the requirement to appoint a data protection officer. They also face grappling with the GDPR's 72-hour notification requirement upon discovery of a qualifying breach.” (<https://www.shrm.org/resourcesandtools/legal-and-compliance/employment-law/pages/global-gdpr-data-protection-officer.aspx>). Given the number of positions that need to be filled and a global skills shortage, the need for employees who are knowledgeable in this area is significant. According to the [International Association of Privacy Professionals](https://iapp.org/news/a/study-gdprs-global-reach-to-require-at-least-75000-dpos-worldwide/) (IAPP): “…once the GDPR takes effect, at least 28,000 DPOs (Data Protection Officers) will be needed in Europe and the United States alone. Applying a similar methodology, we now estimate that as many as 75,000 DPO positions will be created in response to the GDPR around the globe.”

* 1. Student demand (projected enrollment) for program option

35

* 1. Name of institutions offering similar program or program option and the institution(s) used as a model to develop the proposed program option

The University of Edinburgh Information Technology Law program: <https://www.ed.ac.uk/studying/postgraduate/degrees/index.php?r=site/view&edition=2018&id=502>

The John Marshall Law School, LLM in Information Technology & Privacy Law:

<https://www.jmls.edu/academics/ip-privacy/llm-it-privacy-law.php>

University of California at Berkeley School of Law, LL.M. Law and Technology Certificate program: <https://www.law.berkeley.edu/research/bclt/students/law-technology-certificate-program/ll-m-law-technology-certificate/>

12. Institutional curriculum committee review/approval date:

13. Will the new option/emphasis/concentration be offered via distance delivery? Yes

If yes, indicate mode of distance delivery:

Blackboard Learn LMS

14. Explain in detail the distance delivery procedures to be used:

Blackboard Learn LMS, Email, Discussion Boards

15. Specify the amount of additional costs required for program implementation, the source of funds, and how funds will be used.

NA

16. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date: Click here to enter a date.

Board of Trustees Notification Date: Click here to enter a date.

Chief Academic officer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: Enter date.

Name (printed): Click here to enter text.