

UNIVERSITY OF KENTUCKY
APPLICATION FOR CHANGE IN EXISTING COURSE: MAJOR & MINOR

Submitted by College of Communications & Information Studies Date _____

Department/Division offering course School of Journalism & Telecommunications

2. Changes proposed:

(a) Present prefix & number ISC 491 Proposed prefix & number No Change

(b) Present Title Integrated Strategic Communications Campaigns

New Title No Change

(c) If course title is changed and exceeds 24 characters (including spaces), include a sensible title (not to exceed 24 characters) for use on transcripts:

(d) Present credits: 2 Proposed credits: 3

(e) Current lecture: laboratory ratio 1:2 Proposed: 2:2

(f) Effective Date of Change: (Semester & Year) Fall 2004

3. To be Cross-listed as:

Prefix and Number

Signature: Department Chair

4. Proposed change in Bulletin description:

(a) Present description (including prerequisite(s)):

An advanced course which enables students to unify strategic and tactical abilities developed in their research, creative, account management/media, public relations and/or direct response courses. The format for this synthesis requires students to establish strategy, develop, execute and present a multimedia integrated campaign. Student teams compete for client approval on national, regional, or local accounts. Lecture, one hour; laboratory, two hours per week. Prereq: Completion of Major Path.

(b) New description:

An advanced course which enables students to unify strategic and tactical abilities developed in their research, creative, account management, public relations and/or direct response courses. The format for this synthesis requires students to establish strategy, develop, execute and present a multimedia integrated campaign. Student teams compete for client approval on national, regional, or local accounts. Lecture, two hours; laboratory, two hours per week. Prereq: Completion of Major Path.

(c) Prerequisite(s) for course as changed: _____

5. What has prompted this proposal?

When the ISC program was introduced, accreditation guidelines (Accrediting Council on Education In Journalism & Mass Communication/ACEJMC) limited students to no more than 30 credit-hours within the School. This course was originally set at 2-credits to help meet accreditation requirements. ACEJMC has now raised the within-School limit to 40 credits. Moving ISC 491 to 3-credits more accurately reflects the demands of the course content and the volume of student work.

6. If there are to be significant changes in the content or teaching objectives of this course, indicate changes:

7. What other departments could be affected by the proposed change?

None

8. Is this course applicable to the requirements for at least one degree or certificate at the University of Kentucky? Yes No

9. Will changing this course change the degree requirements in one or more programs? Yes No

If yes, please attach an explanation of the change.*

10. Is this course currently included in the University Studies Program? Yes No

If yes, please attach correspondence indicating concurrence of the University Studies Committee.

11. If the course is a 100-200 level course, please submit evidence (e.g., correspondence) that the Community College System has been consulted.

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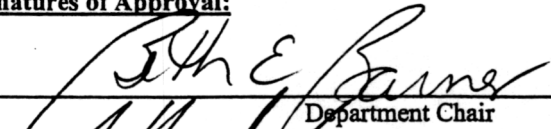
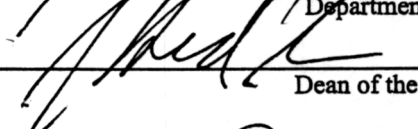
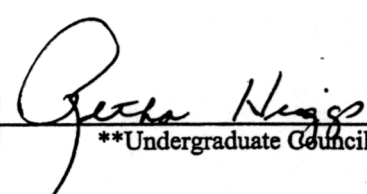
12. Is this a minor change? Yes No

(NOTE: See the description on this form of what constitutes a minor change. Minor changes are sent directly from the Dean of the College to the Chair of the Senate Council. If the latter deems the change not to be minor, it will be sent to the appropriate Council for normal processing.)

13. Within the Department, who should be consulted for further information on the proposed course change?

Name: Scott Whitlow Phone Extension: 7-1619

Signatures of Approval:

 Department Chair	1/6/04 Date
 Dean of the College	1/6/04 Date
 **Undergraduate Council	12/8/03 Date of Notice to the Faculty
**Graduate Council	3/9/04 Date
**Academic Council for the Medical Center	Date
**Senate Council	Date of Notice to University Senate

**If applicable, as provided by the Rules of the University Senate.

ACTION OTHER THAN APPROVAL

The Minor Change route for courses is provided as a mechanism to make changes in existing courses and is limited to one or more of the following:

- a. change in number within the same hundred series;
- b. editorial change in description which does not imply change in content or emphasis;
- c. editorial change in title which does not imply change in content or emphasis;
- d. change in prerequisite which does not imply change in content or emphasis;
- e. cross-listing of courses under conditions set forth in item 3.0;
- f. correction of typographical errors. [University Senate Rules, Section III - 3.1]