Section 1. Course Title and Description

Prefix & No. | Course Title | Credits
---|---|---
MMC 760 | Social Marketing for Health and Behavioral Change | 3

Course Description: This course is designed to give students a thorough orientation to marketing for the public good and its application to a range of problems in health contexts. Students will acquire practical skills in the design, implementation, and evaluation of health intervention initiatives that use social marketing.

Section 2. Review of Course

Will this be a common or unique course? (select the appropriate option below)

X This course will be a unique course. (Go to Section 3.)

Section 3. Other Course Information

1. Are there instructional staffing impacts? No

X No, schedule management. Explain: Schedule management will be handled by course rotation within existing faculty course assignments.

2. Existing program in which course will be offered: Offered in proposed new Master of Mass Communication Degree

3. Proposed instructional method: 015 Provide a brief justification: This course is offered in the online professional master program in the Department of Journalism and Mass Communication

4. Proposed primary delivery: E Seminar

5. Term in which change will be effective: Fall 2012

6. Can this course be repeated for additional credit? Yes, total credit limit: X No.

7. Will the grade for this course be limited to S/U (pass/fail)? Yes X No

8. Will section enrollments be capped? Yes, maximum per section 15

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9. Will this course be equated (i.e. considered the same course for degree completion) with any other unique or common course in the course database?  

   Yes  X  No

10. Is this prefix already approved for your university?  

   Yes  X  No

   If no, provide a brief justification: New graduate program paperwork is being submitted at this time. The prefix proposed for the new program is MPS.

Section 4. To be completed by Academic Affairs

1. University department code:  SJMC

2. Proposed CIP code:  090401

   Is this a new CIP code for this university?  

   Yes  X  No

NEW COURSE REQUEST
Supporting Justification for On-Campus Review

Jennifer Tiernan
Request Originator  Signature  Date

Mary Arnold
Department Chair  Signature  Date

Dennis Pappini
School/College Dean  Signature  Date

   1. Provide specific reasons for the proposal of this course and explain how the changes enhance the curriculum. This course will better fit the needs of students in the online professional master’s program.

   2. Note whether this course is:  

      Required  X  Elective

   3. In addition to the major/program in which this course is offered, what other majors/programs will be affected by this course? None.

   5. Desired section size  15

   6. Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s).

      Matthew Cecil, associate professor, Ph.D.

   7. Note whether adequate facilities are available and list any special equipment that will be needed for the course. Facilities are adequate, no special equipment is needed.

   8. Note whether adequate library and media support are available for the course.

      Yes, library resources are adequate and media support (D2L, distance education) are available.

   9. Will the new course duplicate courses currently being offered on this campus?  

      Yes  X  No

Course Form #5  Updated AAC 03/2007