California State University Channel Islands
NEW COURSE PROPOSAL
Courses must be submitted by October 15, 2012, and finalized by the end of that fall semester for the next catalog production.
Use YELLOWED areas to enter data.

DATE (*Change if modified and redate file with current date)*)   OCTOBER 11, 2012
PROGRAM AREA(S)   COMMUNICATION

1. **Course Information.** *[Follow accepted catalog format.]*
   Prefix(es) (Add additional prefixes if cross-listed) **and Course No. COMM 325**
   Title: MEDIA CAMPAIGNS   Units: 3
      X   Prerequisites: COMM 101
      Corequisites
      Consent of Instructor Required for Enrollment

   Catalog Description (Do not use any symbols): Public media campaigns are designed to increase awareness, modify attitudes and beliefs, and change behaviors in a positive way. This course is designed to sharpen students' understanding of the media campaign process, including design, implementation, and evaluation. The course will also assist students in applying these skills in analyzing environmental, health, and non-profit campaigns.

   Grading Scheme: **Repeatability:**   **Course Level Information:**
      X A-F Grades   Repeatable for a maximum of   units   X Undergraduate

      Credit/No Credit   Total Completions Allowed   Post-Baccalaureate/Credential
      Optional (Student Choice)   Multiple Enrollment in Same Semester   Graduate

   Mode of Instruction/Components (*Hours per Unit are defaulted*).

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS & HEGIS # (Filled in by the Dean)
Lecture	3	1	30	X	
Seminar		1			
Laboratory		3			
Activity		2			
Field Studies					
Indep Study					
Other Blank					

   Leave the following hours per week areas blank. The hours per week will be filled out for you.
   3 hours lecture per week
         hours blank per week   Is this course always delivered online? Yes_____   No X

2. **Course Attributes:**

      General Education Categories: All courses with GE category notations (including deletions) must be submitted to the GE website: http://summit.csuci.edu/geapproval. Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.
   A (English Language, Communication, Critical Thinking)
         A-1 Oral Communication
         A-2 English Writing
         A-3 Critical Thinking
   B (Mathematics, Sciences & Technology)
         B-1 Physical Sciences

B-2 Life Sciences – Biology
B-3 Mathematics – Mathematics and Applications
B-4 Computers and Information Technology
C (Fine Arts, Literature, Languages & Cultures)
C-1 Art
C-2 Literature Courses
C-3a Language
C-3b Multicultural
D (Social Perspectives)
E (Human Psychological and Physiological Perspectives)
UDIGE/INTD Interdisciplinary
Meets University Writing Requirement
Meets University Language Requirement

American Institutions, Title V Section 40404: Government US Constitution US History
Refer to website, Exec Order 405, for more information: http://senate.csuci.edu/comm/curriculum/resources.htm
Service Learning Course (Approval from the Center for Community Engagement must be received before you can request this course attribute).

3. **Justification and Requirements for the Course.** (Make a brief statement to justify the need for the course)
A. Justification: Communication campaigns affect students every day, including public relations, advertising and marketing, health-related and/or political campaigns and students must therefore become critical consumers of campaign information and imagery. Many occupations within the field of communication involve the creation and evlauation of public information and/or advocacy campaigns. As a result, students must be prepared with the knowledge of the campaign design process.

B. Degree Requirement: Requirement for the Major/Minor   **Note: Submit Program Modification if**
X   Elective for the Major/Minor   **this course changes your program**.
Free Elective

4. **Student Learning Outcomes.** List in numerical order. Please refer to the Curriculum Committee's "Learning Outcomes" guideline for measurable outcomes that reflect elements of Bloom's Taxonomy: *http://senate.csuci.edu/comm/curriculum/resources.htm*. The committee recommends 4 to 8 student learning outcomes, unless governed by an external agency (e.g., Nursing).
Upon completion of the course, the student will be able to:
- Identify media campaign components in environmental, health, and nonprofit settings.
- Understand the differences, similarities, and overlap among various approaches to campaign planning.
- Apply relevant theory and research findings in discussing campaign design and implementation.
- Develop and evaluate campaign strategies and critique campaigns.
- Be more informed producers and consumers of media campaign information and imagery.

5. **Course Content in Outline Form.** *[Be as brief as possible, but use as much space as necessary]*
Key elements of campaign design
Items necessary for a situational analysis and strategic plan, including creation and placement of messages
Campaign audience analysis and segmentation
Primary, secondary, focal segment, interpersonal influencers, and policymakers
Demographics, psychographics, and other tools of measurement
Measuring campaign effectiveness
Quantitative and qualitative forms of measurement
Types of campaign evaluation such as formative, process, and outcome
Barriers that impact measurement
International campaigns that utilize entertainment-education approach to advocate for positive social change
Fundamentals of an entertainment/education campaign
Benefits and drawbacks of celebrity endorsements
Creating means of identification

Media Advocacy and Social Media
Definition, examples, and purpose of media advocacy

Use of social media for advocacy purposes
PR, Advertising, and Image campaigns
How advocacy organizations attract and utilize media attention
Differences in coverage between mainstream dominant organizations and activist publics
Applied component
Individual project where students design their own campaign from implementation to evaluation
Group project where students apply media advocacy skills to health, environmental, or nonprofit context

Does this course content overlap with a course offered in your academic program? **Yes**   **No** X
If YES, what course(s) and provide a justification of the overlap.

Does this course content overlap a course offered in another academic area? **Yes**   **No** X
If YES, what course(s) and provide a justification of the overlap.

Overlapping courses require Chairs' signatures.

6. **Cross-listed Courses** (*Please note each prefix in item No. 1*)
   A. List Cross-listed Courses (Signature of Academic Chair(s) of the other academic area(s) is required).
   List each cross-listed prefix for the course:

   B. Program responsible for staffing: Communication

7. **References.** *[Provide 3 - 5 references]*

   Rice, R., and Atkin, C.K. (2001). *Public communication campaigns, 3rd edition.* Newbury Park, CA: Sage.
   Salmon, C.T. (1989). *Information campaigns: Balancing social values and social change.* Newbury Park, CA: Sage.
   Singhal, A., et al. (2004). *Entertainment-Education and Social Change.* London: Routledge.
   Stokes, A.Q., & Holloway, R. (2009). Documentary as an activist medium. In Heath, Toth, and Waymer (Eds.) *Rhetorical and Critical Approaches to PR.* London: Routledge.

8. **Tenure Track Faculty Qualified to Teach This Course.**

   Christina M. Smith; Tracylee Clarke

9. **Requested Effective Date:**
   First semester offered: Fall 2013

10. **New Resources Requested. Yes**   **No** X
    If YES, list the resources needed.

    A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)

    B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)

    C. Facility/Space/Transportation Needs

    D. Lab Fee Requested (please refer to Dean's Office for additional processing) **Yes**   **No**

    E. Other

11. **Will this new course alter any degree, credential, certificate, or minor in your program? Yes** X   **No**

If, YES attach a program update or program modification form for all programs affected.

<u>Priority deadline</u> for New Minors and Programs: October 1, 2012 of preceding year.

<u>Priority deadline</u> for Course Proposals and Modifications: October 15, 2012, of preceding year.

Last day to submit forms to be considered during the current academic year: April 15th.

Christina M. Smith   October 11, 2012
_____
Proposer of Course (Type in name. Signatures will be collected after Curriculum approval)   Date

Approval Sheet

Program/Course: Communication

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

The CI program review process includes a report from the respective department/program on its progress toward accessibility requirement compliance. By signing below, I acknowledge the importance of incorporating accessibility in course design.

Program Chair		
	Signature	Date

Program Chair		
	Signature	Date

Program Chair		
	Signature	Date

General Education Chair		
	Signature	Date

Center for International Affairs Director		
	Signature	Date

Center for Integrative Studies Director		
	Signature	Date

Center for Multicultural Engagement Director		
	Signature	Date

Center for Civic Engagement Director		
	Signature	Date

Curriculum Chair		
	Signature	Date

AVP		
	Signature	Date