Document N: Course and Program Development:

IMPACT AND APPROVAL SIGNATURES

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

**SCHOOL:**
- LAW
- MSB
- CAS
- CPA

**CONTACT NAME:** Heather L. Pfeifer  
**PHONE:** x5292

**DEPARTMENT/DIVISION:** on behalf of Community Service & Civic Engagement  
**DATE PREPARED:** 4-22-13

**PROPOSED SEMESTER OF IMPLEMENTATION:**
- Fall
- Spring  
**YEAR:** 2014

**TYPE OF ACTION:**
- add (new)
- deactivate
- modify
- other

**LEVEL OF ACTION:**
- noncredit
- undergraduate
- graduate
- other

**ACTION BEING REQUESTED** (select one category, either Course Actions or Program Actions):

**COURSE ACTIONS**

1. Experimental Course
2. Course Title
3. Course Credits
4. Course Number
5. Course Level
6. Pre- and Co-Requisite
7. Course Description
8. New Course
9. Deactivate Course
10. Other

**PROGRAM ACTIONS**

10. Program Requirements
11a. Undergraduate Specialization (24 credits or fewer)
11b. Master's Specialization (12 credits or fewer)
11c. Doctoral Specialization (18 credits or fewer)
12. Minor (add or delete)
13. Closed Site Program
14. Program Suspension
15. Program Reactivation
16a. Certificate Program (UG/G) exclusively within existing degree program
16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
17. Off-Campus Delivery of Existing Programs
18a. Undergraduate Concentration (exceeds 24 credits)
18b. Master's Concentration (exceeds 12 credits)
18c. Doctoral Concentration (exceeds 18 credits)
19. Program Title Change
20. Program Termination
21. New Degree Program
22. Other

**ADDITIONAL DOCUMENTATION** (check all appropriate boxes of documents included; review the list of necessary documents and signatures):

- summary proposal (O)  
- course definition document (P)  
- full five-page MHEC proposal (Q)  
- financial tables (MHEC) (R)  
- other documents as may be required by MHEC/USM (S)  
- other (T)
**IMPACT REVIEW** (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Impacted Entity</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a. Library</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ no impact</td>
<td>☐ impact statement attached</td>
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<td><strong>b. OTS</strong></td>
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<td><strong>c. University Relations</strong></td>
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<td><strong>d. Admissions</strong></td>
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**APPROVAL SEQUENCE** (review the list of necessary signatures):

<table>
<thead>
<tr>
<th>Approval Level</th>
<th>Signature</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>A. Department/Division (Chair)</td>
<td>Laura A. Welzen</td>
<td>4/24/13</td>
</tr>
<tr>
<td>B. General Education (for No. 7, 8)</td>
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<tr>
<td>C. Final Faculty Review Body Within Each School (Chair)</td>
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<td>4/30/13</td>
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<tr>
<td>D. Dean</td>
<td></td>
<td>4/30/13</td>
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<tr>
<td>E. University Faculty Senate (Chair)</td>
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<td>F. University Council (Chair)</td>
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<tr>
<td>G. Provost and Senior Vice President for Academic Affairs</td>
<td>Beverly Schnell</td>
<td>8/20/13</td>
</tr>
<tr>
<td>H. President</td>
<td></td>
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<tr>
<td>I. Board of Regents (notification only)</td>
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<tr>
<td>J. Board of Regents (approval)</td>
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<tr>
<td>K. MHEC (notification only)</td>
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<td>L. MHEC (approval)</td>
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<td>M. Middle States Association notification</td>
<td>Required only if the University’s mission is changed by the action</td>
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1 University Council review (for recommendation to the president or back to the provost) shall be limited to curricular or academic policy issues that may potentially affect the University’s mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

Summer 2010
SCHOOL: LAW
CONTACT NAME: Heather L. Pfeifer
PHONE: x5292
DEPARTMENT/DIVISION: on behalf of Community Service & Civic Engagement
DATE PREPARED: 4-22-13
PROPOSED SEMESTER OF IMPLEMENTATION: fall
YEAR: 2014

PROPOSED SEMESTER OF IMPLEMENTATION: spring

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

- COURSE ACTIONS
- PROGRAM ACTIONS

Original Subject Code/Course Number: CSCE 315
Original Course Title: Community Organizations in a Digital World

Select one or multiple actions from one of the lists below (review the list of necessary documents and signatures):

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For changes to existing courses:

| OLD TITLE | SUBJECT CODE/COURSE NO. | CREDITS |
| NEW TITLE | SUBJECT CODE/COURSE NO. | CREDITS |
DESCRIBE THE REQUESTED COURSE/PROGRAM ACTION (additional pages may be attached if necessary):

Addition of new core course to the CSCE program

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

The CSCE program is currently undergoing a major program revision to help revitalize its degree to better attract new students to the program, as well as better prepare its existing students for the professional field. The proposed course is one of five new core courses being proposed. This course, "Community Organizations in a Digital World," will address the use of digital and online efforts of community organizations to build community leadership and civic engagement, and will teach students how to use these tools to provide more effective and efficient pathways for community organizations to communicate with stakeholders and the broader public and help them to reach their strategic goals.
1. DATE PREPARED
April 22, 2013

2. PREPARED BY
Heather L. Pfeifer

3. DEPARTMENT/DIVISION
On behalf of Community Service & Civic Engagement (CSCE)

4. COURSE NUMBER(S) with SUBJECT CODE(S)
CSCE 315

5. COURSE TITLE
Community Organizations in a Digital World

6. CREDIT HOURS
3 credits

7. CATALOG DESCRIPTION
Examines digital and online efforts of community organizations to build community leadership and civic engagement. Explores the ways in which information technologies have transformed and are transforming community organizations and how these technologies affect a range of social, political and economic issues from individual to organizational and societal levels. Focuses on how technological applications may provide more effective and efficient pathways for community organizations to communicate with their stakeholders and to reach their strategic goals, which include the use of social media.

8. PREREQUISITES
None

9. COURSE PURPOSE (how the course is to be used in the curriculum; e.g., required for the major, elective, etc.)
Core

10. GENERAL EDUCATION AREA (if applicable; e.g., social sciences, humanities, mathematics, etc.)
n/a

11. COURSE TYPE/COMPONENT (clinical, continuance, discussion, field studies, independent study, laboratory, lecture, practicum, research, seminar, supervision, thesis research, tutorial or workshop; this must match PeopleSoft 9.0 coding, so check with your dean's office if you are unsure of the correct entry)
Summer 2010
12. FACULTY QUALIFIED TO TEACH COURSE

Adjunct

13. CONTENT OUTLINE

- What is social marketing
- How to analyze the environment
- Research needs and resources for social marketing
- Identifying target audiences
- Developing strategies to reach target audiences
- Managing social marketing programs
- Ethics in social marketing

14. LEARNING GOALS

At the end of the course, students will be able to:

a) Describe the evolution of the role of digital communication within civic engagement and grassroots movements; and discuss its utility in fostering communication among stakeholders and the broader public

b) Identify specific policymakers and public members as target audiences within their organization

c) Reach the target audiences through the use of social media platforms (e.g., Facebook, Twitter, blogs, etc.)

d) Increase awareness among and mobilize target audiences

15. ASSESSMENT STRATEGIES

Term paper

Case study analyses (e.g., an organization's or grassroots movement use of social media to promote communication and awareness)

Project (e.g., design social media marketing plan)

16. SUGGESTED TEXT(S) and MATERIALS (e.g. textbooks, equipment, software, etc., that students must purchase)


17. SPECIAL GRADING OPTIONS (if applicable)

18. SUGGESTED CLASS SIZE

30

19. LAB FEES (if applicable)

Resources for Instructor (list of additional readings, exercises, resources):


http://isites.harvard.edu/icb/icb.do?keyword=k90285&pageid=icb.page535523