# http://www.ric.edu/webcommunications/images/SealWithText_Small_Black.pngUNDERGRADUATE CURRICULUM COMMITTEE (UCC) PROPOSAL FORM

## Cover page scroll over blue text to see further important [instructions](#instructions): [if not working select “COMMents on rollover” in your Word preferences under view] **please read these.**

**N.B. ALL numbered categories in section (A) must be completed. Please do not use highlight to select choices within a category but simply delete the options that do not apply to your proposal (e.g. in A.2 if this is a course revision proposal, just delete the creation and deletion options and the various program ones, so it reads “course revision”) Do not delete any of the numbered categories—if they do not apply leave them blank. If there are no resources impacted please put “none” in each A. 7 category.**

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| --- | --- | --- | --- | --- | --- |
| A.1. [Course or program](#Proposal) | **COMM 349 Media and Advertising Research** | | | |  |
| [Replacing](#Ifapplicable) | **COMM 349 Media Theory and Research****COMM 335 Research FOR PUBLIC RELATIONS AND ADVERTISING (deletion)** | | | |
| A. 1b. Academic unit | **Faculty of Arts and Sciences** | | | |  |
| A.2. [Proposal type](#type) | **Course: revision and deletion** | | | |  |
| A.3. [Originator](#Originator) | **Jinsoo Kim** | [Home department](#home_dept) | **Communication** | | |
| A.4. [Context and Rationale](#Rationale)  Note: Must include additional information in smart tip for all [new programs](#type) | **As two communication subprograms merge (advertising & media communication) due to decreased enrollment, it was decided to also merge the two research methods courses that were offered for each of the subprograms (Comm 335 for advertising and Comm 349 for media comm). As a result, Comm 349 will be revised to include advertising components. The purpose of this Comm349 proposal is to change the course title and the prerequisites according to the program/curriculum change to reflect the changed contents of the course. In turn, Comm 234 becomes the best pre-requisite to ensure student success. It was also decided that this course be moved from the Fall to the Spring in the interest of balancing offerings between the two semesters.**  **Also, COMM 335 Research for Public Relations and Advertising will no longer be offered and can be deleted from the catalog. COMM 349 will be a substitution option for any students still on the Public Relations and Advertising sub-plan.** | | | | |
| A.5. [Student impact](#student_impact)  Must include to explain why this change is being made? | **The proposed course title change is to clearly indicate the fact that advertising components will be added to the course. It is also proposed to change the current prerequisites to reflect the program/curriculum change to ensure that students can take the course in a timely manner.** | | | | |
| A.6. [Impact on other programs](#impact) | **None** | | | | |
| A.7. [Resource impact](#Resource) | [*Faculty PT & FT*](#faculty): | **None** | | | |
| [*Library*:](#library) | **None** | | | |
| [*Technology*](#technology) | **None** | | | |
| [*Facilities*](#facilities): | **None** | | | |
| A.8. [Semester effective](#Semester_effective) | **Fall 2023** | A.9. [Rationale if sooner than next Fall](#Semester_effective) | |  | |
| A.10. INSTRUCTIONS FOR CATALOG COPY: Use the Word copy versions of the catalog sections found on the UCC Forms and Information page. Cut and paste into a single file **ALL the relevant pages from the college catalog that need to be changed.** Use tracked changes feature to show how the catalog will be revised as you type in the revisions. If totally new copy, indicate where it should go in the catalog. If making related proposals a single catalog copy that includes all changes is preferred. Send catalog copy as a separate single Word file along with this form. | | | | | |
| A.11. List here (with the relevant urls), any RIC website pages that will need to be updated (to which your department does not have access) if this proposal is approved, with an explanation as to what needs to be revised: | | | | | |
| A. 12 **Check to see if your proposal will impact any of our** [**transfer** **agreements,**](file:///Users/anthonygalvez/Desktop/MediaComm&Advertsing%20curriculum%20change/transfer%20agreements) **and if it does explain in what way. Please indicate clearly what will need to be updated.** | | | | | |
| A. 13 Check the section that lists “Possible NECHE considerations” on the UCC Forms and Information page and if any apply, indicate what that might be here and contact Institutional Research for further guidance. | | | | | |

B. [NEW OR REVISED COURSES](#delete_if)  **Delete section B if the proposal does not include a new or revised course. As in section A. do not highlight but simply delete suggested options not being used. Always fill in b. 1 and B. 3 for context. NOTE: course learning outcomes and topical outlines only needed for new or substantially revised courses.**

|  | Old ([for revisions only](#Revisions)) ONLY include information that is being revised, otherwise leave blank. | New Examples are provided within some of the boxes for guidance, delete just the examples that do not apply. |
| --- | --- | --- |
| B.1. [Course prefix and number](#cours_title) | **COMM 349** |  |
| B.2. Cross listing number if any |  |  |
| B.3. [Course title](#title) | **Media Theory and Research** | **Media and Advertising Research** |
| B.4. [Course description](#description) | **Students should understand the role of audience research as related to film, radio, television and online media as well as within in the social sciences.** | **Students explore the processes of acquisition, evaluation and analysis of information needed for media and advertising research. Secondary and primary research methods for media and advertising are introduced.** |
| B.5. [Prerequisite(s)](#prereqs) | **COMM240, COMM242, and 60 Credits** | **COMM 234 or COMM 334** |
| B.6. [Offered](#Offered) | **Fall** | **Spring** |
| B.7. [Contact hours](#contacthours) |  |  |
| B.8. [Credit hours](#credits) |  |  |
| B.9. [Justify differences if any](#differences) |  | |
| B.10. [Grading system](#grading) |  |  |
| B.11. [Instructional methods](#instr_methods) |  |  |
| B.11.a [Delivery Method](#instr_methods) |  |  |
| B.12. CATEGORIES  12. a. [How](#required) to be used |  |  |
| 12 b. Is this an Honors  course? | **No** | **No** |
| 12. c. [General Education](#ge)  N.B. Connections must include at  least 50% Standard Classroom  instruction. | **NO** | **No** |
| 12. d. Writing in the  Discipline (WID) | **NO** | **No** |
| B.13. [How will student performance be evaluated?](#performance) |  |  |
| B.14 [Recommended class-size](#class_size" \o "Check appendix XVIII in the UCC Manual for Best Practices) |  |  |
| B.15. [Redundancy statement](#competing) |  |  |
| B. 16. Other changes, if any |  | |

| B.17**.** [**Course learning outcomes**](#outcomes)**: List each one in a separate row** | [**Professional Org.Standard(s)**](#standards)**, if relevant** | [**How will each outcome be measured**](#measured)**?** |
| --- | --- | --- |
| 1. To familiarize students with research as an applied scientific discipline.  2. To acquaint students with a range of research techniques commonly used in media and communication.  3. To give students a practical orientation of the activities involved in planning, organizing, executing, analyzing, and reporting research. |  | 1. Tests will be given to evaluate students’ understanding of the topics after each chapter.  2. Individual projects will be given to utilize various research techniques that students will learn in class.  3. Students will conduct research and write a full research report as a group to experience the entire research process. |

| B.18. [**Topical outline**](#outline)**: DO NOT INSERT WHOLE SYLLABUS, JUST A TWO-TIER TOPIC OUTLINE suitable for the contact hours requested. Proposals that ignore this request will be returned for revision.** |
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| 1. Research in Media & Advertising 2. Secondary Research    1. Audience/Media analysis    2. Situation analysis    3. Consumer analysis 3. Qualitative Research    1. Uses of qualitative research    2. Focus group    3. Qualitative data analysis    4. Reporting    5. Textual analysis 4. Quantitative Research    1. Measurement scales    2. Sampling    3. Survey development    4. Quantitative data analysis    5. Reporting |

## D. Signatures

* **Changes that affect General Education in any way MUST be approved by ALL Deans and COGE Chair**.
* Changes that directly impact more than one department/program MUST have the signatures of all relevant department chairs, program directors, and their relevant dean (e.g. when creating/revising a program using courses from other departments/programs). Check UCC manual 4.2 for further guidelines on whether the signatures need to be approval or acknowledgement.
* Proposals that do not have appropriate approval signatures will not be considered.
* Type in name of person signing and their position/affiliation.
* Send electronic files of this proposal and accompanying catalog copy to [curriculum@ric.edu](mailto:curriculum@ric.edu) to the current Chair of UCC. Check UCC website for due dates. Do NOT convert to a .pdf.

##### D.1. Approvals: required from programs/departments/deans who originate the proposal. THESE may include multiple departments, e.g., for joint/interdisciplinary proposals.

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| Giselle Auger | Chair of Communication | \*approved by -email | 2/24/2023 |
| Earl Simson | Dean of FAS | Earl Simson | 3/6/2023 |

##### D.2. [Acknowledgements](#acknowledge): REQUIRED from OTHER PROGRAMS/DEPARTMENTS (and their relevant deans if not already included above) that are IMPACTED BY THE PROPOSAL. SIGNATURE DOES NOT INDICATE APPROVAL, ONLY AWARENESS THAT THE PROPOSAL IS BEING SUBMITTED. CONCERNS SHOULD BE BROUGHT TO THE UCC COMMITTEE MEETING FOR DISCUSSION; all faculty are welcome to attend.

| Name | Position/affiliation | [Signature](#Signature_2) | Date |
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|  |  |  | Tab to add rows |