# 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): please read.

**N.B. DO NOT USE HIGHLIGHT, please DELETE THE WORDS THAT DO NOT APPLY TO YOUR PROPOSAL**

**ALL numbers in section (A) need to be completed, including the impact ones.**

|  |  |  |
| --- | --- | --- |
| A.1. Course  | **COMM 335 ADVERTISING RESEARCH** |  |
| [Replacing](#Ifapplicable)  | **COMM 335 RESEARCH FOR PUBLIC RELATIONS AND ADVERTISING** |
| A.2. [Proposal type](#type) | **Course: revision** |
| A.3. [Originator](#Originator) | **Giselle A. Auger** | [Home department](#home_dept) | **Communication** |
| A.4. [Context and Rationale](#Rationale)  | **As part of the revision to the Public Relations and Advertising concentration program this course title and prerequisites have been altered to provide consistency to course titles in the program.** **The description was changed to reflect the revised content of the course.** **The prerequisites have been changed to allow entry to the course for more students.** **The rotation has been changed from Fall to Spring to provide better sequencing of courses in the program.**  |
| A.5. [Student impact](#student_impact) | **Prerequisites have been changed to allow entry for more students to the course. Rotation has been changed from Fall to Spring, which may cause concern for students in the program. Faculty will work to ensure students are not adversely affected by the change in rotation.**  |
| 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 2019** | A.9. [Rationale if sooner than next Fall](#Semester_effective) |  |
| A.10. INSTRUCTIONS FOR CATALOG COPY: This single file copy must include ALL relevant pages from the college catalog, and show how the catalog will be revised. (1) Go to the “Forms and Information” page on the UCC website. Scroll down until you see the Word files for the current catalog. (2) Download ALL catalog sections relevant for this proposal, including course descriptions and/or other affected programs. (3) Place ALL relevant catalog copy into a single file. Put page breaks between sections and delete any catalog pages not relevant for this proposal. (4) Using the track changes function, revise the catalog pages to demonstrate what the information should look like in next year’s catalog. (5) Check the revised catalog pages against the proposal form, especially making sure that program totals are correct if adding/deleting course credits. If new copy, indicate where it should go in the catalog. If making related proposals a single catalog copy that includes all is acceptable. Send as a separate file along with this form. |

B. [NEW OR REVISED COURSES](#delete_if)  **DO NOT use highlight. Delete this whole page if the proposal does not include a new or revised course.**

|  | Old ([for revisions only](#Revisions))Only include information that is being revised, otherwise leave blank (delete provided examples that do not apply) | NewExamples are provided for guidance, delete the ones that do not apply |
| --- | --- | --- |
| B.1. [Course prefix and number](#cours_title)  | **COMM 335** |  |
| B.2. Cross listing number if any |  |  |
| B.3. [Course title](#title)  | **Advertising Research** | **Research for Public Relations and Advertising** |
| B.4. [Course description](#description)  | Students explore the processes of acquisition, evaluation, and analysis of information needed for advertising planning. Secondary and primary research for advertising is introduced. | Students explore the processes of acquisition, evaluation, and analysis of information needed for PR and advertising planning. Secondary and primary research for PR and advertising is introduced. |
| B.5. [Prerequisite(s)](#prereqs) | **COMM 334** | **COMM 301 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.12.[Categories](#required) |  |  |
| B.13. Is this an Honors course? | **NO** | **NO** |
| B.14. [General Education](#ge)N.B. Connections must include at least 50% Standard Classroom instruction. | **NO**  | **NO**  |
| B.15. [How will student performance be evaluated?](#performance) |  |  |
| B.16. [Redundancy statement](#competing) |  |  |
| B. 17. Other changes, if any |  |

| B.18**.** [**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)**?** |
| --- | --- | --- |
|  |  |  |
|  |  | Click Tab from here to add rows |

| B.19. [**Topical outline**](#outline)**: Do NOT insert whole syllabus, we just need a two-tier outline** |
| --- |
| 1. PR & Advertising, Planning & Research Overview
	1. Overview of PR & Advertising process
	2. Planning a campaign
	3. Research process overview
2. PR & Advertising Research
	1. The research process
	2. Planning industry specific research
3. Consumers, Stakeholders & Organizations
	1. MRI data
	2. Ad ethnography
	3. Issue Identification (organization)
	4. Stakeholder identification
4. Secondary Research
	1. Purpose of secondary
	2. Research resources
5. Qualitative Research
	1. Focus Groups
6. Quantitative Research I
	1. Measurement Scales
	2. Sampling
7. Quantitative Research II
	1. Survey Question Development
8. Applied Research (project)
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## 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 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 and a printed or electronic signature copy of this form to the current Chair of UCC. Check UCC website for due dates.

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

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| Dr. Anthony Galvez | Chair of Dept. of Communication |  |  |
| Dr. Earl Simson | Dean of Faculty of Arts & Sciences |  | Tab to add rows |

##### D.2. [Acknowledgements](#acknowledge): REQUIRED from OTHER PROGRAMS/DEPARTMENTS 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