



School of Communication

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November 15, 2007

Dear members of the ASC CCI, Subcommittee C,

Please find enclosed our revised proposal to introduce three minors in communication. In this version, we have elaborated on the descriptions of minors, career opportunities associated with each minor, and potential synergies between minors and other majors. In addition, a few edits were made to improve the flow of the document.

Also, I would like to respond to the questions that came up during the first review. In our proposal, we had listed a number of courses that had *major status* as a prerequisite. If the proposals are approved, the prerequisites for these courses will be changed to *majors* or *minors*. Students interested in pursuing a minor in communication will be required to meet with one of our undergraduate advisors. After being tagged as minors, students will be able register for classes through the online window.

Some of our courses are limited to our majors to avoid long waiting lists and to facilitate on-time graduation. It was never our intent to offer minors to our majors, though we were not explicit about this issue in the proposal. Communication minors are only for non-majors. To avoid confusion, we have stated this explicitly in the minor sheets.

If you would like further clarification, please feel free to get in touch with me.

Sincerely,

Prabu David
Director of Undergraduate Studies

Proposal for New Communication Minors

Revised Proposal Submitted to the Arts and Sciences Curriculum Committees

Nov 15, 2007

The School of Communication offers three focus areas for communication majors: Strategic Communication, Communication and Technology, and Communication Analysis and Practices.

The minors are intended for majors from other fields who are interested in an area of communication. In our proposal, we had listed a number of courses that have *major status* as a prerequisite. If the proposals are approved, the prerequisites for these courses will be changed to *majors* or *minors*. Students interested in pursuing a minor in communication will be required to meet with one of our undergraduate advisors. Once they are tagged as minors, they can register for classes through the online window.

Some of the courses in our major focus areas are open to students from other units. Based on informal student feedback and cursory analysis, it appears that non-majors who take our courses are taking a number of offerings within a focus area. However, the specialized course work completed by these students is not explicitly recognized as a specialized area of study.

The proposed minors are intended fill this gap by providing students from other units an opportunity to obtain a specialized minor in one of three areas of communication study, which will be mentioned on the transcript:

- Communication Technology
- Organizational Communication
- Media and Society

Descriptions and requirements for each of the proposed minors are attached. The specialized minors have a uniform configuration, which includes a foundational course and three electives from a list of courses. For the benefit of comparison, the current communication minor, which is designed to offer an overview of the field, is also included as part of this submission.

Projected Enrollments and Impact on Major

Currently, the School offers a general minor that provides an overview of the field, with an enrollment of approximately 70 minors. With the introduction of the new minors, we predict that enrollments in the general minor might go down as students select the specialized minors. At the same time, we expect to see an increase in minors who are attracted to the specialized minors. We predict that the number of students getting a minor in our program is likely to grow from approximately 70 to approximately 110.

With the introduction of the minors, we do not foresee any significant impact in our ability to cater to the needs of our majors. Many of the students interested in a communication minor are already enrolled in our courses. The proposed minors offer a more formal structure and an incentive for students to pursue a programmatic focus. Also the mention of a specialized minor on the transcript could provide our students an advantage as they compete with students from other institutions for career opportunities.

Impact on Student Advising

The School of Communication has three full-time advisors, who are already offering academic and career counseling to non-majors interested in our courses and students enrolled in our existing minor. According to our advisors, the proposed minors are clearly defined and each is tied to career opportunities that are easy to explain. In short, with the introduction of these new minors we hope that it would be easier to advise non-majors and minors who are interested in studying communication.

Communication Technology Minor

The minor in Communication Technology provides students with an understanding of the impact of communication technology on society and an introduction to basic skills required for designing websites and other interactive media.

Students with an interest in understanding of the social impacts of new communication technologies would find this minor most beneficial. Topics such as the effects of video game violence on adolescents, the impact of new media technology on political campaigns, and role of technology in health and organizational communication are part of this minor. This minor would be a nice complement to students majoring in the social sciences, the arts, engineering or design. Employment opportunities exist in the corporate sector, communication technology industries, and niche areas such as health and entertainment.

The Communication Technology minor requires the completion of at least four courses for 20 credits, including one foundational course. Upon completion of the minor, students should file the Minor Program Form with a college or school counselor. **Any** variation from the program described below needs the approval of an undergraduate advisor in the School of Communication.

Required foundational courses (5 credit hours)

Comm 240 – Introduction to Communication Technology (5)

Students are strongly encouraged to take the foundational course before enrolling in the electives.

Choose at least three from these electives (15 credit hours)

Comm 311 – Visual Communication (5)

Comm 341 – Policy Issues in Comm Tech (5)

Comm 611 – Communication and Multimedia (5)

Comm 638 – Communication and e-Health (5)

Comm 650 – Investigating Comm through Comm Tech (5)

Comm 653 – Political Comm and e-Democracy (5)

Comm 654 – Social Implications of Technology (5)

Comm 655 – Computer Interface and Human Identity (5)

Comm 656 – Information Technology and Org Comm (5)

Comm 657 – Technology of Communication (5)

Organizational Communication

The minor in Organizational Communication provides students with an understanding of the role of communication in organizational contexts. Courses focus on how organizations interact with internal and external constituencies.

Majors in business and consumer affairs with an interest in examining the role of small group discussion on decision making, or how knowledge is shared within an organization, or how strategic communication is designed to meet goals and objectives will find this minor interesting. This minor will be of advantage to students aspiring for careers as communication specialists in business and management.

The Organizational Communication minor requires the completion of at least four courses for 20 credits, including one foundational course. Upon completion of the minor, students should file the Minor Program Form with a college or school counselor. **Any** variation from the program described below needs the approval of an undergraduate advisor in the School of Communication.

Required foundational courses (5 credit hours)

Comm 325 – Introduction to Org Comm (5)

Students are strongly encouraged to take the foundational course before enrolling in the electives.

Choose at least three courses from these electives (15 credit hours)

Comm 368 – Intercultural Comm in Org. Contexts (5)

Comm 531 – Communication and Conflict Mgmt (5)

Comm 628 – Contemporary Persuasion Theory (5)

Comm 631 – Communication and Decision Making (5)

Comm 635 – Small Groups and Organizations (5)

Comm 656 – Information Technology and Org. Comm (5)

Comm 657 – Technology of Communication (5)

Media and Society Minor

The minor in Media and Society provides students with an understanding of the impact of media on everyday life. The role of media is examined from multiple perspectives, including psychological, social, political and cultural.

The media are an integral part of our society. Students from a variety of majors with an interest in public opinion, media effects and media advocacy would find this minor to be valuable. The relationships between media, entertainment, politics, policy and culture are some of the issues addressed within the minor.

The Media and Society minor requires the completion of at least four courses for 20 credits, including one foundational course. Upon completion of the minor, students should file the Minor Program Form with a college or school counselor. **Any** variation from the program described below needs the approval of an undergraduate advisor in the School of Communication.

Required foundational courses (5 credit hours)

Comm 642 – Mass Comm and Society (5)

Students are strongly encouraged to take the foundational course before enrolling in the electives.

Choose at least three from these electives (15 credit hours)

Comm 501 – Mass Communication and Youth (5)

Comm 502 – Crime and News Media (5)

Comm 604 – Media Ethics (5)

Comm 606 – Development of Mass Media in America (5)

Comm 607 – Mass Comm Law (5)

Comm 613 – Media Entertainment (5)

Comm 614 – Political Communication (5)

Comm 620 – Public Opinion and Communication (5)

Comm 640 – Science Communication (5)

Comm 653 – Political Communication and e-Democracy (5)

Comm 666 – Communication and Popular Culture (5)

General Minor in Communication

The General Minor is currently available to students. This minor provides an overview of the different areas of study within communication. Students take five prescribed courses as part of this minor.

Courses required for the minor (25 credit hours)

Comm 200 – Comm in Society (5)

Comm 240 – Intro to Comm Technology (5)

Comm 320 – Intro to Interpersonal Comm (5)

Comm 431 – Strategic Communication Principles (5)

Comm 642 – Mass Comm & Society (5)

**The Ohio State University
Colleges of the Arts and Sciences**

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Program Advisors: School of Communication
Undergraduate Coordinator, 3033 Derby Hall, 154 N. Oval
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Arts and Sciences minor program guidelines

The following guidelines govern minors:

Required for graduation No

Credit hours required A minimum of 20 (some minors require more)

Transfer credit hours allowed A maximum of 10

Overlap with the GEC Permitted, unless specifically disallowed by an individual minor program.

Overlap with the major Not allowed and

- The minor must be in a different subject than the major.
- The same courses cannot count on the minor and on the major.

Overlap between minors Each minor completed must contain 20 unique hours.

Grades required

- Minimum C- for a course to be listed on the minor.
- Minimum 2.00 cumulative point-hour ratio required for the minor.
- Course work graded Pass/Non-Pass cannot count on the minor.

Approval required The minor program description sheet indicates if the minor course work must be approved by:

- The academic unit offering the minor, or
- A college/school counselor.

Filing the minor program form The minor program form must be filed at least by the time the graduation application is submitted to a college/school counselor.

Changing the minor Once the minor program is filed in the college office, any changes must be approved by:

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