



Course Addition

Originator: Eric Young

Department: Communication

Replacement Course ID:

- 1. Course Title: **New Social Media** Prefix & Num. **COMM 3480**
- 2. Pre-requisite(s): \_\_\_\_\_ Co-requisite(s): \_\_\_\_\_ Instructor permission required: **No**  
 Class Hours/Week: \*LEC: **3.00** \*LBC w/cr: **0.00** \*LNC w/no cr: **0.00** Credits: **3.00**  
 Clinical: **0.00** Practicum: **0.00** Independent Study: **0.00**
- 3. Semester to be Implemented: **Fall, 2010** Day  Extended Day  Grade type **Regular**
- 4. Cost Code: \_\_\_\_\_ Lab Fee: **\$0.00** Additional Fees: **\$0.00** Potential WLF: ~~0.00~~ **3.33**  
 Explanation of Fees: \_\_\_\_\_
- 5. Is this course designed for a specific group? **Yes** Who? **Majors in Mass Comm**
- 6. Catalog Description:  Now in Print, or  Proposed Below:  
**This intermediate course is designed for majors in the New Media track interested in how and why new social media works. Curriculum focuses on monitoring personal social media usage, gathering data, analyzing innovations and platforms and their uses in networking, marketing and disseminating information. Students will document their experiences and discoveries via personal blogs.**
- 7. Course justification (attach sheets if needed):  
**Social media <sup>has</sup> evolved beyond expectations to a level that both requires and deserves analysis. It is a catalyst for the paradigm shift in marketing and the coming demise of display and insert advertising. Mass Media graduates in New Media must be competent in recognizing social media impacts in marketing and communication, competent with fundamental social media technology and aware of its increasing applications.**
- 8. Are library resources adequate to support this change? **No** If not, how are those resources to be acquired? **Via Internet**
- 9. Are technical and other resources available? **Yes** If not, how are those resources to be acquired?
- 10. Relationship to the curriculum: Would the course fill a G.E. requirement? **No** If yes, which G.E. area? \_\_\_\_\_ If it does not fill a G.E. requirement, would the course offer elective credit? **Yes**
- 11. Transferability of the course: List comparable courses at other colleges and universities:

G.E.	Elective	Course Title	Credits	Prefix & Num.	Institution
	<input checked="" type="checkbox"/>	Living the eLife		COMM 3645	U of U
					DSC
					DSC

Approval Signatures:

Department Chair: 

Date: 3/18/10

Associate Dean/Dean: Joe Bennett

Date: 3/18/10

Curriculum Chair: \_\_\_\_\_

Date: \_\_\_\_\_

Academic VP: \_\_\_\_\_

Date: \_\_\_\_\_