

Revised 05/08/2009

PROPOSAL SUMMARY AND ROUTING FORM


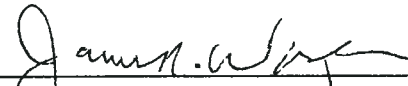
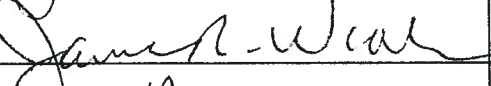

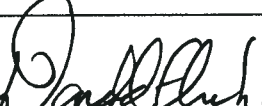
Proposal Title: ISIN 390 Special Topics: Virtual Worlds and Social Media

Initiating Unit or Individual: Barbara L. Ciaramitaro.

Contact Person's Name: Barbara L. Ciaramitaro e-mail: ciaramb@ferris.edu phone: 591-3199

Date or Term of Proposal Implementation: Spring 2010

- Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor**
- Group I - B – New minors or concentrations**
- Group II - A – Minor curriculum clean-up and course changes**
- Group II - B – New Course**
- Group III - Certificates**
- Group IV – Off-Campus Programs**

Group/Individual	Signature	Date	Vote/Action *
Program Faculty		11/17/09	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Faculty		11/17/09	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Head		11/17/09	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
College Curriculum Committee	N/A		<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Dean		11/18/09	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
University Curriculum Committee	N/A		<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Senate	N/A		<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Academic Affairs		11/24/09	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support

* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

To be completed by Academic Affairs		
_____	_____	_____
President (Date Approved)	Board of Trustees (Date Approved)	President's Council (Date Approved)

Proposal

ISIN 390 Special Topics: Virtual Worlds and Social Media

Spring Semester 2010

Rationale:

Students in the Information Security and Intelligence degree program (B.S. ISI) are required to complete a course covering Public Relations, currently satisfied by PREL 240 Public Relations, which focuses on exploring ways in which organizations can build positive relationships with their customers and other stakeholders. Virtual worlds and social media have become a prominent forum through which companies are striving to build and strengthen these relationships in today's environment. The growth of the use of virtual worlds and social media by companies, schools, military and governments has been exponential with no slowdown in sight.ⁱ In order to prepare our students to be more successful in their chosen professions, it is essential that they understand how to effectively use virtual world and social media technologies and tools to establish and maintain relationships with their customers, professional peers, and other audiences. Their success in using virtual worlds and social media also depends on clearly understanding the risks and challenges of these virtual environments including the very serious issues of law, privacy and information security. This proposed Special Topics course will address several topics that address traditional public relations topic such as examining effective virtual world and social media tools and techniques used in building and maintaining strong customer relationships. With its additional emphasis on challenges faced in the use of these forums in the areas of law, privacy and information security, this course will more directly prepare our ISI students in their chosen field of study. We propose to run the course once or twice as a special topics course, then to evaluate our future options, likely consisting of (a) incorporate Virtual Worlds and Social Media into the existing PREL 240 Public Relations course, (b) incorporate Virtual Worlds and Social Media into a different but existing course, or (c) develop a permanent but distinct course within the ISI program addressing Virtual Worlds and Social Media.

Notes:

Strong off-campus program growth and pending student graduations has created the need for a Public Relations course offering in Spring 2010. Current faculty loads and on-campus class requirements preclude offering the PREL 240 Public Relations class off-campus in Spring 2010. We propose to run ISIN 390 Virtual Worlds and Social Media Spring 2010 in an online delivery format, and we propose to approve course substitutions of ISIN 390 Virtual Worlds for PREL 240 for ISI students.

The ISI program does not currently have classes in the catalog for Special Topics or Special Studies. These courses are being processed for implementation in Fall 2010, but running the course under the ISIN heading will be necessary for Spring 2010.

Instructor:

Barbara L. Ciaramitaro, Ph.D. (CV attached)
Assistant Professor (tenure-track)
Department: AFIS
College: Business
Program emphasis: ISI and MISM

1. Proposal Summary

Students in the Information Security and Intelligence degree program (B.S. ISI) are required to complete a course covering Public Relations, currently satisfied by PREL 240 Public Relations, which focuses on exploring ways in which organizations can build positive relationships with their customers and other stakeholders. Virtual worlds and social media have become a prominent forum through which companies are striving to build and strengthen these relationships in today’s environment. The growth of the use of virtual worlds and social media by companies, schools, military and governments has been exponential with no slowdown in sight.ⁱⁱ In order to prepare our students to be more successful in their chosen professions, it is essential that they understand how to effectively use virtual world and social media technologies and tools to establish and maintain relationships with their customers, professional peers, and other audiences. Their success in using virtual worlds and social media also depends on clearly understanding the risks and challenges of these virtual environments including the very serious issues of law, privacy and information security. This proposed Special Topics course will address several topics that address traditional public relations topic such as examining effective virtual world and social media tools and techniques used in building and maintaining strong customer relationships. With its additional emphasis on challenges faced in the use of these forums in the areas of law, privacy and information security, this course will more directly prepare our ISI students in their chosen field of study. We propose to run the course once or twice as a special topics course, then to evaluate our future options, likely consisting of (a) incorporate Virtual Worlds and Social Media into the existing PREL 240 Public Relations course, (b) incorporate Virtual Worlds and Social Media into a different but existing course, or (c) develop a permanent but distinct course within the ISI program addressing Virtual Worlds and Social Media.

2. Summary of All Course Action Required*

a. Newly Created Courses to FSU:

Prefix	Number	Title
ISIN	390	Special Topics

b. Courses to be Deleted From FSU Catalog:

Prefix	Number	Title
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c. Existing Course(s) to be Modified:

Prefix	Number	Title
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d. Addition of existing FSU courses to program

Prefix	Number	Title
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e. Removal of existing FSU courses from program

Prefix	Number	Title
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3. Summary of All Consultations

N/A

4. Will External Accreditation be Sought? (For new programs or certificates only)

_____ Yes X No

If yes, name the organization involved with accreditation for this program.

5. Program Checksheets affected by this proposal.

N/A

NEW COURSE INFORMATION FORM

Course Identification:

Prefix:	Number	Title
ISIN	390	Special Topics: Virtual Worlds and Social Media

Course Description:

This course will present current knowledge on various aspects of the use of virtual worlds and social media by various domains including a discussion of the elements of virtual worlds and social media; current examples of virtual worlds and social medial tools in use by various businesses and other organizations; the potential economic gains of utilizing virtual worlds and social media; legal, security, privacy and technological issues; human factor issues in virtual worlds; and the future of virtual worlds and E-Commerce.

Course Outcomes and Assessment Plan:

- (1) Outcome: Understand and experience the elements of virtual worlds and social media.
Assessment: Independent assignments including hands-on exploration of virtual world and social media environments, and discussion questions.
- (2) Outcome: Construct a working knowledge of virtual world and social media tools and technologies.
Assessment: Independent assignments including hands-on exploration of virtual world and social media environments, and discussion questions.
- (3) Outcome: Understand the economic, social and human factors implications of virtual worlds and social media.
Assessment: Independent assignments and discussion questions.
- (4) Outcome: Develop a working knowledge of the goals of traditional public relation models, their underpinnings, implementations, and limitations
Assessment: Independent assignments and discussion questions.
- (5) Outcome: Develop a working knowledge of the use of virtual worlds and social media in establishing relationships with customers and other stakeholders.
Assessment: Independent assignments and discussion questions.
- (6) Outcome: Relate virtual world and social media tools and techniques to problems in the legal, privacy and information security domains.
Assessment: Independent assignments and discussion questions
- (7) Outcome: Develop an understanding of ethical issues related to the use of virtual worlds and social media.
Assessment: Individual Assignments and discussion questions.

Course Outline including Time Allocation:

Topic	Allocation
Goals of Traditional Public Relations Activities	10 % (5 hours)
An Introduction to Virtual Worlds and Social Media	15% (7.5 hours)
The Evolution of E-Commerce to V-Commerce	10% (5 hours)
Examination of the use of Virtual Worlds and Social Media by For Profit Companies	10% (5 hours)
Examination of the use of Virtual Worlds and Social Media by Health Care, Education, Government, and the Military Domains	10% (5 hours)
Human Factors and Virtual Worlds	10% (5 hours)
Economic Assessment of the Value of Virtual Worlds	10% (5 hours)
Ethical, Legal, Security and Privacy Concerns of Virtual Worlds	15% (7.5 hours)
The Future of Virtual Worlds and Social Media	10% (5 hours)
Total	100% (48 hours)

CREATE NEW COURSE
Course Data Entry Form

FORM F
Create New Course
Rev. 07/23/07

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Notes

1. Complete each item in Section I and Section II.
2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the prerequisite change must be submitted for those courses as well.

Term Effective (6 digit code only): 201001 Examples: 200801(Spring), 200805(Summer), 200808(Fall)
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. PROPOSED FOR NEW COURSE: Complete all sections a through r, See manual for clarification.

a. Course Prefix ISIN b. Number 390 c. Enter Contact Hours per week in boxes.
LECTure 3 LAB INDEPENDENT Study – Check (x)
Practicum: Seminar:
d. Course Title: Virtual Worlds and Social Media (Limit to 30 characters/spaces.)

e. College Code: COB f. Department Code: AFIS
Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type: Variable Fixed h. Minimum Credit Hours 3 i. Maximum Credit Hours 3

j. May Be Repeated for Added Credit: Check (x) Yes No

k. Levels: Check (x) Undergraduate Graduate Professional

l. Grade Method: Check (x) Normal Grading Credit/No Credit only (Pass/Fail)

m. Does proposed new course replace an equivalent course? Check (x) Yes No

n. Equivalent course: Prefix Number See instructions on Replacement courses.

o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

Introduction to the use of virtual worlds and social media by various domains including a discussion of the elements of virtual worlds and social media; current examples of virtual worlds and social medial tools in use by businesses and other organizations; the potential economic gains of utilizing virtual worlds and social media; legal, security, privacy and technological issues; human factor issues in virtual worlds; and the future of virtual worlds and E-Commerce.

p. Term(s) Offered: Spring/Fall (See instructions for listing.) q. Max. Section Enrollment: 25

r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces. ENGL150.

UCC Chair Signature/Date: _____ / / _____

Academic Affairs Approval Signature/Date: _____ 11/20/09

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code
 Basic Skill (BS) General Education (GE) Occupational Education (OC) G.E. Codes

Office of the Registrar use ONLY

Date Rec'd: _____ Date Completed: _____ Entered: SCACRSE __ SCADETL __ SCARRES __ SCAPREQ __