

**The Ohio State University
Colleges of the Arts and Sciences New Course Request**

School of Communication

Academic Unit

COMM

Book 3 Listing (e.g., Portuguese)

545 Strategic Media Planning

Number Title

Strat Media Plan

U

05

18-Character Title Abbreviation

Level

Credit Hours

Summer

Autumn **X2005**

Winter

Spring

Year

Proposed effective date, choose one quarter and put an "X" after it; and fill in the year. See the OAA curriculum manual for deadlines.

A. Course Offerings Bulletin Information

Follow the instructions in the OAA curriculum manual. If this is a course with decimal subdivisions, then use one New Course Request form for the generic information that will apply to all subdivisions; and use separate forms for each new decimal subdivision, including on each form the information that is unique to that subdivision. If the course offered is less than a quarter or a term, please complete the Flexibly Scheduled/Off Campus/Workshop Request form.

Description (*not to exceed 25 words*): **This course is an introduction to media planning for students interested in careers in advertising, public relations and other forms of strategic communication.**

Quarter offered: **AU,WI, SP**

Distribution of class time/contact hours: **2 – 2hr CL**

Quarter and contact/class time hours information should be omitted from Book 3 publication (yes or no): **No**

Prerequisite(s): **JCOM or COMM 431 and Journalism or Communication major, or permission of instructor.**

Exclusion or limiting clause:

Repeatable to a maximum of _____ credit hours.

Cross-listed with:

Grade Option (Please check): Letter S/U Progress What is course is last in the series? _____

Honors Statement: Yes No GEC: Yes No Admission Condition
Off-Campus: Yes No EM: Yes No Course: Yes No

Other General Course Information:

(e.g. "Taught in English." "Credit does not count toward BSBA degree.")

B. General Information

Subject Code: **09.0901** Subsidy Level (V, G, T, B, M, D, or P): **B**

For explanations see the following web sites: www.ureg.ohio-state.edu/ourweb/srs/srscontent/cip/ or www.regents.state.oh.us/hei/ci/STAGE_1/sld001.htm. If you have questions please email Jed Dickhaut at Jdickhaut@exchange.ureg.ohio-state.edu.

1. Provide the rationale for proposing this course: **This course will prepare students for careers in public relations, advertising and other areas of strategic communication.**

2. List Major/Minor affected by the creation of this new course. Attach revisions of all affected programs. This course is (check one) Required Elective Other (Explain) :

3. Indicate the nature of the program adjustments, new funding, and/or withdrawals that make possible the implementation of this new course.

This is a new course being offered by a new faculty member at the request of the school director.

4. Is the approval of this request contingent upon the approval of other course requests or curricular requests?

Yes No List: _____

5. If this course is part of a sequence, list the number of the other course(s) in the sequence: **N/A**

6. Expected section size: **60** Proposed number of sections per year: **3**

7. Do you want prerequisites enforced electronically (see OAA manual for what can be enforced)? Yes

8. This course has been discussed with and has the concurrence of the following academic units needing this course or with academic units having directly related interests (List units and attach letters and/or forms):
Not Applicable

9. Attach a course syllabus that includes a topical outline of the course, student learning outcomes and/or course objectives, off-campus field experience, methods of evaluation, and other items as stated in the OAA curriculum manual.

Approval Process The signatures or actions on the lines in ALL CAPS (e.g. ACADEMIC UNIT) are required.

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|---|---|---------------------------------|
| <p>1. <i>Prabhu David</i> Academic Unit Undergraduate Studies Committee Chair</p> | <p><i>Prabhu David</i> Printed Name</p> | <p><i>10-20-05</i> Date</p> |
| <p>2. <i>Carroll J. Glynn</i> Academic Unit Graduate Studies Committee Chair</p> | <p><i>Carroll J. Glynn</i> Printed Name</p> | <p><i>10-20-05</i> Date</p> |
| <p>3. <i>Carroll J. Glynn</i> ACADEMIC UNIT CHAIR/DIRECTOR</p> | <p><i>Carroll J. Glynn</i> Printed Name</p> | <p><i>10-20-05</i> Date</p> |
| <p>4. AFTER THE ACADEMIC UNIT CHAIR/DIRECTOR SIGNS THE REQUEST, FORWARD IT TO THE COLLEGES OF THE ARTS AND SCIENCES CURRICULUM OFFICE, 161 DENNEY HALL, 164 WEST 17TH AVENUE. THE ASC CURRICULUM OFFICE WILL FORWARD THE REQUEST TO THE APPROPRIATE COLLEGE CURRICULUM COMMITTEE.</p> | | |
| <p>5. <i>S Davidson</i> COLLEGE CURRICULUM COMMITTEE</p> | <p><i>Stephanie Davidson</i> Printed Name</p> | <p><i>10-25-05</i> Date</p> |
| <p>6. <i>Edward Adelman</i> ARTS AND SCIENCES EXECUTIVE DEAN</p> | <p><i>Edward Adelman</i> Printed Name</p> | <p><i>10-27-05</i> Date</p> |
| <p>7. Graduate School (if appropriate)</p> | <p>Printed Name</p> | <p>Date</p> |
| <p>8. University Honors Center (if appropriate)</p> | <p>Printed Name</p> | <p>Date</p> |
| <p>9. Office of International Education (if appropriate)</p> | <p>Printed Name</p> | <p>Date</p> |
| <p>10. ACADEMIC AFFAIRS</p> | <p>Printed Name</p> | <p>Date</p> |