

Course Revision/Deletion Template

Steps to the approval process:

1. Complete the applicable template(s) and email them to the departmental or program curriculum committee chair.
2. The curriculum chair emails the proposal to the curriculum committee, then to the department/program faculty for a vote and finally to the department/program chair.
3. The department/program chair emails the proposal to curriculum-approval@iup.edu; this email will also serve as an electronic signature.
4. Curriculum committee staff will log the proposal, forward it to the appropriate dean's office(s) for review within 14 days and post it on the X Drive for review by all IUP faculty and administrators. Following the dean's review the proposal goes to the UWUCC/UWGC and the Senate.
5. Questions? Email curriculum-approval@iup.edu.

Contact Person:	B. Gail Wilson	Email Address:	bgwilson@iup.edu
Proposing Depart/Unit:	Communications Media	Phone:	7-3210

Course Revisions *(Check all that apply; fill out categories below as specified; i.e. if only changing a course title, only need to complete Category A information; if Category B need information in both A and B; For Category C, complete entire form):*

- Category A: Course Prefix/Number Change Course Title Change Course Deletion
- Category B: Catalog Description Change Modify Prerequisite(s)
- Category C: Add Dual Level Add Liberal Studies *(Complete Template C)* Change in Class/Lab Hours
- Add Distance Education *(Complete Template E)* Add/Revise TECC *(Complete Template D)* Course Revision
- Credit Hour Change Other - Click here to enter text.

Current Course Information		Proposed Changes	
Category A <i>(if not changed leave blank)</i>			
Current Prefix	COMM	Proposed Prefix	Click here to enter text.
Current Number	401	Proposed Number	Click here to enter text.
Current Course Title	Promotion for Radio, Television and Cable	Proposed Course Title	Click here to enter text.
Prerequisite(s)	Click here to enter text.	Proposed Prerequisite(s)	Click here to enter text.
Category B <i>(if not changed leave blank)</i>			
Current Catalog Description	Designed to teach students the promotion processes used by promotion directors at radio	Proposed Catalog Description	Designed to teach students the promotion processes used by promotion directors at

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	stations, television stations and cable outlets. Emphasis is placed on understanding the purpose and application of demographic and psychographic targeting of the television, radio, and cable audiences. Students are involved in a project to effectively promote IUP's on-campus radio and/or television station. Helps students understand how to build audiences in the competitive television, radio, and cable environments.		radio stations, television stations and cable outlets. Emphasis is placed on understanding the purpose and application of demographic and psychographic targeting of the television, radio, and cable audiences. Helps students understand how to build audiences in the competitive television, radio, and cable environments.
Category C <i>(if not changed leave blank)</i>			
Current Course (Student Learning) Outcomes	At the conclusion of this course students will be able to: 1) Define and understand the terms, concepts and theories of broadcast and TV, Radio, and Cable promotion 2) Describe and understand the role, responsibilities and skills expected of a promotion director at a radio or television station 3) Evaluate promotional strategies used by radio and television stations 4) Apply the strategies learned to creating, planning and executing a promotional event for IUP's on-campus radio and/or television station 5) Evaluate the promotional radio or television event planned by their team	Proposed Course (Student Learning) Outcomes	At the conclusion of this course students will be able to: 1. Define and understand the terms, concepts and theories of broadcast and TV, Radio, and Cable promotion 2. Describe and understand the role, responsibilities and skills expected of a promotion director at a radio or television station 3. Evaluate promotional strategies used by radio and television stations 4. Write promotional announcements for radio, television and electronic media 5. Evaluate promotional strategies used by radio and television stations 6. Apply the strategies learned to event media planning and promotion. 7. Evaluate class promotional events
Brief Course Outline <i>(it is acceptable to copy this from the old syllabus)</i>	Week #1 (3 hours) <ul style="list-style-type: none"> • Discussion of course requirements • The Scope of TV, Radio, and Cable Promotions 	Brief Course Outline <i>(Give sufficient detail to communicate the content to faculty across campus. It is not necessary to include specific readings, calendar, or assignments.)</i>	Week #1 (3 hours each week) Introduction of course requirements Understanding Media and Audiences Week #2

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	<p>Week #2 (3 hours)</p> <ul style="list-style-type: none"> • The role of the TV, Radio, and Cable promotion director • TV, Radio, and Cable Promotions Opportunity Analysis • Establishing TV, Radio, and Cable Promotions Goals and Objectives <p>Week #3 (3 hours)</p> <ul style="list-style-type: none"> • Team assignments made and team project discussed • Understanding TV, Radio, and Cable Audiences <p>Week #4 (3 hours)</p> <ul style="list-style-type: none"> • TV, Radio, and Cable Audience Promotion • On-air and Off-air Promotions <p>Week #5 (3 hours)</p> <ul style="list-style-type: none"> • Writing radio/television promotional announcements • Understanding TV, Radio, and Cable audience research and ratings <p>Week #6 (3 hours)</p> <ul style="list-style-type: none"> • Local Radio Promotion • Network Television Promotion • News Programming Promotion <p>Week #7 (3 hours)</p> <ul style="list-style-type: none"> • Syndicated Television Series Promotion • Integrating the Web and Web sites in station promotions 		<p>On-air and Off-air Media Promotion Scope and Goals of Media Promotion</p> <p>Week #3 Audience Analysis Writing on-air promotion Writing radio promos</p> <p>Week #4 Marketing Radio Understanding Radio Programming Role of Radio Promotions Staff</p> <p>Week #5 Radio Event Promotion Setting Promotion Goals Discussion and Quiz #1 on Media Promotion Articles</p> <p>Week #6 Mid-Term Exam Local Television Promotion Local Television Programming</p> <p>Week #7 Writing Television Promos Television Scripts and Production Terms</p> <p>Week #8 Local Television Management Local News Promotion Television event planning and promotion</p> <p>Week #9 Creative Services and Promotion Production Television promotion staff duties Promotion for Public Broadcasting</p> <p>Week #10 Network Television Promotion</p>
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	<p>Week #8 (3 hours)</p> <ul style="list-style-type: none"> • Mid-Term review • Mid-Term Test • Promotion in Public Broadcasting 		<p>Syndicated Television Promotion Discussion and Quiz #2 on Media Promotion Articles</p>
	<p>Week #9 (3 hours)</p> <ul style="list-style-type: none"> • Consumer promotions • Point of Purchase and Product integration <p>Week #10 (3 hours)</p> <ul style="list-style-type: none"> • Motivating TV, Radio, and Cable Audiences • Public Service and community involvement as TV, Radio, and Cable promotions <p>Week #11 (3 hours)</p> <ul style="list-style-type: none"> • Cable Promotion • Selecting and Buying TV, Radio, and Cable Media <p>Week #12 (3 hours)</p> <ul style="list-style-type: none"> • Regulation and Ethics of TV, Radio, and Cable • Evaluation of TV, Radio, and Cable Promotions <p>Week #13 (3 hours)</p> <ul style="list-style-type: none"> • In-class presentations and evaluation of radio or television team projects <p>Week #14 (3 hours)</p>		<p>Week #11 Cable Marketing and Promotion Cable Networks, Systems, Operators</p> <p>Week #12 Audience Measurement and Ratings Role of Audience Research in Promotion Regulation and Ethics in Promotion</p> <p>Week #13 New Media and Promotion Social Media and Online Promotion In-class Presentations of Promotion Event Planning</p> <p>Week #14 Promotion of Media on a Global Scale Promotion Management Promotion Jobs and Job Searching</p> <p>Final Exam as scheduled</p>

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	<ul style="list-style-type: none"> • In-class presentations and evaluation of radio or television team projects • Final exam review <p>Final Examination as scheduled</p>		
Rationale for Proposed Changes (All Categories)			
<p>Why is the course being revised/deleted:</p>	<p>COMM 401 is being revised to eliminate specific references to planning promotion events for our campus radio and televisions stations. While these events for these organizations can still be included in course content, this specification in the course description and objectives is too restrictive and doesn't provide for opportunities to work with external media outlets for event planning. This narrow definition also inhibits the ability to offer this course through distance education. The requirement to "execute" the promotion event has also been removed to provide for additional flexibility in the course plan. While individual instructors might still include this requirement, it has become increasing difficult to solicit the cooperation needed to secure venues for on-campus events in this course. This revision also includes attention to the use of new media, specifically social media, for promotion purpose.</p>		
<p>Implication of the Change on:</p> <ul style="list-style-type: none"> - Program - Other programs - Students 	<p>This revision will not impact current courses or programs.</p>		
<p>For Dual Listed Courses</p>	<p><i>List additional learning objectives for the higher-level course</i> Click here to enter text.</p>		
For Dean's Review			
<ul style="list-style-type: none"> • Are resources available/sufficient for this course? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> NA • Is the proposal congruent with college mission? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> NA • Has the proposer attempted to resolve potential conflicts with other academic units? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> NA 			
<p>Comments: Click here to enter text.</p>			