

Fiscal Unit/Academic Org	School Of Communication - D0744
Administering College/Academic Group	Social And Behavioral Sciences
Co-administering College/Academic Group	
Semester Conversion Designation	New Program/Plan
Proposed Program/Plan Name	Organizational Communication
Type of Program/Plan	Undergraduate minor
Program/Plan Code Abbreviation	ORGLCOM
Proposed Degree Title	

Credit Hour Explanation

Program credit hour requirements		A) Number of credit hours in current program (Quarter credit hours)	B) Calculated result for 2/3rds of current (Semester credit hours)	C) Number of credit hours required for proposed program (Semester credit hours)	D) Change in credit hours
Total minimum credit hours required for completion of program				12	
Required credit hours offered by the unit	Minimum			12	
	Maximum			12	
Required credit hours offered outside of the unit	Minimum			0	
	Maximum			0	
Required prerequisite credit hours not included above	Minimum			0	
	Maximum			0	

Program Learning Goals

Note: these are required for all undergraduate degree programs and majors now, and will be required for all graduate and professional degree programs in 2012. Nonetheless, all programs are encouraged to complete these now.

Program Learning Goals

Assessment

Assessment plan includes student learning goals, how those goals are evaluated, and how the information collected is used to improve student learning. An assessment plan is required for undergraduate majors and degrees. Graduate and professional degree programs are encouraged to complete this now, but will not be required to do so until 2012.

Is this a degree program (undergraduate, graduate, or professional) or major proposal? No

Program Specializations/Sub-Plans

If you do not specify a program specialization/sub-plan it will be assumed you are submitting this program for all program specializations/sub-plans.

Pre-Major

Does this Program have a Pre-Major? No

Attachments

- OrgComm Minor - upload.pdf
(Program Rationale Statement. Owner: McDonald, Daniel Gary)
- Division Letter for Communication.doc: Division Letter
(Letter from the College to OAA. Owner: Mumy, Gene Elwood)

Comments

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	McDonald, Daniel Gary	10/29/2010 02:24 PM	Submitted for Approval
Approved	Nathanson, Amy Ilene	11/01/2010 07:15 AM	Unit Approval
Approved	Vanarsdale, Sonya Renee	11/02/2010 11:21 AM	College Approval
Revision Requested	Vankeerbergen, Bernadette Chantal	11/03/2010 12:51 PM	ASCCAO Approval
Submitted	VanPelt, Susan J	11/03/2010 03:16 PM	Submitted for Approval
Approved	McDonald, Daniel Gary	11/03/2010 03:44 PM	Unit Approval
Revision Requested	Mumy, Gene Elwood	11/23/2010 08:40 PM	College Approval
Submitted	McDonald, Daniel Gary	12/12/2010 10:48 AM	Submitted for Approval
Approved	McDonald, Daniel Gary	12/12/2010 10:49 AM	Unit Approval
Revision Requested	Mumy, Gene Elwood	01/18/2011 10:42 AM	College Approval
Submitted	VanPelt, Susan J	01/19/2011 09:04 AM	Submitted for Approval
Approved	McDonald, Daniel Gary	01/19/2011 01:41 PM	Unit Approval
Approved	Mumy, Gene Elwood	01/21/2011 07:24 PM	College Approval
Pending Approval	Hanlin, Deborah Kay Vankeerbergen, Bernadette Chantal Meyers, Catherine Anne Jenkins, Mary Ellen Bigler Nolen, Dawn	01/21/2011 07:24 PM	ASCCAO Approval



College of Arts and Sciences

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January 14, 2011

Chairs of Arts and Sciences CCI and CAA

Dear Chairs:

At the undergraduate level the School of Communication has two major programs:

The Communication Bachelor of Art with three specializations: 1) Strategic Communication; 2) New Media and Communication Technology; and 3) Communication Analysis and Practice.

The Public Affairs Journalism Bachelor of Art (a tagged degree)

In her cover letter, School Director Carroll describes the careful consideration given by the School to the semester conversion plans for all programs, especially these two majors and the minimal changes made to the majors in the conversion. These conversion plans were reviewed by me and the Social Sciences Disciplinary Advisory Panel (SS DAP) and we found them to be well done.

As a result I approve Communication's conversion plans for its two majors and submit them for CCI's consideration.

At the undergraduate level Communication also has four minors. In addition to the General Communication minor, there are three specialized minors:

- A) Communication Technology
- B) Media and Society
- C) Organizational Communication

The three specialized minors were developed during 2007 and were approved as new minors in Spring 2008; and the general minor was reassessed at the same time. Because of technical issues with PACER the Communication Technology and Organizational Communication minors as listed as new, when they are in fact straight conversions of the minors approved in 2008 at 20 quarter credit hours. Indeed all of the minors are straight conversions because of they are new or were reconsidered as part of the 2007-2008 process. As a result the SS DAP has endorsed the semester versions and I have approved them and submit them for CCI's consideration.

Sincerely,

A handwritten signature in black ink that reads "Gene E. Mumy".


Gene E. Mumy
Associate Dean of Arts and Sciences/Social and Behavioral Sciences



School of Communication

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Date: January 14, 2011
To: Reviewing Committee
From: Carroll Glynn 
Director
School of Communication
Subject: Program Conversion

The School of Communication is pleased to recommend the adoption of the enclosed materials for semester conversion. These materials include templates for the following programs:

Program:

Ph.D., Communication
M.A., Communication
BA, Communication (specialization in Strategic Communication)
BA, Communication (specialization in New Media and Communication Technology)
BA, Communication (specialization in Communication Analysis and Practice)
BA in Journalism, Public Affairs Journalism

Minors:

Communication (general)
Organizational Communication
Communication Technology
Media and Society

Our conversion, as with all major curriculum initiatives and revisions, followed the School of Communication Pattern of Administration guidelines through discussions and deliberations involving all department faculty. In this instance, these discussions and deliberations were pursued by our Semester Conversion Committee, discussions with all departmental faculty by area and at faculty meetings, discussions amongst the chairs of the Undergraduate and Graduate Studies committees with the department chair, and solicited input (including focus group discussions) from undergraduate and graduate students. In addition, we sought advice and information about experiences from benchmark institutions that had undergone calendar conversion in recent years.

Our Associate Director for Planning and Research and our Associate Director for Undergraduate Studies worked with our Undergraduate Program Coordinator and members of the faculty representing each area of study to develop our undergraduate plans. The Director of Graduate Studies and members of the School of Communication Graduate Studies Committee worked together to put together the M.A. and Ph.D. semester conversion graduate programs.

Votes were taken within committees and at faculty meetings to develop consensus in support of the programs. The plans were presented to the full School of Communication faculty and

feedback was provided and taken into account in revisions. A final vote was taken and results were strongly supportive of the proposed semester conversions of our undergraduate and graduate programs as reflected in these documents.

We believe that we have followed all guidelines and provided what is required at upper administrative levels. While our programs fall within the scope of 'minimal programmatic changes,' our faculty and staff had put a great deal of thought and effort into the conversion. In addition, we have sought input from our graduate and undergraduate students, conducted focus groups on semester conversion as well as on what they would like to see changed, examine potential overlap in courses with the transition to semester, run simulations for course enrollments for majors and non-majors with the move to semesters. In addition, we have developed plans for staffing courses with faculty and graduate teaching assistants, assessing our needs and running simulations based on projected enrollments. The results reflect, I think, the best programs we can develop that will insure that all of our students can remain on track for graduation while obtaining a high-quality education in Communication and Journalism.

A number of courses have been dropped, or merged, there are several new courses, and we have considered the implications of all the changes for our undergraduates. Minimal programmatic change also reflects the fact that our curriculum has been in continual update and change for the past 10 years. We have seen a number of programs at our peer institutions follow our lead in developing concentrations within communication, and reforming our journalism major to keep apace with industry evolution. Because of these efforts, much of our work was focused on maintaining the integrity of our programs while converting to semesters, identifying weak spots and/or potential problems, and ensuring that students in the transition years will not be harmed by the process.

I recommend approval of our plan for semester conversion.

Rationale for Program Changes –Organizational Communication Minor

The Communication degree includes three areas of concentration: Strategic Communication, New Media and Communication Technology, and Communication Analysis and Practice. There are similarities in the core subject matter but the principles are taught in sets of courses designed to prepare students for different career paths. The minor in organizational communication is designed for students who have an interest in various aspects of organizations and their communication with other organizations, the public, or within the organization itself, but are majoring in other areas.

Table highlighting credit hour changes

Minor Area: Communication	Quarter Hours	2/3 of Quarter Hours	Proposed Semester Hours
Core Requirements	5	3.35	3
Electives	15	10.05	9
Total	20	13.4	12

Rationale for credit hour changes

Our credit hours remain as close as we can get to our quarter programs, subject to rounding error and straight conversion of courses.

List of Courses with Titles

Pre-requisites for all concentrations:

1100 Introduction to Communication Theory
1101 History of Communication

Research Methods Requirement (1 required of each concentration):

2160 or 2160H Communication Research Methods
2165 Evaluation and Usability Testing
2163 Communication Industry Research Methods

Core Requirements (differing for each concentration):

Strategic Communication

2321 Writing for Strategic Communication
2325 Intro to Organizational Communication
2367 Persuasive Communication
2331 Strategic Communication Principles
4337 Public Communication Campaigns

Communication Technology

2540 Introduction to Communication Technology
2367 Persuasive Communication (H)
2545 Principles of Human-Computer Interaction
3554 Social Implications of Communication Technology

Communication Analysis and Practice

2367 or 2367H Persuasive Communication
2620 Interpersonal Communication
2621 Public Speaking
2440 Mass Communication & Society

Focus Area Requirements (differing for each concentration):

Strategic Communication

2668 Intercultural Comm
3345 Strategic Media Planning
3628 Contemporary Persuasion Theory
3331 Communication and Decision Making
3444 Advertising and Society
3330or 3330H Communication and Conflict Mgmt
4820 or 4820H Public Opinion and Communication

Communication Technology

Visual Design Requirement (one required):

- 2511 Visual Communication Design
- IIVCD 320 Electronic Media for the Designer
- IIVCD 570 Introduction to Image Graphics Techniques
- IIVCD 571 Fundamentals of 3D Design Visualization
- IIVCD 573 Fundamentals of Multimedia Design

Focus Area Electives (minimum 3 credits):

- 3513.0 Video Games and the Individual
- 4738 Health Communication and New Media
- 4554.1 Social Media: SNS, Blogs, and Virtual Worlds
- 4554.2 Social Media: Recommenders and Recommendation Systems
- 4853.1 New Media and Democracy
- 4853.2 Media and Social Movements
- 4557.0 Principles of Communication Networks

Communication Analysis and Practice

No set focus area requirements

Special Topic Electives (Integration and Application)

Strategic Communication (3 nonredundant required):

- 2511 Visual Communication Design
- 2331 Business and Professional Speaking
- 2668 Intercultural Comm
- 3332 Risk Communication
- 3668 Issues in Intercultural Comm
- 4190 Journalism and Communication Co-Operative
Educational Experience
- 4191 Internship
- 4635 Communication in Small Groups
- 4445 Stereotypes in Advertising
- 4556 Information Tech and Org Comm

Communication Technology (3 from one track; at least 1 from COMM)

Track 1 Human-Computer Interaction

- 4191 Internship
- 4511 User-Centered Web Design
- 4557 Principles of Communication Networks
- CS&E 201 Elementary Computer Programming
- CS&E 202 Intro to Programming & Algorithms for Engineers
- CS&E 203 Interactive Animation and Games
- CS&E 204 Digital Images & Sound
- PSYCH312 Learning, Memory & Cognition
- PSYCH503 Intro to Cognitive Psychology

Track 2 Communication Technology Management

- 3330 Communication and Conflict Mgmt (H)
- 3331 Communication and Decision Making
- 4556 Information Tech and Org Comm
- BUS MHR 400 Foundations of Management & HR
- CS&E 200 Computer Assisted Problem Solving for Business
- CS&E 214 Data Structures for Information Systems

Communication Analysis and Practice

Focus on Mass Media Effects

- 3413 Media Entertainment
- 3442 Media Violence
- 3402 Crime and the News Media
- 3466 Communication and Popular Culture
- 4401 Mass Communication and Youth
- 4814 Political Communication
- 4445 Stereotypes in Advertising, News and Entertainment TV
- 4100 Communication and Emotion

Focus on Health, Science and Risk Communication

- 3628 Contemporary Persuasion Theory
- 3332 Risk Communication
- 3240 Science Communication
- 3668 Intercultural Comm in Strategic Environments
- 4636 Health Comm in Interpersonal Contexts
- 4437 Health Comm in Mass Mediated Contexts
- 4538 Health and New Media

Focus on Communication for Advocacy and Politics

- 3631 Communication and Conflict Mgmt
- 3404 Media Law and Ethics
- 3628 Contemporary Persuasion Theory
- 3331 Communication and Decision Making
- 3668 Intercultural Comm in Strategic Environments
- 4814 Political Communication
- 4820 Public Opinion and Communication
- 4853 Political Communication and New Media
- 4665 Communication and Community

Focus on Interpersonal Communication Processes

- 2668 Intercultural Communication
- 3635 Nonverbal Communication
- 3624 Comm in Personal Relationships
- 3629 Language and Social Interaction
- 3635 Small Group Communication
- 3662 Communication and Gender
- 4636 Health Comm in Interpersonal Contexts
- 4665 Communication and Community
- 4100 Communication and Emotion

Courses in the Minors

Minor in Communication

1100 Introduction to Communication Theory
2540 Introduction to Communication Technology
2620 Interpersonal Communication
2331 Strategic Communication Principles
2440 Mass Communication & Society

Minor in Organizational Communication

2325 Intro to Organizational Communication
2668 Intercultural Comm
3330 Communication and Conflict Mgmt (H)
3331 Communication and Decision Making
3628 Contemporary Persuasion Theory
4635 Small Group Communication
4556 Information Tech and Org Comm
4557 Communication Networks

Minor in Communication Technology

2540 Introduction to Communication Technology
2165 Evaluation and Usability Testing
2511 Visual Communication Design
3554 Social Implications of Communication Technology
4511 User-Centered Communication Design
4555 Computer Interface and Human Identity
4556 Information Tech and Org Comm
4557 Communication Networks
4738 Health Communication and New Media
4853.1 New Media and Democracy
4853.2 Media and Social Movements

Minor in Media and Society

2440 Mass Communication & Society
3240 Science Communication
3402 Crime and the News Media
3404 Media Law and Ethics
3413 Media Entertainment
3466 Communication and Popular Culture
4401 Mass Communication and Youth
4406 Development of Mass Media in America
4814 Political Communication
4820 Public Opinion and Communication
4853.1 New Media and Democracy
4853.2 Media and Social Movements

The Ohio State University
Colleges of the Arts and Sciences

Organizational Communication Minor (ORGLCOM-MN)

Program Advisors: School of Communication
Undergraduate Coordinator, 3033 Derby
Hall, 154 N. Oval Mall, Columbus, Ohio 43210

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.

The Organizational Communication minor requires the completion of at least four courses for 12 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 course (3 credit hours)

2325 – Introduction to Organizational Communication (3)

Choose at least three from these electives (9 credit hours)

2668 – Intercultural Communication (3)
3330 – Communication and Conflict Mgmt (2)
3331 – Communication and Decision Making (2)
3628 – Contemporary Persuasion Theory (3)
4556 – Information Technology and Organizational Communication (3)
4557 – Communication Networks (3)
4635 – Small Group Communication (3)

Arts and Sciences minor program guidelines

The following guidelines govern minors:
Required for graduation No

Credit hours required A minimum of 12 (some minors require more)

Transfer credit hours allowed A maximum of 6

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 12 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.

1000-level course: For every three credit hours of 1000-level course work on the minor, the minimum total required for the minor is increased by three.

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:

- The academic unit offering the minor, or
- A college/school counselor (depending on the minor).

**The Ohio State University
Colleges of the Arts and Sciences
College of Social and Behavioral Sciences**

Organizational Communication Minor (ORGL COMM)

Program Advisors: School of Communication
Undergraduate Coordinator, 3033 Derby Hall, 154
N. Oval Mall, Columbus, Ohio 43210

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.

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)

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)

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.

100-level course: For every five credit hours of 100-level course work on the minor, the minimum total required for the minor is increased by five.

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:

- The academic unit offering the minor, or
- A college/school counselor (depending on the minor).

ASC Curriculum and Assessment Office
<http://artsandsciences.osu.edu>
The Ohio State University
4132 Smith Laboratory, 174 W. 18th Ave.
KDH 8/27/09

Transition policy

Our changes to the minors only involve a conversion of credit hours and no changes in the requirements. We will continue to offer the same courses in the minors with good frequency, just as we have under the quarter system. As a result, we do not expect to have significant transition issues for the minors. We are committed to ensuring that students will not be penalized or delayed as we transition to semesters.