

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
Proposed Program/Plan Name	Communication
Program/Plan Code Abbreviation	COMM-BA
Current Degree Title	Bachelor of Arts

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		47	31.3	34	2.7
Required credit hours offered by the unit	Minimum	35	23.3	25	1.7
	Maximum	50	33.3	35	1.7
Required credit hours offered outside of the unit	Minimum	0	0.0	0	0.0
	Maximum	13	8.7	12	3.3
Required prerequisite credit hours not included above	Minimum	15	10.0	6	4.0
	Maximum	15	10.0	6	4.0

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**
- Students are knowledgeable about the principles of communication within a social science framework and understand the role of communication in society.
 - Students are competent in practicing communication.
 - Students are sufficiently trained and prepared to get jobs in the field of communication.

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? Yes

Does the degree program or major have an assessment plan on file with the university Office of Academic Affairs? Yes

Summarize how the program's current quarter-based assessment practices will be modified, if necessary, to fit the semester calendar.

For our assessment, we use a variety of direct and indirect methods, across several courses, and our core courses remain essentially the same. None of our assessment practices depend on quarter or semester lengths. As a result, we do not anticipate any changes to our assessment practices under the semester system.

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.

Program Specialization/Sub-Plan Name	Strategic Communication (Existing)
Program Specialization/Sub-Plan Goals	•
Program Specialization/Sub-Plan Name	Communication Technology (Existing)
Program Specialization/Sub-Plan Goals	•
Program Specialization/Sub-Plan Name	Comm Analysis & Practice (Existing)
Program Specialization/Sub-Plan Goals	•

Pre-Major

Does this Program have a Pre-Major? Yes

Completion of COMM 1100 and 1101 (with C- or better). Freshmen considered for admission following 15 semester hours minimum, transfer students considered for admission following completion of premajor courses. Enrollment management plan remains. Students admitted based on space and cumulative grade point average. Transfer students fulfilling premajor courses through transfer will be considered based upon cumulative gpa from transferring institutions. See Semester Conversion_Revision of Premajor

Attachments

- Comm Major Proposal.pdf
(Program Proposal. Owner: McDonald, Daniel Gary)
- COMM Curric Map.pdf
(Curricular Map(s). Owner: McDonald, Daniel Gary)
- Division Letter for Communication.doc: Division Letter
(Letter from the College to OAA. Owner: Mumy, Gene Elwood)

Comments

- In semester advising sheets after Strategic Comm, the prereqs are shown as Comm 1101 and 1101 rather than 1100 and 1101. Also, the quarterly advising sheets do not show prereqs but total hours reflect them so a casual look makes it appear that two courses have been added, which is not the case: consider correcting this. *(by Mumy, Gene Elwood on 11/24/2010 06:26 PM)*

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	McDonald, Daniel Gary	10/29/2010 02:13 PM	Submitted for Approval
Revision Requested	McDonald, Daniel Gary	10/30/2010 07:44 AM	Unit Approval
Submitted	VanPelt, Susan J	11/01/2010 08:48 AM	Submitted for Approval
Approved	McDonald, Daniel Gary	11/01/2010 08:53 AM	Unit Approval
Approved	Vanarsdale, Sonya Renee	11/02/2010 11:22 AM	College Approval
Revision Requested	Vankeerbergen, Bernadette Chantal	11/03/2010 12:52 PM	ASCCAO Approval
Submitted	VanPelt, Susan J	11/03/2010 03:12 PM	Submitted for Approval
Approved	McDonald, Daniel Gary	11/03/2010 03:43 PM	Unit Approval
Revision Requested	Mumy, Gene Elwood	11/24/2010 06:26 PM	College Approval
Submitted	McDonald, Daniel Gary	12/12/2010 10:29 AM	Submitted for Approval
Approved	McDonald, Daniel Gary	12/12/2010 10:50 AM	Unit Approval
Revision Requested	Mumy, Gene Elwood	01/14/2011 03:10 PM	College Approval
Submitted	McDonald, Daniel Gary	01/17/2011 10:33 AM	Submitted for Approval
Approved	McDonald, Daniel Gary	01/17/2011 10:34 AM	Unit Approval
Approved	Mumy, Gene Elwood	01/18/2011 10:48 AM	College Approval
Revision Requested	Vankeerbergen, Bernadette Chantal	01/25/2011 08:30 AM	ASCCAO Approval
Submitted	McDonald, Daniel Gary	03/08/2011 01:34 PM	Submitted for Approval
Approved	McDonald, Daniel Gary	03/08/2011 01:45 PM	Unit Approval
Approved	Mumy, Gene Elwood	03/29/2011 04:22 PM	College Approval
Pending Approval	Nolen, Dawn Jenkins, Mary Ellen Bigler Meyers, Catherine Anne Vankeerbergen, Bernadette Chantal Hanlin, Deborah Kay	03/29/2011 04:22 PM	ASCCAO Approval



January 31, 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 areas of concentration: 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. The only changes worth noticing at all are the repackaging of some courses into more concentrated modules. The conversion plans were reviewed and endorsed by the Social Sciences Disciplinary Advisory Panel (SS DAP).

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 are 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

3016 Derby Hall
154 N Oval Mall
Columbus, OH 43210

Phone (614) 292-3400
Fax (614) 292-2055
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.

Communication Major Semester Proposal

Rationale for Program Changes – Communication

The date of the last significant revision to the Communication Major program was in 2006. 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 challenge has been to convert the program to semesters.

The changes to the communication major program can be summarized as follows:

- a. enabling semester research methods to be more specialized for each focus area so that a particular 4-credit methods course can be required for each of these focus areas.

- b. re-envisioning to enable ‘clusters’ of courses:

COMM 653, “Political Communication and e-Democracy” to enable two 2-credit classes: COMM 4853.01, “New Media and Democracy” and COMM 4853.02, “Media and Social Movements.”

COMM 3330, 3331, 3332 and 3333 are four 2-credit courses based around a general theme of strategic risk analysis and communication within particular contexts. These take the place of 3 5-credit quarter classes

Table highlighting credit hour changes

	Quarter Hours	2/3 of Quarter Hours	Proposed Semester Hours
Pre-Requisites	10	6.66	6
Research Methods	5	3.4	4
Requirements And Required Electives	45	30	33-34*
Total	60	40	43-44*

*Requirements vary, depending on specialization.

Rationale for credit hour changes

Proportionately, our credit hours remain as close as we can get to our quarter programs, subject to rounding error.

List of Semester Courses in the program.

	Pre-Req.	Research Methods	Core	Vis. Design	Focus Area	Req. Electives
			16 cr. req.		9 cr. req.	6 cr. req.
Strategic Communication	1100 1101	2163	2321 2325 2331 2367(H) 4337	n/a	2668 3330(H) 3331 3333 3334 3345 3444 3628 4820(H)	2131 2511 3332 4190 4191 4445 4556 4635 4668
New Media and Communication Technology			12 cr. req	3 cr. Req.	6 cr. req	9 credits from one track; At least 3 cr. from COMM
	1100 1101	2165	2367(H) 2540 3545 3554	2511 IIVCD 3405 IIVCD 3505 IIVCD 4405 IIVCD 4505	3513 4554 4557 4738 4853.01 4853.02	Track 1 Track 2 4191 3330(H) 4511 3331 4555 4191 4557 4556 CS&E 1223 4557 CS&E 1211 BUS MHR 2200 CS&E 2310 BUS M&L 2250 PSYCH 2310 CS&E 1113 PSYCH 2312 CS&E 1233 PSYCH 4597.02
Communication Analysis and Practice			12 cr. req			18 cr. req.
	1100 1101	2160(H)	1110 2367(H) 2620 3440	n/a	n/a	2442 3624 4665 2668 3628 4668 3240 3629 4736 3330 3662 4737 3331 3667 4738 3332 4401 4814 3402 4445 4820 3404 4600 4853.01 3413 4635 4853.02 3466

List of Courses with Titles

Pre-requisites for all concentrations:

- 1100 Communication in Society
- 1101 History of Communication

Research Methods Requirement (1 required of each concentration):

- 2160(H) Communication Research Methods
- 2163 Communication Industry Research Methods
- 2165 Evaluation and Usability Testing

Core Requirements (differing for each concentration):

Strategic Communication

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

New Media and Communication Technology

- 2367(H) Persuasive Communication
- 2540 Introduction to Communication Technology
- 3545 Human-Computer Interaction
- 3554 Social Implications of Technology

Communication Analysis and Practice

- 1110 Public Speaking
- 2367(H) Persuasive Communication
- 2620 Interpersonal Communication
- 3440 Mass Communication & Society

Focus Area Requirements (differing for each concentration):

Strategic Communication (minimum 9 cr. hours)

- 2668 Intercultural Comm
- 3330(H) Communication and Conflict Mgmt
- 3331 Communication and Decision Making
- 3333 Crisis Communication
- 3334 Strategic Message Design
- 3345 Strategic Media Planning
- 3444 Advertising and Society
- 3628 Contemporary Persuasion Theory
- 4820(H) Public Opinion and Communication

New Media and Communication Technology

Visual Design Requirement (minimum 3 cr.):

- 2511 Visual Design
- IIVCD 3405 Design Media for Non-Majors
- IIVCD 3505 3-D Visualization
- IIVCD 4405 Web Communications
- IIVCD 4505 Information Design

Focus Area Electives (minimum 6 cr.):

- 3513 Video Games and the Individual
- 4554 Social Media
- 4557 Communication Networks
- 4738 Health Communication and New Media
- 4853.01 New Media and Democracy
- 4853.02 Media and Social Movements

Communication Analysis and Practice

No set focus area requirements

Special Topic Electives (Integration and Application)

Strategic Communication (3 separate courses and 9 credit hours are required; Internship and Co-Op are repeatable but may each count as one course from this cluster)

- 2131 Business and Professional Speaking
- 2511 Visual Communication Design
- 3332 Risk Communication
- 4190 Journalism and Communication Co-Operative
Educational Experience
- 4191 Internship
- 4445 Stereotypes in Advertising
- 4556 Information Tech and Org Comm
- 4635 Small Group Communication
- 4668 Issues in Intercultural Communication

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

Track 1 Human-Computer Interaction

- 4191 Internship
- 4511 User-Centered Web Design
- 4555 Computer Interface and Human Identity
- 4557 Communication Networks
- CS&E 1223 Intro to Computer Programming in Java
- CS&E 1211 Computational Thinking in Context: Images,
Animation & Games
- PSYCH 2310 Sensation and Perception
- PSYCH 2312 Memory and Cognition
- PSYCH 4597.02 Contemporary World: Technology, Efficiency, and Happiness

Track 2 Communication Technology Management

3330(H) Communication and Conflict Management
3331 Communication and Decision Making
4191 Internship in Communication
4556 Information Technology & Org Comm
4557 Communication Networks
BUS MHR 2200 Foundations of Management & HR
BUS M&L 2250 Marketing Management
CS&E 1113 Intro to Computer Assisted Problem Solving for Business
CS&E 1233 Data Structures Using Java

Communication Analysis and Practice

Focus on Mass Media Effects

2442 Media Violence
3402 Crime and the News Media
3413 Media Entertainment
3466 Communication and Popular Culture
4401 Mass Communication and Youth
4445 Stereotypes in Media
4600 Communication and Emotion
4814 Political Communication

Focus on Health, Science and Risk Communication

3240(H) Science Communication
3332 Risk Communication
3628 Contemporary Persuasion Theory
4668 Issues in Intercultural Comm
4736 Health Comm in Interpersonal Contexts
4737 Health Comm in Mass Mediated Contexts
4738 Health Comm and New Media

Focus on Communication for Advocacy and Politics

3330(H) Communication and Conflict Mgmt
3331 Communication and Decision Making
3404(H) Media Law and Ethics
3628 Contemporary Persuasion Theory
4665 Communication and Community
4668 Issues in Intercultural Comm
4814 Political Communication
4820(H) Public Opinion and Communication
4853.01 New Media and Democracy
4853.02 Media and Social Movements

Focus on Interpersonal Communication Processes

- 2668 Intercultural Communication
- 3624 Communication in Personal Relationships
- 3629 Language and Social Interaction
- 3662 Communication and Gender
- 3667 Nonverbal Communication
- 4600 Communication and Emotion
- 4635 Small Group Communication
- 4665 Communication and Community
- 4736 Health Comm in Interpersonal Contexts

Quarter-based and proposed semester-based curriculum advising sheets.

Strategic Communication: Semesters



School of Communication Strategic Communication – BA (Minimum 35 credits)

Program Area Description Study and analysis of communication planning and strategies. Students will learn how to integrate public relations, marketing communication, audience analysis and persuasion theory in the study and design of communication plans for organizations.

Students in this area will take courses that emphasize the following:

- Public Relations and Marketing Communication
- Persuasion and Public Opinion Theory
- Communication Campaigns
- Audience Analysis

Students will train for careers in business and management or as communication specialists in organizations. They can find employment as public relations specialists, communication campaign and information managers, and communication consultants.

<u>Research & Data Analysis</u>	(4 credit hrs.)
COMM 2163	Communication Industry Research Methods (<i>prereq: Stat 135, 145 or equiv</i>)

<u>Core Major Requirements</u>	(16 credit hrs.)
<u>All five courses required.</u>	
COMM 2321	Writing for Strategic Communication
COMM 2325	Intro to Organizational Communication
COMM 2331	Strategic Communication Principles
COMM 2367(H)	Persuasive Communication
COMM 4337	Public Communication Campaigns

<u>Focus Area Requirements</u>	(9 credit hrs.)
<u>Choose at least 3 not already counted in other categories</u>	
COMM 2668	Intercultural Communication
COMM 3330(H)	Communication and Conflict Mgmt
COMM 3331	Communication and Decision Making
COMM 3333	Crisis Communication
COMM 3334	Strategic Message Design
COMM 3345	Strategic Media Planning
COMM 3444	Advertising and Society
COMM 3628	Contemporary Persuasion Theory
COMM 4820(H)	Public Opinion and Communication

<u>Special Topic Electives</u>	(6 credit hrs.)
Choose 2 additional courses in the School that fit your career goals. Internship and Co-Op may each count toward this requirement only once.	
One of these could be an internship (Comm 4191), Journalism and Communication Co-operative Ed Experience (COMM 4190), or Research Experience (COMM 699). You may also take additional courses from focus area electives.	
<u>Recommended Courses:</u>	
COMM 2131	Business and Professional Speaking
COMM 2511	Visual Communication Design
COMM 3332	Risk Communication
COMM 4190	Journalism and Communication Co-Operative Educational Experience
COMM 4191	Internship
COMM 4445	Stereotypes in Advertising
COMM 4556	Information Tech and Org Comm
COMM 4635	Small Group Communication
COMM 4668	Issues in Intercultural Communication

(H) Honors course offered

Internship - To reinforce the fit between coursework and real-world applications and to improve career opportunities, students are strongly encouraged to take an internship for at least one quarter.

Minor - Students are encouraged to complete a minor in one of the following areas:
General Business – Economics – Consumer Affairs

Strategic Communication: Quarters



School of Communication

Strategic Communication – BA (Minimum 50 hours)

Program Area Description Study and analysis of communication planning and strategies. Students will learn how to integrate public relations, marketing communication, audience analysis and persuasion theory in the study and design of communication plans for organizations.

Students in this area will take courses that emphasize the following:

- Public Relations and Marketing Communication
- Persuasion and Public Opinion Theory
- Communication Campaigns
- Audience Analysis

Students will train for careers in business and management or as communication specialists in organizations. They can find employment as public relations specialists, communication campaign and information managers, and communication consultants.

Research Method Requirement (5 credit hrs.) <u>Choose one of the following:</u> COMM 460(H) Communication Research Methods COMM 463 Communication Industry Research Methods	Focus Area Requirements (25 credit hrs.) <u>All five courses required:</u> COMM 221 Writing for Strategic Communication COMM 325 Intro to Organizational Communication COMM 367(H) Persuasive Communication COMM 431 Strategic Communication Principles COMM 637 Public Communication Campaigns
Focus Area Electives (10 credit hrs.) <u>Choose at least 2 not already counted in other categories</u> COMM 311 Visual Communication Design COMM 368 Intercultural Comm in Org Contexts COMM 500 Quant Reasoning for Journalism & Comm COMM 531(H) Communication and Conflict Mgmt COMM 545 Strategic Media Planning COMM 604 Media Ethics COMM 614 Political Communication COMM 620(H) Public Opinion and Communication COMM 628 Contemporary Persuasion Theory COMM 631 Communication and Decision Making COMM 632 Risk Communication COMM 634 Creative Message Design COMM 635 Small Groups and Org Comm COMM 636.02 Health Comm in Mass Mediated Contexts COMM 644 Advertising and Society COMM 646 Media Economics COMM 656 Information Tech and Org Comm COMM 668 Intercultural Comm in Org Contexts	Integration and Application Electives (10 credit hrs.) Choose 2 additional courses in the School that fit your career goals. One of these could be an internship (Comm 683) or Journalism and Communication Co-operative Ed Experience (COMM 690). You may also take additional courses from focus area electives. <u>Suggested Courses with Focus on External Audiences:</u> COMM 620(H) Public Opinion & Communication COMM 628 Contemporary Persuasion Theory COMM 634 Creative Message Design COMM 644 Advertising and Society <u>Suggested Courses with Focus on Organizational Communication:</u> COMM 368 Intercultural Comm in Org Contexts COMM 531(H) Communication and Conflict Mgmt COMM 631 Communication and Decision Making COMM 656 Information Tech and Org Comm COMM 668 Intercultural Comm in Org Contexts

(H) Honors course offered

Internship - To reinforce the fit between coursework and real-world applications and to improve career opportunities, students are strongly encouraged to take an internship for at least one quarter.

Minor - Students are encouraged to complete a minor in one of the following areas:
General Business – Economics – Consumer Affairs

New Media and Communication Technology: Semesters



School of Communication New Media and Communication Technology – BA (Minimum 34 credits)

Program Area Description: The purpose of the New Media and Communication Technology focus area is to understand the relation between communication technology and communication processes in different contexts.

Students in this area will take courses that emphasize study of the following:

- Design of useful and usable interactive communication technologies.
- Effective communication about technology with people with varying technical backgrounds.
- Implications of new communication technology on society from cultural, psychological, organizational and economic perspectives
- Architecture and design of communication messages in various community contexts such as interpersonal, organizational, and new media

Students will be prepared for the information economy as managers of technology-based communication campaigns, online content developers, and web and multimedia designers. Employment opportunities exist in the corporate sector, communication technology industries, and niche areas such as health and entertainment.

Focus Area Requirements (12 credit hrs.)
All four required

COMM 2367(H) Persuasive Communication
COMM 2540 Intro to Communication Technology
COMM 3545 Human-Computer Interaction
COMM 3554 Social Implications of Technology

Research Method Requirement (4 credit hrs.)

COMM 2165 Social Implications of Technology

Visual Design Requirement (3 credit hrs.)
Choose 1 course from the following:

COMM 2511 Visual Communication Design
IIVCD 3405 Design Media for Non-Majors
IIVCD 3505 3-D Visualization
IIVCD 4405 Web Communications
IIVCD 4505 Information Design

Focus Area Elective (6 credit hrs.)
Choose at least 2 courses from the following:

COMM 3513 Video Games and the Individual
COMM 4554 Social Media
COMM 4557 Communication Networks
COMM 4738 Health Communication and New Media
COMM 4853.01 New Media and Democracy
COMM 4853.02 Media and Social Movements

Choose from **one** of the following tracks:

Human-Computer Interaction (HCI)

Integration and Application Electives (9 credit hrs.)

Choose 3 courses from the following (one must be from COMM):

COMM 4191 Internship in Communication
COMM 4511 User-Centered Web Design
COMM 4555 Computer Interface and Human Identity
COMM 4557 Communication Networks
CS&E 1223 Intro to Computer Programming in Java
CS&E 1211 Computational Thinking in Context: Images, Animations & Games
PSYCH 2310 Sensation and Perception
PSYCH 2312 Memory and Cognition
PSYCH 4597.02 Contemporary World: Technology, Efficiency, and Happiness

Communication Technology Management (CTM)

Integration and Application Electives (9 credit hrs.)

Choose at least 3 from the following (one must be from COMM):

COMM 3330(H) Communication and Conflict Management
COMM 3331 Communication and Decision Making
COMM 4191 Internship in Communication
COMM 4556 Information Technology & Org Com
COMM 4557 Communication Networks
BUS MHR 2200 Found of Management & Human Resources
BUS M&L 2250 Marketing Management
CS&E 1113 Intro to Computer Assisted Problem Solving for Business
CS&E 1233 Data Structures Using Java

Internship - To reinforce the fit between coursework and real-world applications and to improve career opportunities, students are strongly encouraged to take an internship for at least one quarter.

Minor - Students are encouraged to complete a minor in one of the following areas: Industrial, Interior and Visual Communication Design - Cognitive Science - Computer and Information Science - General Business

New Media and Communication Technology: Quarters



School of Communication

New Media and Communication Technology – BA (for students admitted to major W111 and after)

Program Area Description: The purpose of the New Media and Communication Technology focus area is to understand the relation between communication technology and communication processes in different contexts.

Students in this area will take courses that emphasize study of the following:

- Design of useful and usable interactive communication technologies.
- Effective communication about technology with people with varying technical backgrounds.
- Implications of new communication technology on society from cultural, psychological, organizational and economic perspectives.
- Architecture and design of communication messages in various community contexts such as interpersonal, organizational, and new media.

Students will be prepared for the information economy as managers of technology-based communication campaigns, online content developers, and web and multimedia designers. Employment opportunities exist in the corporate sector, communication technology industries, and niche areas such as health and entertainment.

<p>Focus Area Requirements (25 credit hrs.) <u>All five required</u></p> <p>COMM 240 Intro to Communication Technology COMM 367(H) Persuasive Communication COMM 450 Principles of Human-Computer Interaction COMM 650 Evaluation & Usability Testing COMM 654 Social Implications of Technology</p>	<p>Focus Area Elective (5 credit hrs.) <u>Choose at least 1 from the following</u></p> <p>COMM 513 Video Games and the Individual COMM 638 Communication and e-Health COMM 653 Political Communication and e-Democracy COMM 655 Computer Interface and Human Identity</p>
---	---

<p>Visual Design Requirement (4-5 credit hrs.) <u>Choose 1 course from the following</u></p> <p>COMM 311 Visual Communication Design DESIGN 320 Electronic Media for the Designer DESIGN 570 Intro to Image Graphics Techniques DESIGN 571 Fundamentals of 3D Design Visualization DESIGN 573 Fundamentals of Multimedia Design</p>
--

Choose from one of the following tracks:

<p style="text-align: center;">Human-Computer Interaction (HCI)</p> <p>Integration and Application Electives (13-15 credit hrs.) <u>Choose 3 courses from the following (one must be from COMM):</u></p> <p>COMM 611 Effective Communication for the Web <i>(prereq: Visual Design course)</i> COMM 657 Principles of Communication Networks COMM 683 Internship in Communication CS&E 201 Elementary Computer Programming CS&E 203 Interactive Animations & Games CS&E 204 Digital Images & Sound PSYCH 312 Learning, Memory & Cognition <i>(prereq: Psych 100 and Statistics 145 or equiv)</i> PSYCH 503 Introduction to Cognitive Psychology <i>(prereq: Statistics 145 or equiv)</i> PSYCH 597.04 Technology, Efficiency, and Happiness</p>	<p style="text-align: center;">Communication Technology Management (CTM)</p> <p>Integration and Application Electives (13-15 credit hrs.) <u>Choose at least 3 from the following (one must be from COMM):</u></p> <p>COMM 531 Communication and Conflict Management COMM 631 Communication in Decision Making COMM 656 Information Technology & Organizational Comm COMM 657 Principles of Communication Networks COMM 683 Internship in Communication BUS MHR 400 Foundations of Management & Human Resources <i>(prereq: Math 130 or equiv, CS&E 100 or above, and Econ 200)</i> CS&E 200 Computer Assisted Problem Solving for Business <i>(prereq: Math 116, 130, 148 or higher)</i> CS&E 201 Elementary Computer Programming CS&E 214 Data Structures for Information Systems <i>(prereq: CS&E 201)</i></p>
---	---

Internship - To reinforce the fit between coursework and real-world applications and to improve career opportunities, students are strongly encouraged to take an internship for at least one quarter.

Minor - Students are encouraged to complete a minor in one of the following areas: Industrial, Interior and Visual Communication Design – Cognitive Science - Computer and Information Science – General Business

Communication Analysis & Practice: Semesters



School of Communication Communication Analysis and Practice – BA (Minimum 34 credits)

Program Area Description: Students can specialize in different areas including public opinion and media effects, communication in a democracy, relational and health communication, and communication and advocacy.

Students in this area will take courses that emphasize the following:

- The study of mass media as social, cultural, and political institutions
- The relationship of mass communication to public opinion, political and health communication
- Various methods used to study opinions and behaviors

Students will train for careers as communication specialists for media, telecommunication, health and political organizations.

Research Method Requirement (4 credit hrs.)

COMM 2160(H) Communication Research Methods
(*prereq: Stat 135, 145 or equivalent*)

Core Major Requirements (12 credit hrs.)

All four required.

COMM 1110 Public Speaking
COMM 2367(H) Persuasive Communication
COMM 2620 Interpersonal Communication
COMM 3440 Mass Communication and Society

Focus Area Electives (18 credit hrs.)

Suggested Thematic Clusters:

Choose at least 6 additional courses in the School of Communication. **At least 4 should be at the 3000 level or above.** Within a broad array of offerings in the CAP area, four thematic clusters are highlighted to provide students some direction in developing a focal interest. However, students are not restricted to courses within a single thematic cluster. Instead they are encouraged to choose courses from within and between thematic clusters to fit career goals. Internship (COMM 4191) may count as one of these courses.

Focus on Mass Media Effects

COMM 2442 Media Violence
COMM 3402 Crime and the News Media
COMM 3413 Media Entertainment
COMM 3466 Communication and Popular Culture
COMM 4401 Mass Communication and Youth
COMM 4445 Stereotypes in Media
COMM 4600 Communication and Emotion
COMM 4814 Political Communication

Focus on Health, Science, Risk Communication

COMM 3240(H) Science Communication
COMM 3332 Risk Communication
COMM 3628 Contemporary Persuasion Theory
COMM 4668 Issues in Intercultural Communication
COMM 4736 Health Comm in Interpersonal Contexts
COMM 4737 Health Comm in Mass Mediated Contexts
COMM 4738 Health Communication and New Media

Focus on Communication for Advocacy and Politics

COMM 3330(H) Communication and Conflict Management
COMM 3331 Communication and Decision Making
COMM 3404(H) Media Law and Ethics
COMM 3628 Contemporary Persuasion Theory
COMM 4665 Communication and Community
COMM 4668 Issues in Intercultural Communication
COMM 4814 Political Communication
COMM 4820(H) Public Opinion and Communication
COMM 4853.01 New Media and Democracy
COMM 4853.02 Media and Social Movements

Focus on Interpersonal Communication Processes

COMM 2668 Intercultural Communication
COMM 3624 Communication in Personal Relationships
COMM 3629 Language and Social Interaction
COMM 3662 Communication and Gender
COMM 3667 Nonverbal Communication
COMM 4600 Communication and Emotion
COMM 4635 Small Group Communication
COMM 4665 Communication and Community
COMM 4736 Health Comm in Interpersonal Contexts

(H) – Honors course offered

Internship - To reinforce the fit between coursework and real-world applications and to improve career opportunities, students are strongly encouraged to take an internship for at least one quarter.

Minor - Students are encouraged to complete a minor in one of the following areas: Political Science – Psychology – International Studies – Legal Foundations of Society – Sociology

Communication Analysis & Practice: Quarters



School of Communication

Communication Analysis and Practice – BA (Minimum 50 hours)

Program Area Description: Students can specialize in different areas including public opinion and media effects, communication in a democracy, relational and health communication, and communication and advocacy.

Students in this area will take courses that emphasize the following:

- The study of mass media as social, cultural, and political institutions
- The relationship of mass communication to public opinion, political and health communication
- Various methods used to study opinions and behaviors

Students will train for careers as communication specialists for media, telecommunication, health and political organizations.

<p>Research Method Requirement (5 credit hrs.) <u>Choose one of the following:</u></p> <p>COMM 460(H) Communication Research Methods</p> <p>COMM 463 Communication Industry Research Methods</p> <p>COMM 672 Qualitative Interviewing as Communication Practice</p>	<p>Focus Area Electives (25 credit hrs.) Choose at least 5 additional courses in the School of Communication. At least 3 should be at the 500 level or above. Within a broad array of offerings in the CAP area, three thematic clusters are highlighted to provide students some direction in developing a focal interest. However, students are not restricted to courses within a single thematic cluster. Instead they are encouraged to choose courses from within and between thematic clusters to fit career goals. Internship (COMM 683) may count as one of these courses. <u>Suggested Thematic Clusters:</u></p> <p><u>Courses for a focus on Media Effects and Public Opinion</u></p> <p>COMM 501 Mass Communication and Youth COMM 613 Media Entertainment COMM 614 Political Communication COMM 620(H) Public Opinion & Communication COMM 640(H) Science Communication COMM 645 Stereotypes in Advertising, News and Entertainment TV</p> <p>COMM 653 Political Communication and e-Democracy COMM 666 Communication and Popular Culture</p> <p><u>Courses for a focus on Relational and Health Comm.</u></p> <p>COMM 368 Intercultural Comm in Organizational Contexts COMM 624 Comm in Personal Relationship COMM 636.01 Health Comm in Interpersonal Contexts COMM 636.02 Health Comm in Mass Mediated Contexts COMM 638 Communication and e-Health COMM 662 Communication and Gender</p> <p><u>Courses for a focus on Communication and Advocacy</u></p> <p>COMM 531(H) Communication and Conflict Management COMM 607(H) Mass Communication Law COMM 628 Contemporary Persuasion Theory COMM 629 Language and Social Interaction COMM 631 Communication and Decision Making COMM 654 Social Implications of Technology COMM 665 Communication and Community COMM 669 Communication, Power and Knowledge</p>
<p>Focus Area Requirements (20 credit hrs.) <u>All four required:</u></p> <p>COMM 321 Public Speaking COMM 320 Interpersonal Communication COMM 367(H) Persuasive Communication COMM 642 Mass Communication and Society</p>	

(H) Honors course offered

Internship - To reinforce the fit between coursework and real-world applications and to improve career opportunities, students are strongly encouraged to take an internship for at least one quarter.

Minor - Students are encouraged to complete a minor in one of the following areas:
Political Science – Psychology – International Studies
– Legal Foundations of Society – Sociology

Students who began their degree under quarters will not be penalized as we move to semesters, either in terms of progress towards their degree or their expected date of graduation.

The .6 conversion for courses and .67 conversion for programs creates potential some problems for students in any straight conversion of courses. Our general plan is to convert credits programmatically within the major (e.g., a student who has completed four courses in the core for 20 credit hours is credited with 13.4 credits toward the major – 12 credits toward the core and 1.4 credits toward electives). In this way, the .6/.67 conversion problem is alleviated for nearly all students, and we can make certain that we meet the requirement of not delaying delay student graduation during the transition is met.

We do not at present see a need for bridge courses in Communication.

Appendix D. Revision of pre-major process for semester calendar

Current process requires all students, with the exception of Honors students who are directly enrolled, to apply for admission to the School of Communication and a particular major/specialization. The number of students admitted equals the program's enrollment capacity. If the number of applicants exceeds the number of available spaces, enrollment is based on student's cumulative grade point average. To be eligible for admission students must complete pre-major courses (COMM 101 with C- or better, COMM 200 with C- or better, and Statistics 135 or 145 (for Communication major) or English 269 (for Journalism major); and a minimum number of hours at Ohio State (30 hours for transfer students and 45 hours for native students).

With the semester conversion upon us it is time to adjust our practice of admitting students to the communication and journalism majors. It is no longer practical to require this length of time in pre-major status. The reduced number of enrollment periods places a greater importance on students being connected to their major program and beginning progress toward their major program earlier in their college career.

Given the large number of transfer students we see applying to the School of Communication it is especially important that we revise our process for advanced transfers. To ensure efficient movement of qualified students into our major programs it is essential we review and update transfer equivalencies with Ohio colleges and universities. It is also important that we establish pre-major requirement equivalencies and entry level major courses with our neighbor Columbus State Community College. This process has already begun as we reviewed courses in development at CSCC this past year.

Freshmen admitted to the University will be considered for admission to the School of Communication after a minimum of one semester (minimum of 15 semester hours) and the completion of COMM 101 with C- or better and COMM 200 with C- or better. The current third pre-major course (Statistics 135 or 145 or English 269) will be removed from the pre-major requirements and attached to appropriate course requirements within the majors. Statistics 135, 145 or equivalent has been added to COMM 460 and 463 as a prerequisite, and English 269 (Digital Media Composing) has been added as a prerequisite to COMM 426. These courses are indeed essential to a student's success in the respective courses but they offer relatively little value in the actual admission decision.

Transfer students who identify communication or journalism as their intended major can be considered for admission to the School in their first semester at OSU if they have completed COMM 101 and COMM 200 equivalents and are transferring a minimum of 15 semester hours. The admission decision will be based on combined cumulative transfer grade point average. Transfer students not meeting these requirements upon entrance would be considered for admission following the completion of the required pre-major courses and the decision based upon the student's OSU cumulative grade point average.

Students beginning their college careers at OSU's regional campuses will be able to complete the required pre-major courses on their respective campuses. All regional campuses currently offer COMM 101 and 200.

Appeals will continue to be accepted from those students who have been denied admission to the School of Communication based on non-completion of pre-major requirements and/or not having met grade point average standards.

Applications to the School of Communication will be accepted three times a year: Fall semester, Spring semester and Summer term. Students will continue to be able to submit applications online for review by the Undergraduate Committee. Notification of admission decisions will be emailed to students within two weeks of the application deadline.

Communication

Curriculum map, indicating how program goals are accomplished via specific courses.

Program learning goals

Goal 1. Students are knowledgeable about the principles of communication within a social science framework and understand the role of communication in society.

Goal 2. Students are competent in practicing communication.

Goal 3. Students are sufficiently trained and prepared to get jobs in the field of communication.

	Goal 1: Comm. Principles	Goal 2: Comm. Practice	Goal 3: Career Preparation
Pre-Requisites			
1100	Basic		
1101	Basic		Basic
Research Methods			
2160(H), 2165, 2163		Intermediate	Advanced
Core Requirements			
<i>Strategic COMM</i>			
2321	Basic		
2325	Intermediate	Intermediate	
2331		Advanced	Intermediate
2367(H)	Basic	Intermediate	
4337			Advanced
<i>New Media & Comm.Tech.</i>			
2367(H)	Basic	Intermediate	
2540	Basic		
3545	Intermediate	Basic	
3554	Advanced		
<i>Comm. Analysis & Practice</i>			
1110	Basic		
2367(H)	Basic	Intermediate	
2620	Basic	Basic	
3440		Intermediate	

Focus Area Requirements			
<i>Strategic Com. (3 req.)</i>			
2668			Intermediate
3330(H)		Intermediate	
3331		Advanced	Advanced
3333		Intermediate	
3334		Intermediate	
3345	Advanced		
3444	Advanced		Intermediate
3628	Advanced	Intermediate	
4820(H)	Advanced		Advanced
<i>New Media & Comm Technology</i>			
2511 (or outside Visual Design)	Intermediate	Intermediate	Basic
Other focus (3 cr. req.)			
3513	Intermediate		
4554	Intermediate	Intermediate	Intermediate
4557	Intermediate		Intermediate
4738	Intermediate		Intermediate
4853.01	Intermediate	Intermediate	
4853.02	Intermediate	Intermediate	
	Goal 1: Comm. Principles	Goal 2: Comm. Practice	Goal 3: Career Preparation
<i>COMM Analysis & Practice</i>			
N/A as CAP has elective specialization instead (see below)			
Elective Requirements			
<i>Strategic Comm (3 req.)</i>			
2131	Intermediate	Advanced	Basic
2511		Basic	Basic
3332	Intermediate		Intermediate
4190		Intermed./Adv.	Advanced
4191		Intermed./Adv.	Advanced

4445	Advanced		Intermediate
4556	Advanced		Intermediate
4635	Advanced		Intermediate
4668	Advanced	Advanced	
<i>New Media and Comm. Technology (9 cr. from one track)</i>			
Track 1:			
	Goal 1: Comm. Principles	Goal 2: Comm. Practice	Goal 3: Career Preparation
4191			Advanced
4511	Advanced	Advanced	Advanced
4555	Advanced	Advanced	
4557	Advanced	Advanced	Intermediate
CS&E 1223		Advanced	Intermediate
CS&E 1211		Advanced	Intermediate
CS&E 2310		Advanced	Intermediate
PSYCH 2310	Intermediate		
PSYCH 2312	Intermediate	Intermediate	
PSYCH 4597.02			Intermediate
	Goal 1: Comm. Principles	Goal 2: Comm. Practice	Goal 3: Career Preparation
Track 2:			
3330(H)	Advanced	Intermediate	
3331	Advanced	Intermediate	Advanced
4191	Advanced	Intermediate	Advanced
4556	Advanced	Advanced	Advanced
4557		Advanced	Advanced
BUS MHR 2200		Advanced	Intermediate
BUS M&L 2250		Advanced	Intermediate
CS&E 1113		Advanced	Intermediate
CS&E 1233		Advanced	Advanced
<i>COMM Analysis & Practice</i>			
2442	Basic		
2668	Intermediate		

3240		Basic	
3330	Advanced	Intermediate	
3331	Advanced		Intermediate
3332	Advanced		Intermediate
3402	Intermediate		
3404(H)	Advanced	Intermediate	Intermediate
3413	Intermediate		
3466	Intermediate		
3624	Intermediate		
3628		Intermediate	Intermediate
3629	Intermediate	Intermediate	
3662		Intermediate	Intermediate
3667	Intermediate	Intermediate	
4401	Intermediate		Basic
4445	Advanced	Intermediate	
4600		Intermediate	Intermediate
4635		Intermediate	Intermediate
4665		Intermediate	Intermediate
4668		Intermediate	Intermediate
4736		Intermediate	Intermediate
4737		Intermediate	Intermediate
4738		Intermediate	Intermediate
4814		Intermediate	Intermediate
4820(H)		Intermediate	Intermediate
4853.01		Intermediate	Intermediate
4853.02		Intermediate	Intermediate