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| Fiscal Unit/Academic Org | School Of Communication - D0744 |
| Administering College/Academic Group | Social And Behavioral Sciences |
| Co-administering College/Academic Group | |
| Semester Conversion Designation | Converted with minimal changes to program goals and/or curricular requirements (e.g., sub-plan/specialization name changes, changes in electives and/or prerequisites, minimal changes in overall structure of program, minimal or no changes in program goals or content) |
| Current Program/Plan Name | Communication Minor |
| Proposed Program/Plan Name | Communication Minor |
| Program/Plan Code Abbreviation | COMM-MN |
| Current 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 | | 25 | 16.7 | 15 | 1.7 |
| Required credit hours offered by the unit | Minimum | 25 | 16.7 | 15 | 1.7 |
| | Maximum | 25 | 16.7 | 15 | 1.7 |
| Required credit hours offered outside of the unit | Minimum | 0 | 0.0 | 0 | 0.0 |
| | Maximum | 0 | 0.0 | 0 | 0.0 |
| Required prerequisite credit hours not included above | Minimum | 0 | 0.0 | 0 | 0.0 |
| | Maximum | 0 | 0.0 | 0 | 0.0 |

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

- Comm 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 02:21 PM | Submitted for Approval |
| Approved | Nathanson, Amy Ilene | 11/01/2010 07:15 AM | Unit Approval |
| Approved | Vanarsdale, Sonya Renee | 11/02/2010 11:20 AM | College Approval |
| Revision Requested | Vankeerbergen, Bernadette Chantal | 11/03/2010 12:52 PM | ASCCAO Approval |
| Submitted | VanPelt, Susan J | 11/03/2010 03:14 PM | Submitted for Approval |
| Approved | McDonald, Daniel Gary | 11/03/2010 03:44 PM | Unit Approval |
| Revision Requested | Mumy, Gene Elwood | 11/23/2010 08:41 PM | College Approval |
| Submitted | McDonald, Daniel Gary | 12/12/2010 10:36 AM | Submitted for Approval |
| Approved | McDonald, Daniel Gary | 12/12/2010 10:49 AM | Unit Approval |
| Revision Requested | Mumy, Gene Elwood | 01/18/2011 10:40 AM | College Approval |
| Submitted | VanPelt, Susan J | 01/19/2011 09:06 AM | Submitted for Approval |
| Approved | McDonald, Daniel Gary | 01/19/2011 01:43 PM | Unit Approval |
| Approved | Mumy, Gene Elwood | 01/21/2011 07:04 PM | College Approval |
| Pending Approval | Hanlin, Deborah Kay Vankeerbergen, Bernadette Chantal Meyers, Catherine Anne Jenkins, Mary Ellen Bigler Nolen, Dawn | 01/21/2011 07:04 PM | ASCCAO Approval |



College of Arts and Sciences

186 University Hall
230 North Oval Mall
Columbus, OH 43210

Phone (614) 292-1667

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Web artsandsciences.osu.edu

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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154 N Oval Mall
Columbus, OH 43210

Phone (614) 292-3400
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www.comm.ohio-state.edu

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 – 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 communication is designed for students who have an interest in various aspects of communication to have a working knowledge of the field.

Table highlighting credit hour changes

| Minor Area: Communication | Quarter Hours | 2/3 of Quarter Hours | Proposed Semester Hours |
|------------------------------|------------------|-------------------------|-------------------------------|
| Core Requirements | 25 | 16.75 | 15 |
| Total | 25 | 16.75 | 15 |

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
College of Social and Behavioral Sciences**

Communication Minor (Comm, 114)

School of Communication
3033 Derby Hall, 154 North Oval Mall
Columbus, OH 43210-1339
614-292-4275; <http://www.comm.ohio-state.edu>

The communication minor is designed to provide students with an understanding of the basic concepts of communication. The minor consists of five courses (15 credit hours), one from each of these areas: communication theory, communication technology, interpersonal communication, strategic communication, and mass communication.

All five courses must be completed to satisfy the minor requirements. Courses may be substituted for the five designated courses by filing a petition with the director of undergraduate studies and the Undergraduate Committee through the undergraduate advising office.

If you complete the minor with the five courses specified below, you need only file your minor program form with your college/school office. No approval from the School of Communication is required.

Required communication courses (15 credit hours)

1100 Introduction to Communication Theory U 3

2540 Introduction to Communication Technology U 3

2620 Introduction to Interpersonal Communication U 3

2331 Strategic Communication Principles U 3

2440 Mass Communication and Society U 3

Communication minor program guidelines

The following guidelines govern this minor.

Required for graduation No

Credit hours required A minimum of 12

Transfer credit hours allowed A maximum of 6

Overlap with the GEC Permitted

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.

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

- 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:

- A college/school counselor

Arts and Sciences Curriculum Office

<http://artsandsciences.osu.edu>

The Ohio State University

105 Brown Hall, 190 W. 17th Ave.

KLM 7/24/06

**The Ohio State University
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All five courses must be completed to satisfy the minor requirements. Courses may be substituted for the five designated courses by filing a petition with the director of undergraduate studies and the Undergraduate Committee through the undergraduate advising office.

If you complete the minor with the five courses specified below, you need only file your minor program form with your college/school office. No approval from the School of Communication is required.

Required communication courses (25 credit hours)

200 Communication and Society U 5
240 Introduction to Communication Technology U 5
320 Introduction to Interpersonal Communication U 5
431 Strategic Communication U 5
642 Mass Communication and Society U G 5

Communication minor program guidelines

The following guidelines govern this minor.

Required for graduation No

Credit hours required A minimum of 25

Transfer credit hours allowed A maximum of 10

Overlap with the GEC Permitted

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:

- 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:

- A college/school counselor

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.