

**University of Windsor  
Program Development Committee**

**\*5.5: Communication, Media and Film -- New Course Proposals**

**Item for: Approval**

**MOTION: That the following course additions be made\*:**  
**40-203. New Media and Social Movements**  
**40-304. Privacy, Surveillance and Security in the Digital Age**  
**40-382. Advertising in the New Media Era: Contemporary Issues and Practices**

*\*Subject to approval of expenditures required.*

**Rationale/Approvals:**

- The proposed changes have been approved by the School Council, and the Faculty of Arts, Humanities and Social Sciences Coordinating Council.
- *See attached.*

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

**TITLE OF THE PROGRAM/CERTIFICATE:**  
**DEPARTMENT/SCHOOL:** Communication, Media and Film  
**FACULTY:** Arts, Humanities and Social Sciences  
**Proposed change(s) effective as of:** Winter 2015

## A. NEW COURSE PROFILE

**Course # and Title:** 40-203 New Media and Social Movements

### Calendar Description

*Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.*

This course charts the history and contemporary manifestations of the role of new media technologies in the formation of such social movements. A variety of activists, advocacy groups and social movements have used new/social media technologies and platforms to coordinate and organize their activities, to intervene in the public sphere and to document, share and shape their own narratives. Topics may include: mainstream media frames and social movements, social control and mass-mediated social movements, social media and political organizing, user-generated content, and Web 2.0. (Prerequisite: 40-101 and at least semester 3 standing)

### Other Course Information

*Please complete the following tables.*

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery <i>[please specify]</i>	Lecture	Tutorial	Lab.	Co-op/ practicum
3	36					3			

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** <i>[provide old course number]</i>
40-101 and at least semester 3 standing						

**[\*\*\*Replacing Old Course: this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.]**

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

N/A

## B. RATIONALE

### B.1 Course Goal(s)

*Please provide a statement about the purpose of the course within the program of study or as an option.*

The Department recently hired a tenure-track faculty member in the area of New Media Studies and Digital Culture. The AAU had previously identified this area as one of strategic growth and has developed a cluster of courses in "New/Social Media Studies, Technology and Digital Culture." This course will be included in that cluster and will be offered on a regular basis by the Department of Communication, Media and Film.

# PROGRAM DEVELOPMENT COMMITTEE

## NEW COURSE PROPOSALS

### FORM “D”

#### B.2 LEARNING OUTCOMES (QAF section 2.1.1, 2.1.3, and 2.1.6)

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.

Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course might not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.

Information on learning outcomes is appended to this form (Appendix A). Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning or the Centre for Teaching and Learning, for assistance with the articulation of learning outcomes.

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>	<b>Characteristics of a University of Windsor Graduate</b>
<u>At the end of this course, the successful student will know and be able to:</u>	<u>A U of Windsor graduate will have the ability to demonstrate:</u>
A. Explain and apply key concepts (such as digital citizenship, user-generated content, collective identity, cycles of protest, resource mobilization, etc.) derived from theories of new/social media and social movement theory.  Analyze and assess the role of new/social media in contemporary social movements (see also characteristic C)	A. the acquisition, application and integration of knowledge
B. Critically explore a specific social movement or protest in which new/social media factored significantly in relation to organization and mobilization (see also characteristic A)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C. Appraise and compare mainstream, alternative and user-generated media coverage of specific social movements and/or protests (see also characteristics A and D)	C. critical thinking and problem-solving skills
D. Examine and explain the historical precedents and material contexts that inform the contemporary social, political and cultural climate from different theoretical perspectives explored in the course (see also characteristics A and C)	D. literacy and numeracy skills
E.	E. responsible behaviour to self, others and society
F. Communicate complex concepts relevant to new/social media and social movement theory effectively in writing (see also characteristic D)	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H. Identify, describe and appraise the communicative and aesthetic strategies and tactics employed by protest groups and social movements (drawing on historical and contemporary examples) (see also characteristics A and C)	H. creativity and aesthetic appreciation

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>	<b>Characteristics of a University of Windsor Graduate</b>
At the end of this course, the successful student will know and be able to:	A U of Windsor graduate will have the ability to demonstrate:
I.	I. the ability and desire for continuous learning

### B.3 Demand for Course

*Please provide as much information on projected enrolment as possible.*

This course will likely be of interest to both CMF and non-CMF students.

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	60	70	80	80	80

*What will be the impact of offering the new course on enrolments in existing courses in the program or Department?*

We do not anticipate any impact on enrolments in existing courses in the program.

### B.4 Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.  
NOTE: Student workload should be consistent with the credit weight assigned to the course.*

Average number of hours per week that the student will be expected to devote to:	
3	Lectures
	Tutorials
	Labs
	Practical experience
	Independent Study
2	Reading for the course
2	Work for assessment (essays, papers, projects, laboratory work)
	Meeting with others for group work/project assignments
2	Studying for tests/examinations
	Other: <i>[specify]</i>

**How does the student workload for this course compare with other similar courses in the department/program area?**

The workload for this course is comparable to other 2<sup>nd</sup> year courses offered by the AAU.

## C. RESOURCES

### C.1 Available Faculty and Staff Resources (QAF sections 2.1.7, 2.1.8, 2.1.9 and 2.1.10)

*Describe all faculty and staff resources (e.g., administrative, teaching, supervision) from all affected areas/departments currently available and actively committed to support the new course.*

This course will be offered on a rotating basis. There are sufficient faculty resources to teach this course.

#### C.1.1

*Provide an assessment of faculty expertise available and committed to actively support the new course.*

The faculty member primarily assigned to this course has an established record of scholarly publication in the area and has taught other undergraduate courses related to new media studies in the AAU for the last two years as an LTA. He has also taught a graduate course in Media and Social Movements in the Department since Fall 2012.

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

## C.1.2

*Describe the area's expected reliance on, and the role of adjunct, limited-term, and sessional faculty in delivering the new course.*

N/A

## C.2 Resource Implications for Other Campus Units (MTCU sections 3 and 4)

*Describe the reliance of the proposed new course on existing resources from other campus units, including for example:*

- *faculty teaching,*
- *equipment or facilities outside the proposer's control,*
- *external resources requiring maintenance or upgrading using external resources*

*Provide relevant details.*

N/A

## C.3 Anticipated New Resources (QAF sections 2.1.7, 2.1.8 and 2.1.9; MTCU section 4)

*List all **anticipated new resources** originating from within the area, department or faculty (external grants, donations, government grants, etc.) and committed to supporting the revisions to this program.*

N/A

## C.4 Planned Reallocation of Resources and Cost-Savings (QAF section 2.1.7 and 2.1.9; MTCU section 4)

*Identify all opportunities for*

- *internal reallocation of resources and*
- *cost savings*

*identified and pursued by the area/department in support of the new course. (e.g., streamlining existing programs and courses, deleting courses, etc.)?*

N/A

## C.5 Additional Resources Required – Resources Requested (QAF section 2.1.7 and 2.1.9)

*Describe all **additional faculty, staff and GA/TA resources** (in all affected areas and departments) required to offer the new course.*

**Faculty:** N/A

**Staff:** N/A

**GA/TAs:** A GA or TA may be assigned to this course based on enrolments.

## C.5.1

*Describe all **additional institutional resources and services** required by all affected areas or departments to offer the new course, including library, teaching and learning support services, student support services, space and facilities, and equipment and its maintenance.*

**Library Resources and Services:**

N/A

**Teaching and Learning Support:**

N/A

**Student Support Services:**

N/A

**Space and Facilities:**

N/A

**Equipment (and Maintenance):**

N/A

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

**TITLE OF THE PROGRAM/CERTIFICATE:** Communication, Media and Film  
**DEPARTMENT/SCHOOL:** Communication, Media and Film  
**FACULTY:** Arts, Humanities and Social Sciences

**Proposed change(s) effective as of:** Winter 2015

## A. NEW COURSE PROFILE

**Course # and Title:** 40-304. Privacy, Surveillance and Security in the Digital Age

### Calendar Description

*Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.*

This course provides an historical examination of the conceptual apparatuses that have traditionally framed understandings of the right to privacy, critically assesses the capacities of the State and corporate entities to monitor digital activities and explores the social, political and economic implications of surveillance practices. Topics may include: user-generated surveillance, mobile technologies, cloud computing, geo-locating technologies, tracking software, and data mining in social media contexts.  
 (Prerequisite: 40-201)

### Other Course Information

*Please complete the following tables.*

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery <i>[please specify]</i>	Lecture	Tutorial	Lab.	Co-op/ practicum
3.0	36	X				3			

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** <i>[provide old course number]</i>
02-40-201					X	

***[\*\*\*Replacing Old Course: this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.]***

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

N/A

## B. RATIONALE

### B.1 Course Goal(s)

*Please provide a statement about the purpose of the course within the program of study or as an option.*

The Department recently hired a tenure-track faculty member in the area of New Media Studies and Digital Culture. The AAU had previously identified this area as one of strategic growth and has developed a cluster of courses in "New Media/Social Media Studies, Technology and Digital Culture." This course will be included in that cluster and will be offered on a regular basis by the Department of Communication, Media and Film.

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

## B.2 LEARNING OUTCOMES (QAF section 2.1.1, 2.1.3, and 2.1.6)

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course might not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.

Information on learning outcomes is appended to this form (Appendix A). Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning or the Centre for Teaching and Learning, for assistance with the articulation of learning outcomes.

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i> At the end of this course, the successful student will know and be able to:	<b>Characteristics of a University of Windsor Graduate</b> A U of Windsor graduate will have the ability to demonstrate:
A. Explain, assess and compare historical and theoretical conceptions of privacy  Critically examine the social, political and economic ramifications of government and corporate surveillance of citizens' and consumers' on-line activities (see also characteristic C)  Apply key disciplinary concepts (such as data mining, user-generated surveillance, ubiquitous computing, etc.) to the analysis of a specific social networking site and/or new media platform (see also characteristics C and D)	B. the acquisition, application and integration of knowledge
B. Formulate a relevant research question and thoroughly investigate issues of privacy in relation to a particular topic/object of study (see also characteristics A and C)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C. Analyze controversial topics and/or specific case studies related to on-line privacy and surveillance employing a variety of conceptual frameworks explored in the course (see also characteristic A)	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E. Critically appraise their own digital lives, on-line practices and behaviours (see also characteristics C and I)	E. responsible behaviour to self, others and society
F. Communicate research findings clearly and effectively in writing	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

## B.3 Demand for Course

*Please provide as much information on projected enrolment as possible.*

Second and third-year courses we have introduced within the last two years in the area of new/social media studies have proven to be very popular with enrolments in both the second year and third year courses exceeding expectations. Students have also expressed an interest in having more courses in this area of specialization taught within the AAU.

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	40	40	50	50	50

*What will be the impact of offering the new course on enrolments in existing courses in the program or Department?*

We do not anticipate any negative impact on enrolments in existing courses in the program.

## B.4 Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.*

*NOTE: Student workload should be consistent with the credit weight assigned to the course.*

**Average number of hours per week that the student will be expected to devote to:**

3	Lectures
	Tutorials
	Labs
	Practical experience
	Independent Study
2	Reading for the course
2.5	Work for assessment (essays, papers, projects, laboratory work)
	Meeting with others for group work/project assignments
2	Studying for tests/examinations
	Other: <i>[specify]</i>

**How does the student workload for this course compare with other similar courses in the department/program area?**

It is comparable to other 3<sup>rd</sup> year courses offered in the AAU.

## C. RESOURCES

### C.1 Available Faculty and Staff Resources (QAF sections 2.1.7, 2.1.8, 2.1.9 and 2.1.10)

*Describe all faculty and staff resources (e.g., administrative, teaching, supervision) from all affected areas/departments currently available and actively committed to support the new course.*

This course will be offered on a rotating basis. There are sufficient faculty resources to offer the course.

#### C.1.1

*Provide an assessment of faculty expertise available and committed to actively support the new course.*

The faculty member primarily assigned to teach this course has an established record of scholarly publication in the area and has taught other undergraduate courses related to new/social media studies and digital culture in the AAU for the last two years as an LTA.



# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

## C.1.2

*Describe the area's expected reliance on, and the role of adjunct, limited-term, and sessional faculty in delivering the new course.*

N/A

## C.2 Resource Implications for Other Campus Units (MTCU sections 3 and 4)

*Describe the reliance of the proposed new course on existing resources from other campus units, including for example:*

- faculty teaching,*
- equipment or facilities outside the proposer's control,*
- external resources requiring maintenance or upgrading using external resources*

*Provide relevant details.*

N/A

## C.3 Anticipated New Resources (QAF sections 2.1.7, 2.1.8 and 2.1.9; MTCU section 4)

*List all **anticipated new resources** originating from within the area, department or faculty (external grants, donations, government grants, etc.) and committed to supporting the revisions to this program.*

N/A

## C.4 Planned Reallocation of Resources and Cost-Savings (QAF section 2.1.7 and 2.1.9; MTCU section 4)

*Identify all opportunities for*

- internal reallocation of resources and*
- cost savings*

*identified and pursued by the area/department in support of the new course. (e.g., streamlining existing programs and courses, deleting courses, etc.)?*

N/A

## C.5 Additional Resources Required – Resources Requested (QAF section 2.1.7 and 2.1.9)

*Describe all **additional faculty, staff and GA/TA resources** (in all affected areas and departments) required to offer the new course.*

**Faculty:** N/A

**Staff:** N/A

**GA/TAs:** A GA or TA may be assigned to this course based on enrolments.

## C.5.1

*Describe all **additional institutional resources and services** required by all affected areas or departments to offer the new course, including library, teaching and learning support services, student support services, space and facilities, and equipment and its maintenance.*

**Library Resources and Services:** N/A

**Teaching and Learning Support:** N/A

**Student Support Services:** N/A

**Space and Facilities:** N/A

**Equipment (and Maintenance):** N/A

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

**TITLE OF THE PROGRAM/CERTIFICATE:** Communication, Media and Film  
**DEPARTMENT/SCHOOL:** Communication, Media and Film  
**FACULTY:** Arts, Humanities and Social Sciences  
**Proposed change(s) effective as of:** Spring 2015

## A. NEW COURSE PROFILE

**Course # and Title:** 40-382 Advertising in the New Media Era: Contemporary Issues and Practices

### Calendar Description

*Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.*

This course considers how "new media" formations including Internet, streaming, mobile, social, and user-generated media have altered the advertising industry and advertising practices. Topics may include: advertising's structural influence over new media technologies and platforms, new media audiences/users, advertising strategy, privacy and policy. Students will learn advertising skills and techniques required to propose, plan, and execute campaigns in the new/social media environment. (Pre-requisite: 40-381)

### Other Course Information

*Please complete the following tables.*

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery <i>[please specify]</i>	Lecture	Tutorial	Lab.	Co-op/ practicum
3.0	36	X				3			

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** <i>[provide old course number]</i>
02-40-381					X	

**[\*\*\*Replacing Old Course: this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.]**

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

N/A

## B. RATIONALE

### B.1 Course Goal(s)

*Please provide a statement about the purpose of the course within the program of study or as an option.*

This course expands CMF's offerings in the area of advertising, a path of CMF's curriculum that has become increasingly popular among both prospective and current students. By focusing specifically on advertising in the "new media" environment, this course simultaneously aligns with CMF's "new media, technology, and digital culture" path of study.

This course will also provide practical skillsets and experiential learning opportunities for students interested in advertising careers. As such, this course expands the department's offerings in "applied communications" in accordance with a previous UPR recommendation. However, this course will require 02-40-381 (Advertising in Historical and Cultural Context—proposed new name; see separate Form E) as a pre-requisite. Since 02-40-381 approaches advertising and branding from the lenses of critical theory, this prerequisite arrangement ensures students combine "theory" with "practice."

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM “D”

## B.2 LEARNING OUTCOMES (QAF section 2.1.1, 2.1.3, and 2.1.6)

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.

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Information on learning outcomes is appended to this form (Appendix A). Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning or the Centre for Teaching and Learning, for assistance with the articulation of learning outcomes.

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>  <u>At the end of this course, the successful student will know and be able to:</u>	<b>Characteristics of a University of Windsor Graduate</b>  <u>A U of Windsor graduate will have the ability to demonstrate:</u>
A. Explain the dynamic interactions between the advertising industry, new/social media technologies and new/social media audiences (see also characteristic C)  Analyze and evaluate controversial issues such as privacy concerns arising from new media advertising (see also characteristics C and E)	A. the acquisition, application and integration of knowledge
B. Plan and propose, as a team, an advertising strategy which (i) integrates key concepts explored throughout the course, (ii) addresses client goals, (iii) recognizes specific advertising challenges, (iv) identifies and justifies a target audience, (v) employs the most effective new media platforms, and (vi) anticipates outcomes (see also characteristics D, F, G and H)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C. Evaluate an organization’s social media presence, aesthetic and communicative strategies, assessing strengths, weaknesses, opportunities, and threats (see also characteristics A, B and H)  Explain and analyze the ubiquity of promotional messages online and formulate effective strategies to identify and communicate with target audiences (see also characteristics A and B)	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E. Critically appraise their own engagement with new media advertising practices, reflecting how on advertising shapes and constrains digital communication (see also characteristics A and I)	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>  <u>At the end of this course, the successful student will know and be able to:</u>	<b>Characteristics of a University of Windsor Graduate</b>  <u>A U of Windsor graduate will have the ability to demonstrate:</u>
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

### B.3 Demand for Course

*Please provide as much information on projected enrolment as possible.*

40-381, the pre-requisite for this course, is typically offered every fall semester. 40-381 is one of CMF's most popular upper-level courses and frequently runs at capacity (80 students), with lengthy waiting lists. Given strong interest in advertising, we project more than half of the 40-381 students will wish to continue into the proposed 40-382.

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	50	50	60	60	60

*What will be the impact of offering the new course on enrolments in existing courses in the program or Department?*

We do not anticipate any negative impact on other courses.

### B.4 Student Workload

*Provide information on the expected workload per week of a student enrolled in this course. NOTE: Student workload should be consistent with the credit weight assigned to the course.*

Average number of hours per week that the student will be expected to devote to:	
3	Lectures
	Tutorials
	Labs
	Practical experience
	Independent Study
2	Reading for the course
2	Work for assessment (essays, papers, projects, laboratory work)
1.5	Meeting with others for group work/project assignments
1	Studying for tests/examinations
	Other: <i>[specify]</i>
<b>How does the student workload for this course compare with other similar courses in the department/program area?</b>	
It is comparable to what is required of students in other 3rd year courses we offer.	

### C. RESOURCES

#### C.1 Available Faculty and Staff Resources (QAF sections 2.1.7, 2.1.8, 2.1.9 and 2.1.10)

*Describe all faculty and staff resources (e.g., administrative, teaching, supervision) from all affected areas/departments currently available and actively committed to support the new course.*

# PROGRAM DEVELOPMENT COMMITTEE

## NEW COURSE PROPOSALS

### FORM "D"

There are sufficient faculty resources to teach this course. A full-time faculty member in CMF, will normally teach this course.

#### C.1.1

*Provide an assessment of faculty expertise available and committed to actively support the new course.*

The faculty member primarily assigned to this course was hired in the area of advertising and consumer culture. He has extensively researched the advertising industry and maintains a network of contacts, including former students, currently working in Canadian advertising. In winter 2013 and winter 2014, he taught a 400-level special topics course that dealt extensively with advertising in the "new media" era. Furthermore, he has experience developing and supervising experiential learning student projects.

#### C.1.2

*Describe the area's expected reliance on, and the role of adjunct, limited-term, and sessional faculty in delivering the new course.*

N/A

#### C.2 Resource Implications for Other Campus Units (MTCU sections 3 and 4)

*Describe the reliance of the proposed new course on existing resources from other campus units, including for example:*

- *faculty teaching,*
- *equipment or facilities outside the proposer's control,*
- *external resources requiring maintenance or upgrading using external resources*

*Provide relevant details.*

N/A

#### C.3 Anticipated New Resources (QAF sections 2.1.7, 2.1.8 and 2.1.9; MTCU section 4)

*List all **anticipated new resources** originating from within the area, department or faculty (external grants, donations, government grants, etc.) and committed to supporting the revisions to this program.*

N/A

#### C.4 Planned Reallocation of Resources and Cost-Savings (QAF section 2.1.7 and 2.1.9; MTCU section 4)

*Identify all opportunities for*

- *internal reallocation of resources and*
- *cost savings*

*identified and pursued by the area/department in support of the new course. (e.g., streamlining existing programs and courses, deleting courses, etc.)?*

N/A

#### C.5 Additional Resources Required – Resources Requested (QAF section 2.1.7 and 2.1.9)

*Describe all **additional faculty, staff and GA/TA resources** (in all affected areas and departments) required to offer the new course.*

**Faculty:** N/A

**Staff:** N/A

**GA/TAs:** A GA/TA may be assigned to this course depending on enrolment.

#### C.5.1

*Describe all **additional institutional resources and services** required by all affected areas or departments to offer the new course, including library, teaching and learning support services, student support services, space and facilities, and equipment and its maintenance.*

**Library Resources and Services:** N/A

**Teaching and Learning Support:** N/A

**Student Support Services:** N/A

**Space and Facilities:** N/A

**Equipment (and Maintenance):** N/A