Program Change Request

New Program Proposal

Date Submitted: 11/15/17 1:31 pm

Viewing: CERT-SMDI : Social Media - Certificate

Last edit: 11/20/17 2:23 pm
Changes proposed by: n-street

<table>
<thead>
<tr>
<th>Name</th>
<th>E-mail</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Nancy Street</td>
<td><a href="mailto:n-street@tamu.edu">n-street@tamu.edu</a></td>
<td>979-862-6968</td>
</tr>
</tbody>
</table>

Academic level: Undergraduate
Effective Term: 2018-2019
Department: Communication
College: Liberal Arts
Program type: Certificate
With a certificate in: Social Media

Catalog Program Title: Social Media - Certificate
CIP and Fund code: 09010001

Rationale for Proposal
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
Certificate type: Major-dependent
Program delivery mode: On-campus

Catalog Program Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Semester Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 275</td>
<td>Introduction to Social Media</td>
<td>3</td>
</tr>
</tbody>
</table>

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

Approval Path
1. 11/15/17 1:38 pm
   Kevin Barge (kbarge): Approved for COMM Department Head
2. 11/16/17 1:14 pm
   Angel Mario carriazes [carri124]: Approved for Curricular Services Review
3. 11/16/17 1:25 pm
   Penny Boice (pboice): Approved for LA Committee Preparer UG
4. 11/20/17 2:27 pm
   Steve Oberhelman (s-oberhelman): Approved for LA Committee Chair UG
5. 11/20/17 8:07 pm
   Steve Oberhelman (s-oberhelman): Approved for LA College Dean UG
6. 11/21/17 11:04 am
   Deena McConnell [djm]: Approved for Provost
7. 11/21/17 1:37 pm
   Sandra Williams [sandra-williams]: Approved for UCC Preparer
8. 12/05/17 11:30 am
   Sandra Williams [sandra-williams]: Approved for UCC Chair
<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Semester Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 330</td>
<td>Technology and Human Communication</td>
<td>3</td>
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<tr>
<td>COMM 476</td>
<td>Advanced Social Media</td>
<td>3</td>
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<tr>
<td>Select two of the following:</td>
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<tr>
<td>COMM 230/JO 230</td>
<td>Communication Technology Skills</td>
<td></td>
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<tr>
<td>COMM 307/JO 301</td>
<td>Mass Communication, Law, and Society</td>
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<tr>
<td>COMM 323</td>
<td>Strategic Communication</td>
<td></td>
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<tr>
<td>COMM 375</td>
<td>Media Audiences</td>
<td></td>
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<td>COMM 407/WGST 407</td>
<td>Women, Minorities and the Mass Media</td>
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<tr>
<td>COMM 438</td>
<td>Propaganda</td>
<td></td>
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<tr>
<td>COMM 460</td>
<td>Communication and Contemporary Issues</td>
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Total Semester Credit Hours: 15

Must also provide documentation of Hoot-Suite certification

Additional information

Required Proposal: Certificate, Programs, Form for Cert in Social Media.docx
Certificate in Social Media Misc Request.pdf

Reviewer Comments:
- Angel Mario Carrizales (carri1214) [11/15/17 4:29 pm]: Edits made to conform to catalog style guidelines
- Angel Mario Carrizales (carri1214) [11/16/17 1:07 pm]: The "Must also provide documentation of Hoot-Suite certification" statement will be treated as a Non-Course program requirement on the degree evaluation.
- Mike Stephenson (mstephenson) [11/21/17 9:02 am]: Certificate is major dependent and restricted to COMM and TCMS. No assessment plan required. No SACSCOC notification needed.
- Sandra Williams (sandra-williams) [12/05/17 11:30 am]: UCC approved in December.

Program Reviewer Comments:
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Key: RRA