Program Change Request

Date Submitted: 10/24/18 9:20 am

Viewing: CERT-SMDI : Social Media - Certificate

Last approved: 04/02/18 4:06 pm

Last edit: 11/08/18 7:53 pm

Changes proposed by: n-street

Catalog Pages Using this Program

| Social Media - Certificate |

Contact(s)

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Nancy Street</td>
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<td>979-862-6968</td>
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</tbody>
</table>

Academic level: Undergraduate
Effective Term: 2019-2020
Department: Communication
College: Liberal Arts
Program type: Certificate
Associated Program: Not Applicable
With a certificate in: Social Media

Catalog Program Title
Social Media - Certificate

CIP and Fund code: 09010001

Rationale for Proposal

Routine curriculum review. We are rearranging courses in the table. Social media was once the plaything of teenagers, a means of entertainment, and employed solely for leisure activities. As commercial, non-profit, political, religious, and social entities began to use social for profit and influence, these same digital natives were employed to manage it. Social media, however, is now ubiquitous. People from all walks of life use social media. These commercial and social entities need well-qualified social media users to take on the massive field of social media production, curation, management, response and analytics. The Department of Communication Certificate in Social Media aims to prepare Communication majors and Telecommunication Media Studies majors to take up these roles in the social media-literate workforce.

Program hours: 15
Is this program eligible for financial aid?: Yes

Will program hours change (increase/decrease) due to the proposed curriculum changes?: No

Certificate type: Major-dependent
Program delivery mode: On-campus

In Workflow
1. COMM Department Head UG
2. Curricular Services Review
3. LA Committee Preparer UG
4. LA Committee Chair UG
5. LA College Dean UG
6. UCC Preparer
7. UCC Chair
8. Faculty Senate Preparer
9. Provost II
10. President
11. Curricular Services

Approval Path
1. 10/08/18 8:15 am
Kevin Barge (kbarge): Approved for COMM Department Head
2. 10/10/18 4:19 pm
Angel Mario Carrizales (carri1214): Rollback to Initiator
3. 10/24/18 9:30 am
Kevin Barge (kbarge): Approved for COMM Department Head UG
4. 10/26/18 3:09 pm
Angel Mario Carrizales (carri1214): Approved for Curricular Services Review
5. 10/26/18 3:26 pm
Steve Oberhelman (s-oberhelman): Approved for LA Committee Preparer UG
6. 11/20/18 8:33 am
Steve Oberhelman (s-oberhelman): Approved for LA Committee Chair UG
7. 11/20/18 8:39 am
Steve Oberhelman (s-oberhelman): Approved for LA College Dean UG
8. 11/20/18 9:11 am
Sandra Williams (sandra-williams): Approved for UCC Preparer
9. 12/10/18 10:34 am
Terra Bisse (t.bisse): Approved for UCC Chair
New course proposed: COMM 260-Introduction to Sport COMM is listed as an option.

Required Proposal Forms
- Certificate_Programs_Form for Cert in Social Media.docx
- Certificate in Social Media Misc Request.pdf
- 012218PresidentApprovalMemo.pdf
- Updates to Social Media Certificate.pdf

Reviewer Comments
- Angel Mario Carrizales (carri1214) (10/10/18 4:19 pm): Rollback: Please addressed the following. 1) COMM 460 is crossed out in the evaluation however it is referenced in the text below the course list. 2) COMM 330 is listed as an elective course in the Catalog; however, it is not in the evaluation as an elective.
- Angel Mario Carrizales (carri1214) (10/26/18 3:09 pm): Initial concerns addressed.
- Terra Bissett (t.bisset) (12/10/18 10:34 am): UCC approved December 2018.
Detail Requirements

Information for Degree Evaluation
This is NOT an official evaluation.

Print Instructions

Program Evaluation

Limitation No more than 50% of courses required for the degree plan can be taken as Distance Education Courses for non-distance degree programs.

Program: Cert-Social Media
Campus: College Station
College: Liberal Arts
Degree: UG Certificate
Level: Undergraduate
Majors: Social Media
Departments: Communication

Catalog Term: Fall 2018 - College Station
Evaluation Term: Fall 2018 - College Station
Expected Graduation Date: 1 Oct 24, 2018

Request Number: 1
Results as of: Oct 24, 2018
Minors:
Concentrations:

Met Credits Courses
Total Required: No 15.000 0.000 0
Program GPA: Yes .00 .00
Overall GPA: No 2.00 0.00

Other Course Information
Transfer: 0.000 0

This is NOT an official evaluation.

Area Certificate Coursework (15.000 credits) - Not Met:

Met Condition Rule Subject Attribute Low High Required Required Term Subject Course Title Attribute Credits Grade Source

No A. COMM 275 3hrs
No AND B. COMM 330 3hrs
No AND B. COMM 476 3hrs
No AND B. Electives 6hrs


Total Credits and GPA 0.000 .00

unofficial evaluation

Back to Display Options

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