

Eastern Illinois University
New/Revised Course Proposal Format
(Approved by CAA on 4/3/14 and CGS on 4/15/14, Effective Fall 2014)

Banner/Catalog Information (Coversheet)

1. ☐ New Course or ☒ Revision of Existing Course
2. Course prefix and number: CMN 5160
3. Short title: Seminar in Mass Media
4. Long title: Seminar in Mass Media
5. Hours per week: 3 Class 0 Lab 3 Credit
6. Terms: ☐ Fall ☐ Spring ☐ Summer ☒ On demand
7. Initial term: ☒ Fall ☐ Spring ☐ Summer Year: 2022
8. Catalog course description: This seminar course offers a theoretical study of aspects of Mass Communication where electronic or digital media are emphasized. Topics will vary from semester to semester, allowing students the opportunity to study topics of special interest and/or timeliness. This seminar course can be repeated once with a change in course content.
9. Course attributes:
General education component: N/A
☐ Cultural diversity ☐ Honors ☐ Writing centered ☐ Writing intensive ☐ Writing active
10. Instructional delivery
Type of Course:
☒ Lecture ☐ Lab ☐ Lecture/lab combined ☐ Independent study/research
☐ Internship ☐ Performance ☐ Practicum/clinical ☐ Other, specify: _____
Mode(s) of Delivery:
☒ Face to Face ☒ Online ☐ Study Abroad
☐ Hybrid, specify approximate amount of on-line and face-to-face instruction _____
11. Course(s) to be deleted from the catalog once this course is approved. N/A
12. Equivalent course(s): None
 - a. Are students allowed to take equivalent course(s) for credit? ☐ Yes ☐ No
13. Prerequisite(s): None
 - a. Can prerequisite be taken concurrently? ☐ Yes ☐ No
 - b. Minimum grade required for the prerequisite course(s)?

c. Use Banner coding to enforce prerequisite course(s)? ☐ Yes ☐ No

d. Who may waive prerequisite(s)?

☐ No one ☐ Chair ☐ Instructor ☐ Advisor ☐ Other (specify)

14. Co-requisite(s): ☐ None _____

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which may take the course: ☐ Graduate students _____

b. Degrees, colleges, majors, levels, classes which may not take the course: ☐ Undergraduates _____

16. Repeat status: ☐ May not be repeated ☒ May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: ☐ 6 _____

18. Grading methods: ☒ Standard ☐ CR/NC ☐ Audit ☐ ABC/NC

19. Special grading provisions:

☐ Grade for course will not count in a student's grade point average.

☐ Grade for course will not count in hours toward graduation.

☐ Grade for course will be removed from GPA if student already has credit for or is registered in: _____

☐ Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: _____

20. Additional costs to students:

Supplemental Materials or Software ☐ None _____

Course Fee ☒ No ☐ Yes, Explain if yes _____

21. Community college transfer:

☐ A community college course may be judged equivalent.

☒ A community college may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the content is judged to be equivalent.

Rationale, Justifications, and Assurances (Part I)

1. ☐ Course is required for the major(s) of _____
☐ Course is required for the minor(s) of _____
☐ Course is required for the certificate program(s) of _____
☒ Course is used as an elective

2. Rationale for proposal: This course proposal has not been revised in well over a decade. This revision updates the proposal to bring it in line with how the course is currently being taught. The catalog description and course objectives have been updated.

3. Justifications for (answer N/A if not applicable)

Similarity to other courses: N/A

Prerequisites: N/A

Co-requisites: N/A

Enrollment restrictions: This course is designed to provide advanced in-depth examination of theory and concepts suitable for students who are engaging in research at the graduate level.

Writing active, intensive, centered: N/A

4. General education assurances (answer N/A if not applicable)

General education component: N/A

Curriculum: N/A

Instruction: N/A

Assessment: N/A

5. Online/Hybrid delivery justification & assurances (answer N/A if not applicable)

Online or hybrid delivery justification: Although the course will primarily be offered face-to-face, it may be offered online from time to time for the Communication and Leadership degree, and the Graduate Certificate in Communication Processes. These two areas are growing exponentially, and online options are needed for these students.

Instruction: All resources and activities will be available through the university learning management system. The system provides students with 24-hour online access to all course files, syllabus, PowerPoint files, media content, assignments, group activities, and discussion. Faculty assigned to teach the course will have completed OCDi training, or the equivalent.

Integrity: Several mechanisms will be in place to ensure the integrity of the course. Any exams or quizzes will be administered through the learning management system and must be completed within a pre-determined time limit. Written assignments will be processed through anti-plagiarism software (such as Turnitin). Discussion boards will be monitored for accurate and original content.

Interaction: The learning management system will be the required means to facilitate interaction between students, and between students and instructor. Discussion boards will be

used extensively, as will video and/or audio PowerPoint presentations. Students will also facilitate using widely available interactive technology. While primarily asynchronous, faculty may choose to schedule synchronous meetings using the learning management system or equivalent.

Model Syllabus (Part II)

Please include the following information:

- 1. Course number and title:** CMN 5160: Seminar in Mass Media. 3 credit hours.
- 2. Catalog description:** This seminar course offers a theoretical study of aspects of Mass Communication where electronic or digital media are emphasized. Topics will vary from semester to semester, allowing students the opportunity to study topics of special interest and/or timeliness. This seminar course can be repeated once with a change in course content.
- 3. Learning objectives:**
Upon completion of this course, students will be able to:
 1. Identify the symbolic elements of messaging through various media channels (GLG: 1, 2)
 2. Deconstruct meanings through the textual and audience perspectives (GLG 2, 4)
 3. Analyze a variety of influence strategies, techniques, and theories (GLG 1-5)
 4. Apply the mass communication theories to a fictional campaign (GLG 1-5)
- 4. Course materials:** Weekly readings will be posted on the university's online learning management system.

*****The following assumes a sample seminar course which examines the theory behind persuasive, promotional, and commercial messaging from a variety of media channels.**

5. Weekly outline of content:

Week 1: Outcomes & Variables of Media Messages: Introducing the structures
Week 2: Dependent Variables: Outcomes & Media Effects
Week 3: Intervening Variables: Audience Positions, Brand Reputation, & Medium
Week 4: Independent Variables: Media Message Elements
Week 5: Theories of Media Persuasion
Week 6: Theory 1: Framing
Week 7: Theory 2: Elaboration Likelihood Model
Week 8: Theory 3: Social Judgment Theory
Week 9: Theory 4: Input-Output
Week 11: Theory 5: Messaging Techniques and Strategies
Week 12: Applying Persuasive Theories through Media
Week 13: Application: Objective, Process & Assessment
Week 14: Application: Objective & Research Brand Audit
Week 15: Earned & Purchased Media
Week 16: Final exam week: project presentations

6. Assignments and evaluation, including weights for final course grade:

Discussion Leader and weekly discussion participation	30%
Response Paper	15%
Application Paper	20%

7. Grading scale:

Letter grades will be assigned based on the following scale:

A = 100 – 90%

B = below 90 – 80%

C = below 80 - 70%

D = below 70 - 60%

F = below 60%

8. Correlation of learning objectives to assignments and evaluation:

Course objectives	Discussion Leader & participation 30%	Response Paper 15%	Application Paper 20%	Final Paper & Presentation 35%
Identify the symbolic elements of messaging through various media channels (GLG: 1, 2)	X	X	X	X
Deconstruct meanings through the textual and audience perspectives (GLG 2, 4)	X	X	X	X
Analyze a variety of influence strategies, techniques, and theories (GLG 1-5)		X	X	X
Apply the mass communication theories to a fictional campaign (GLG 1-5)		X	X	X

Date approved by the department or school: February 9, 2022

Date approved by the college curriculum committee: March 2, 2022

Date approved by the Honors Council (*if this is an honors course*):

Date approved by CAA: CGS: