

APPLICATION FOR NEW COURSE

1. Submitted by the College of Communication and Information Studies Date: 11-16-09

Department/Division proposing course: Integrated Strategic Communication

2. Proposed designation and Bulletin description of this course:

a. Prefix and Number ISC 471

b. Title* Event Planning

*If title is longer than 24 characters, offer a sensible title of 24 characters or less: _____

c. Courses must be described by at least one of the categories below. Include number of actual contact hours per week.

- CLINICAL COLLOQUIUM DISCUSSION LABORATORY LECTURE
- INDEPEND. STUDY PRACTICUM RECITATION RESEARCH RESIDENCY
- SEMINAR STUDIO OTHER – Please explain: _____

d. Please choose a grading system: Letter (A, B, C, etc.) Pass/Fail

e. Number of credit hours: 3

f. Is this course repeatable? YES NO If YES, maximum number of credit hours: _____

g. Course description:
This course will introduce students to special event planning processes and strategies. Emphasis is on creating, organizing, and managing both physical and virtual events. Topics will include research and planning, attracting sponsors and exhibitors, using integrated strategic communication to generate publicity and awareness, and evaluating event effectiveness toward reaching client objectives.

h. Prerequisite(s), if any:
Major status and senior standing

i. Will this course also be offered through Distance Learning? YES NO

If YES, please check one of the methods below that reflects how the majority of the course content will be delivered:

- Internet/Web-based
- Interactive video
- Extended campus

3. Supplementary teaching component: N/A or Community-Based Experience Service Learning Both

4. To be cross-listed as: NA MORTORIUM ON APPROVAL OF / NA
Prefix and Number printed name Cross-listing Department Chair signature

5. Requested effective date (term/year): Fall /2010

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6. Course to be offered (please check all that apply): Fall Spring Summer
7. Will the course be offered every year? YES NO
If NO, please explain: _____
8. Why is this course needed?
Event planning has developed as a key role within the integrated strategic communications profession. Because it is a specialized, detail-driven endeavor, event planning strategies and tactics cannot be properly addressed fully in the courses currently offered within the major. An event planning course has been offered as a special topics course for the past three years has had full enrollment (25) when offered during Fall or Spring semester.
9. a. By whom will the course be taught? Dr. Chike Anyaegbunam and other ISC faculty
- b. Are facilities for teaching the course now available? YES NO
If NO, what plans have been made for providing them?

10. What yearly enrollment may be reasonably anticipated?
25-50, depending on whether departmental resources allow it to be offered once or twice annually.
11. a. Will this course serve students primarily within the department? Yes No
- b. Will it be of interest to a significant number of students outside the department? YES NO
If YES, please explain.
12. Will the course serve as a University Studies Program course[†]? YES NO
If YES, under what Area? _____
- [†]AS OF SPRING 2007, THERE IS AMORTORIUM ON APPROVAL OF NEW COURSES FOR USP.
13. Check the category most applicable to this course:
- traditional – offered in corresponding departments at universities elsewhere
 - relatively new – now being widely established
 - not yet to be found in many (or any) other universities
14. Is this course applicable to the requirements for at least one degree or certificate at UK? Yes No
15. Is this course part of a proposed new program? YES NO
If YES, please name: _____
16. Will adding this course change the degree requirements for ANY program on campus? YES NO
If YES[‡], list below the programs that will require this course:

[‡]In order to change the program(s), a program change form(s) must also be submitted.

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17. The major teaching objectives of the proposed course, syllabus and/or reference list to be used are attached.
18. Check box if course is 400G or 500. If the course is 400G- or 500-level, you must include a syllabus showing differentiation for undergraduate and graduate students by (i) requiring additional assignments by the graduate students; and/or (ii) the establishment of different grading criteria in the course for graduate students. (See SR 3.1.4)

19. Within the department, who should be contacted for further information about the proposed new course?

Name: Alyssa Eckman Phone: 257-7914 Email: aeckman@uky.edu

20. Signatures to report approvals:

March 1, 2010
DATE of Approval by Department Faculty

Beth E. Barnes / Beth E. Barnes
printed name Reported by Department Chair signature

DATE of Approval by College Faculty

DAN O'HAIN / Dan O'Hain
printed name Reported by College Dean signature

3/7/2011
* DATE of Approval by Undergraduate Council

printed name Reported by Undergraduate Council Chair signature

* DATE of Approval by Graduate Council

printed name Reported by Graduate Council Chair signature

* DATE of Approval by Health Care Colleges Council (HCCC)

printed name Reported by Health Care Colleges Council Chair signature

* DATE of Approval by Senate Council

Reported by Office of the Senate Council

* DATE of Approval by University Senate

Reported by Office of the Senate Council

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