

|  |  |
|--|--|
| <b>Fiscal Unit/Academic Org</b>                | School Of Communication - D0744  |
| <b>Administering College/Academic Group</b>    | Social And Behavioral Sciences   |
| <b>Co-administering College/Academic Group</b> |  |
| <b>Semester Conversion Designation</b>         | 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) |
| <b>Current Program/Plan Name</b>               | Communication  |
| <b>Proposed Program/Plan Name</b>              | Communication  |
| <b>Program/Plan Code Abbreviation</b>          | COMM-BA  |
| <b>Current Degree Title</b>                    | 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  | 3   | 3.0                       |
|   | 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.

|                               |   |
|-------------------------------|---|
| <b>Program Learning Goals</b> | <ul style="list-style-type: none"> <li>• Students are knowledgeable about the principles of communication within a social science framework and understand the role of communication in society.</li> <li>• Students are competent in practicing communication.</li> <li>• Students are sufficiently trained and prepared to get jobs in the field of communication.</li> </ul> |
|-------------------------------|---|

## 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 Curric Map.pdf

*(Curricular Map(s). Owner: McDonald, Daniel Gary)*

- COMM upload.pdf

*(Program Proposal. Owner: McDonald, Daniel Gary)*

## 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       |
| Pending Approval   | Nolen, Dawn<br>Jenkins, Mary Ellen Bigler<br>Meyers, Catherine Anne<br>Vankeerbergen, Bernadette Chantal<br>Hanlin, Deborah Kay | 01/18/2011 10:48 AM | ASCCAO Approval        |






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 several courses to enable two shorter and specialized 2-credit courses

Table highlighting credit hour changes

| Focus Area:<br>Strategic COMM               | Quarter<br>Hours | 2/3 of<br>Quarter Hours | Proposed<br>Semester<br>Hours |
|---|------------------|-------------------------|-------------------------------|
| Pre-Requisites                              | 10               | 6.66                    | 6                             |
| Research Methods                            | 5                | 3.4                     | 4                             |
| Core Requirements<br>And Required Electives | 45               | 30                      | 34                            |
| Total                                       | 60               | 40                      | 44                            |

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-Requisites | Research Methods | Core                                  | Focus Area   | Req. Electives   |
|--|----------------|------------------|---------------------------------------|--|--|
|  |                |                  | 15 cr. req.                           | 3 req.   | 3 req.   |
| Strategic Communication                | 1100<br>1101   | 2163             | 2321<br>2325<br>2367<br>2331<br>4337  | 2668 3345<br>3628 3331<br>3444<br>3331<br>3331H<br>4820<br>4820H | 2511<br>2331<br>2668<br>3332<br>3668<br>4190<br>4191<br>4635<br>4445<br>4656   |
| New Media and Communication Technology |                |                  | 12 cr. req                            | 9 cr. req  | 3 from one track;<br>At least 3 cr. from COMM  |
|  | 1100<br>1101   | 2165             | 2540<br>2367<br>2545<br>4554          | 3513<br>4538<br>4530.1<br>4530.2<br>4553.1<br>4553.2<br>4557     | Track 1      Track 2<br>4191          3331<br>4511          3333<br>4557          4556<br>CS&E 201    BUS MHR<br>400<br>CS&E 202    CS&E 200<br>CS&E 203    CS&E 214<br>CS&E 204<br>PSYCH 312<br>PSYCH 503 |
| Communication Analysis and Practice    |                |                  | 12 cr. req                            |  | 15 cr. req.  |
|  | 1100<br>1101   | 2160 or<br>2160H | 2367 or 2367H<br>2620<br>2621<br>2442 | n/a  | 2413 3628 4437<br>2668 3629 4445<br>3204 3631 4538<br>3331 3332 4636<br>3402 3635 4665<br>3440 3662 4814<br>3442 3668 4820<br>3466 4401 4853<br>3624   |

**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

4554 Social Implications of Comm Technology

Communication Analysis and Practice

2367 or 2367H Persuasive Communication

2620 Interpersonal Communication

2621 Public Speaking

2442 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

3331 or 3331H Communication and Conflict Mgmt

4820 or 4820H Public Opinion and Communication



## Communication Technology

Visual Design Requirement (one required):

- 2511.0 Visual 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
- 4538.0 New Media and Health Communication
- 4530.1 Social Media: SNS, Blogs, and Virtual Worlds
- 4530.2 Social Media: Recommenders and Recommendation Systems
- 4553.1 New Media and Democracy
- 4553.2 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
- 4656 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

- 3333 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

- 2413 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
- 3440 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
- 3204 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

## 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.

**Required Prerequisites:** Students must complete the following prior to applying for admission to the Strategic Communication program: **COMM 1100 Introduction to Communication Theory** (passed with C- or better), and **COMM 1101 History of Communication** (passed with

|   |  |
|---|--|
| <b>Research &amp; Data Analysis</b> (4 credit hrs.)<br>COMM 2163 Communication Industry Research Methods ( <i>prereq: Stat 135, 145 or equiv</i> )  | <b>Core Major Requirements</b> (16 credit hrs.)<br><u>All five courses required:</u><br>COMM 2321 Writing for Strategic Communication<br>COMM 2325 Intro to Organizational Communication<br>COMM 2331 Strategic Communication Principles<br>COMM 2367(H) Persuasive Communication<br>COMM 4337 Public Communication Campaigns  |
| <b>Focus Area Electives</b> (9 credit hrs.)<br><u>Choose at least 3 not already counted in other categories</u><br>COMM 2668 Intercultural Communication<br>COMM 3330(H) Communication and Conflict Mgmt<br>COMM 3331 Communication and Decision Making<br>COMM 3333 Crisis Communication<br>COMM 3334 Strategic Message Design<br>COMM 3345 Strategic Media Planning<br>COMM 3444 Advertising and Society<br>COMM 3628 Contemporary Persuasion Theory<br>COMM 4820(H) Public Opinion and Communication | <b>Special Topic Electives</b> (6 credit hrs.)<br>Choose 2 additional courses in the School that fit your career goals.<br>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.<br><u>Recommended Courses:</u><br>COMM 2131 Business and Professional Speaking<br>COMM 2511 Visual Communication Design<br>COMM 3332 Risk Communication<br>COMM 4190 Journalism and Communication Co-Operative Educational Experience<br>COMM 4191 Internship<br>COMM 4445 Stereotypes in Advertising<br>COMM 4556 Information Tech and Org Comm<br>COMM 4635 Small Group Communication<br>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.

|  |  |
|--|--|
| <b>Research Method Requirement</b> (5 credit hrs.)<br><u>Choose one of the following:</u><br><br>COMM 460(H) Communication Research Methods<br><br>COMM 463 Communication Industry Research Methods  | <b>Focus Area Requirements</b> (25 credit hrs.)<br><u>All five courses required:</u><br><br>COMM 221 Writing for Strategic Communication<br>COMM 325 Intro to Organizational Communication<br>COMM 367(H) Persuasive Communication<br>COMM 431 Strategic Communication Principles<br>COMM 637 Public Communication Campaigns   |
| <b>Focus Area Electives</b> (10 credit hrs.)<br><u>Choose at least 2 not already counted in other categories</u><br><br>COMM 311 Visual Communication Design<br>COMM 368 Intercultural Comm in Org Contexts<br>COMM 500 Quant Reasoning for Journalism & Comm<br>COMM 531(H) Communication and Conflict Mgmt<br>COMM 545 Strategic Media Planning<br>COMM 604 Media Ethics<br>COMM 614 Political Communication<br>COMM 620(H) Public Opinion and Communication<br>COMM 628 Contemporary Persuasion Theory<br>COMM 631 Communication and Decision Making<br>COMM 632 Risk Communication<br>COMM 634 Creative Message Design<br>COMM 635 Small Groups and Org Comm<br>COMM 636.02 Health Comm in Mass Mediated Contexts<br>COMM 644 Advertising and Society<br>COMM 646 Media Economics<br>COMM 656 Information Tech and Org Comm<br>COMM 668 Intercultural Comm in Org Contexts | <b>Integration and Application Electives</b> (10 credit hrs.)<br><br>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.<br><br><u>Suggested Courses with Focus on External Audiences:</u><br>COMM 620(H) Public Opinion & Communication<br>COMM 628 Contemporary Persuasion Theory<br>COMM 634 Creative Message Design<br>COMM 644 Advertising and Society<br><br><u>Suggested Courses with Focus on Organizational Communication:</u><br>COMM 368 Intercultural Comm in Org Contexts<br>COMM 531(H) Communication and Conflict Mgmt<br>COMM 631 Communication and Decision Making<br>COMM 656 Information Tech and Org Comm<br>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 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.

**Required Prerequisites:** Students must complete the following prior to applying to the New Media and Communication program: **COMM 1101 Introduction to Communication Theory** (passed with a C- or better), and **COMM 1101 History of Communication** (passed with a C- or better).

|  |  |
|--|--|
| <p><b>Focus Area Requirements</b> (16 credit hrs.)<br/><u>All five required</u></p> <p>COMM 2165 Evaluation &amp; Usability Testing<br/>         COMM 2367(H) Persuasive Communication<br/>         COMM 2540 Intro to Communication Technology<br/>         COMM 3545 Principles of Human-Computer Interaction<br/>         COMM 3554 Social Implications of Technology</p>                   | <p><b>Focus Area Elective</b> (6 credit hrs.)<br/><u>Choose at least 2 courses from the following:</u></p> <p>COMM 3513 Video Games and the Individual<br/>         COMM 4538 New Media and Health Communication<br/>         COMM 4554.1 Social Media: SNS, Blogs &amp; Virtual Worlds<br/>         COMM 4554.2 Social Media: Recommenders &amp; Rec Systems<br/>         COMM 4557 Principles of Communication Networks<br/>         COMM 4853.1 New Media and Democracy<br/>         COMM 4853.2 Media and Social Movements</p> |
| <p><b>Visual Design Requirement</b> (3 credit hrs.)<br/><u>Choose 1 course from the following:</u></p> <p>COMM 2511 Visual Communication Design<br/>         IIVCD 320 Electronic Media for the Designer<br/>         IIVCD 570 Intro to Image Graphics Techniques<br/>         IIVCD 571 Fundamentals of 3D Design Visualization<br/>         IIVCD 573 Fundamentals of Multimedia Design</p> |  |

Choose from one of the following tracks:

|  |   |
|--|---|
| <p style="text-align: center;"><i>Human-Computer Interaction (HCI)</i></p> <p><b>Integration and Application Electives</b> (9 credit hrs.)<br/><u>Choose 3 courses from the following (one must be from COMM):</u></p> <p>COMM 4191 Internship in Communication<br/>         COMM 4511 User-Centered Web Design<br/>         COMM 4555 Computer Interface and Human Identity<br/>         COMM 4557 Principles of Communication Networks<br/>         CS&amp;E 201 Elementary Computer Programming<br/>         CS&amp;E 203 Interactive Animations &amp; Games<br/>         CS&amp;E 204 Digital Images &amp; Sound<br/>         PSYCH 312 Learning, Memory &amp; Cognition<br/>         PSYCH 503 Introduction to Cognitive Psychology<br/>         PSYCH 597.04 Technology, Efficiency, and Happiness</p> | <p style="text-align: center;"><i>Communication Technology Management (CTM)</i></p> <p><b>Integration and Application Electives</b> (9 credit hrs.)<br/><u>Choose at least 3 from the following (one must be from COMM):</u></p> <p>COMM 3330 Communication and Conflict Management<br/>         COMM 3331 Communication in Decision Making<br/>         COMM 4191 Internship in Communication<br/>         COMM 4556 Information Technology &amp; Org Com<br/>         COMM 4557 Principles of Communication Networks<br/>         BUS MHR 400 Found of Management &amp; Human Resources<br/>         BUS M&amp;L 450 Foundations of Marketing Management<br/>         CS&amp;E 200 Computer Asst Problem Solving for Business<br/>         CS&amp;E 214 Data Structures for Information Systems</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

## 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><b>Focus Area Requirements</b> (25 credit hrs.)<br/><u>All five required</u></p> <p>COMM 240 Intro to Communication Technology<br/>           COMM 367(H) Persuasive Communication<br/>           COMM 450 Principles of Human-Computer Interaction<br/>           COMM 650 Evaluation &amp; Usability Testing<br/>           COMM 654 Social Implications of Technology</p>  | <p><b>Focus Area Elective</b> (5 credit hrs.)<br/><u>Choose at least 1 from the following:</u></p> <p>COMM 513 Video Games and the Individual<br/>           COMM 638 Communication and e-Health<br/>           COMM 653 Political Communication and e-Democracy<br/>           COMM 655 Computer Interface and Human Identity</p>  |
| <p><b>Visual Design Requirement</b> (4-5 credit hrs.)<br/><u>Choose 1 course from the following:</u></p> <p>COMM 311 Visual Communication Design<br/>           DESIGN 320 Electronic Media for the Designer<br/>           DESIGN 570 Intro to Image Graphics Techniques<br/>           DESIGN 571 Fundamentals of 3D Design Visualization<br/>           DESIGN 573 Fundamentals of Multimedia Design</p>  |   |
| <p>Choose from <u>one</u> of the following tracks:</p>   |   |
| <p style="text-align: center;"><b>Human-Computer Interaction (HCI)</b></p> <p><b>Integration and Application Electives</b> (13-15 credit hrs.)<br/><u>Choose 3 courses from the following (one must be from COMM):</u></p> <p>COMM 611 Effective Communication for the Web<br/> <i>(prereq: Visual Design course)</i><br/>           COMM 657 Principles of Communication Networks<br/>           COMM 683 Internship in Communication<br/>           CS&amp;E 201 Elementary Computer Programming<br/>           CS&amp;E 203 Interactive Animations &amp; Games<br/>           CS&amp;E 204 Digital Images &amp; Sound<br/>           PSYCH 312 Learning, Memory &amp; Cognition <i>(prereq: Psych 100 and Statistics 145 or equiv)</i><br/>           PSYCH 503 Introduction to Cognitive Psychology <i>(prereq: Statistics 145 or equiv)</i><br/>           PSYCH 597.04 Technology, Efficiency, and Happiness</p> | <p style="text-align: center;"><b>Communication Technology Management (CTM)</b></p> <p><b>Integration and Application Electives</b> (13-15 credit hrs.)<br/><u>Choose at least 3 from the following (one must be from COMM):</u></p> <p>COMM 531 Communication and Conflict Management<br/>           COMM 631 Communication in Decision Making<br/>           COMM 656 Information Technology &amp; Organizational Comm<br/>           COMM 657 Principles of Communication Networks<br/>           COMM 683 Internship in Communication<br/>           BUS MHR 400 Foundations of Management &amp; Human Resources <i>(prereq: Math 130 or equiv, CS&amp;E 100 or above, and Econ 200)</i><br/>           CS&amp;E 200 Computer Assisted Problem Solving for Business <i>(prereq: Math 116, 130, 148 or higher)</i><br/>           CS&amp;E 201 Elementary Computer Programming<br/>           CS&amp;E 214 Data Structures for Information Systems <i>(prereq: CS&amp;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.

**Required Prerequisites:** Students must complete the following prior to applying to the Communication and Analysis Program: **COMM 1101 Introduction to Communication Theory** (passed with a C- or better), and **COMM 1101 History of Communication** (passed with a C- or better).

|   |                        |
|---|------------------------|
| <b>Research Method Requirement</b>  | <b>(4 credit hrs.)</b> |
| COMM 2160(H) Communication Research Methods<br><i>(prereq: Stat 135, 145 or equivalent)</i> |                        |

|                                |                                |
|--------------------------------|--------------------------------|
| <b>Core Major Requirements</b> | <b>(12 credit hrs.)</b>        |
| <b>All four required:</b>      |                                |
| COMM 1110                      | Public Speaking                |
| COMM 2367(H)                   | Persuasive Communication       |
| COMM 2440                      | Mass Communication and Society |
| COMM 2620                      | Interpersonal Communication    |

|  |   |
|--|---|
| <b>Focus Area Electives</b>  | <b>(18 credit hrs.)</b>                 |
| <b>Suggested Thematic Clusters:</b>  |   |
| Choose at least 6 additional courses in the School of Communication. <b>At least 4 should be at the 3000 level or above.</b> 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. |   |
| <b>Focus on Mass Media Effects</b>   |   |
| 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 4814  | Political Communication                 |
| COMM 4600  | Communication and Emotion               |
| <b>Focus on Health, Science, Risk Communication</b>  |   |
| COMM 3240  | 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 and New Media                    |
| <b>Focus on Communication for Advocacy and Politics</b>  |   |
| COMM 3330(H)   | Communication and Conflict Management   |
| COMM 3331  | Communication and Decision Making       |
| COMM 3404  | 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 4853.1  | New Media and Democracy                 |
| COMM 4853.2  | Media and Social Movements              |
| <b>Focus on Interpersonal Communication Processes</b>  |   |
| 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><b>Research Method Requirement</b> (5 credit hrs.)<br/><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><b>Focus Area Electives</b> (25 credit hrs.)<br/>Choose at least 5 additional courses in the School of Communication. <b>At least 3 should be at the 500 level or above.</b><br/>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.<br/><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</p> <p>COMM 613 Media Entertainment</p> <p>COMM 614 Political Communication</p> <p>COMM 620(H) Public Opinion &amp; Communication</p> <p>COMM 640(H) Science Communication</p> <p>COMM 645 Stereotypes in Advertising, News and Entertainment TV</p> <p>COMM 653 Political Communication and e-Democracy</p> <p>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</p> <p>COMM 624 Comm in Personal Relationship</p> <p>COMM 636.01 Health Comm in Interpersonal Contexts</p> <p>COMM 636.02 Health Comm in Mass Mediated Contexts</p> <p>COMM 638 Communication and e-Health</p> <p>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</p> <p>COMM 607(H) Mass Communication Law</p> <p>COMM 628 Contemporary Persuasion Theory</p> <p>COMM 629 Language and Social Interaction</p> <p>COMM 631 Communication and Decision Making</p> <p>COMM 654 Social Implications of Technology</p> <p>COMM 665 Communication and Community</p> <p>COMM 669 Communication, Power and Knowledge</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



**Transition Policy:**

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. Transition plans are currently being developed for students who will be at a variety of different stages (one year towards degree, two years, etc.). We do not at present see a need for bridge courses in Communication for any students who are beyond the introductory (i.e. first year) pre-requisite classes.

## Appendix a. Sample 4 year (semester) curriculum plan for Strategic Communication

### Autumn

### Spring

#### Year 1

|                         |    |                       |    |
|-------------------------|----|-----------------------|----|
| COMM 1101               | 3  | COMM 1100             | 3  |
| ENGL 110                | 3  | Arts                  | 3  |
| For Lang. 101           | 3  | For. Lang. 102        | 3  |
| Math or Logical Skills* | 3  | Statistics 135 or 145 | 3  |
| Elective                | 3  | Social Science        | 3  |
| SBS COL 100             | 1  |                       |    |
|                         | 16 |                       | 15 |

#### Year 2

|                          |    |                          |    |
|--------------------------|----|--------------------------|----|
| COMM 2331                | 3  | COMM 2163                | 4  |
| ENGL 367 (soc div in US) | 3  | COMM 2321                | 3  |
| For Lang. 103            | 3  | For Lang. 104            | 3  |
| Physical Science         | 3  | Biological Science / Lab | 4  |
| Literature               | 3  | Elective                 | 1  |
|                          |    |                          |    |
|                          | 15 |                          | 15 |

#### Year 3

|                        |    |                             |    |
|------------------------|----|-----------------------------|----|
| COMM 2367              | 3  | COMM 3334                   | 3  |
| COMM 2511              | 3  | COMM 3444                   | 3  |
| Biological Science     | 3  | Minor course                | 3  |
| History / Intl. Issues | 3  | Culture & Ideas / Intl. Iss | 3  |
| Minor course           | 3  | Elective                    | 3  |
|                        |    |                             |    |
|                        | 15 |                             | 15 |

#### Year 4

|              |    |              |    |
|--------------|----|--------------|----|
| COMM 3345    | 3  | COMM 4445    | 3  |
| COMM 4190    | 3  | COMM 4337    | 4  |
| Minor course | 3  | Open Option  | 3  |
| Open Option  | 3  | Minor course | 3  |
| Elective     | 3  | Elective     | 2  |
|              |    |              |    |
|              | 15 |              | 15 |

**Appendix b. Sample 4 year (semester) curriculum plan for New Media and Communication Technology**

**Autumn**

**Spring**

Year 1

|                         |    |                       |    |
|-------------------------|----|-----------------------|----|
| COMM 1101               | 3  | COMM 1100             | 3  |
| ENGL 110                | 3  | Arts                  | 3  |
| For Lang. 101           | 3  | For. Lang. 102        | 3  |
| Math or Logical Skills* | 3  | Statistics 135 or 145 | 3  |
| Elective                | 3  | Social Science        | 3  |
| SBS COL 100             | 1  |                       |    |
|                         | 16 |                       | 15 |

Year 2

|                          |    |                          |    |
|--------------------------|----|--------------------------|----|
| COMM 2540                | 3  | COMM 2367                | 3  |
| ENGL 367 (soc div in US) | 3  | COMM 2165                | 4  |
| For Lang. 103            | 3  | For Lang. 104            | 3  |
| Physical Science         | 3  | Biological Science / Lab | 4  |
| Literature               | 3  | Elective                 | 1  |
|                          |    |                          |    |
|                          | 15 |                          | 15 |

Year 3

|                        |    |                             |    |
|------------------------|----|-----------------------------|----|
| COMM 3545              | 3  | COMM 3513                   | 3  |
| COMM 2511              | 3  | CS&E 203                    | 3  |
| Biological Science     | 3  | Minor course                | 3  |
| History / Intl. Issues | 3  | Culture & Ideas / Intl. Iss | 3  |
| Minor course           | 3  | Elective                    | 3  |
|                        |    |                             |    |
|                        | 15 |                             | 15 |

Year 4

|              |    |              |    |
|--------------|----|--------------|----|
| COMM 3554    | 3  | COMM 4557    | 3  |
| COMM 4511    | 3  | CS&E 204     | 3  |
| Minor course | 3  | Open Option  | 3  |
| Open Option  | 3  | Minor course | 3  |
| Elective     | 3  | Elective     | 3  |
|              |    |              |    |
|              | 15 |              | 15 |

**Appendix C. Sample 4 year (semester) curriculum plan for Communication Analysis and Practice**

| <b>Autumn</b>            | <b>Spring</b> |                          |    |
|--------------------------|---------------|--------------------------|----|
| <b>Year 1</b>            |               |                          |    |
| COMM 1101                | 3             | COMM 1100                | 3  |
| ENGL 110                 | 3             | Arts                     | 3  |
| For Lang. 101            | 3             | For. Lang. 102           | 3  |
| Math or Logical Skills*  | 3             | Statistics 135 or 145    | 3  |
| Elective                 | 3             | Social Science           | 3  |
| SBS COL 100              | 1             |                          |    |
|                          | 16            |                          | 15 |
| <b>Year 2</b>            |               |                          |    |
| COMM 1110                | 3             | COMM 2160                | 4  |
| ENGL 367 (soc div in US) | 3             | COMM 2620                | 3  |
| For Lang. 103            | 3             | For Lang. 104            | 3  |
| Physical Science         | 3             | Biological Science / Lab | 4  |
| Elective                 | 3             | Elective                 | 1  |
|                          |               |                          |    |
|                          | 15            |                          | 15 |

|                        |    |                             |    |
|------------------------|----|-----------------------------|----|
| <b>Year 3</b>          |    |                             |    |
| COMM 2440              | 3  | COMM 3624                   | 3  |
| COMM 2367              | 3  | COMM 2668                   | 3  |
| Biological Science     | 3  | Minor course                | 3  |
| History / Intl. Issues | 3  | Culture & Ideas / Intl. Iss | 3  |
| Minor course           | 3  | Elective                    | 3  |
|                        |    |                             |    |
|                        | 15 |                             | 15 |

|               |    |              |    |
|---------------|----|--------------|----|
| <b>Year 4</b> |    |              |    |
| COMM 4191     | 3  | COMM 4736    | 3  |
| COMM 3662     | 3  | COMM 4600    | 3  |
| Minor course  | 3  | Open Option  | 3  |
| Open Option   | 3  | Elective     | 3  |
| Literature    | 3  | Minor course | 3  |
|               |    |              |    |
|               | 15 |              | 15 |

## **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. To offer students knowledge of the principles of communication within a social science framework and to foster an understanding of the role of communication in society.

- o Students should have an understanding of the principles of communication.
- o Students should be exposed to systematic trends in the development of core concepts related to communication.
- o Students should be able to apply critical thinking and analytical skills to systematically evaluate communication problems and processes.

Goal 2. To train students in the practice of communication.

- o Students graduating from the program should demonstrate basic competency in oral communication.
- o Students graduating from the program should demonstrate competency in written communication.

Goal 3. To prepare students for jobs in the field of communication.

- o Encourage each student in our program to complete an internship before graduation.
- o To facilitate knowledge transfer from the laboratory to the community, students will be encouraged to participate in independent research projects with the faculty.

|                          | <b>Goal 1: Comm. Principles</b> | <b>Goal 2: Comm. Practice</b> | <b>Goal 3: Career Preparation</b> |
|--------------------------|---------------------------------|-------------------------------|-----------------------------------|
| <b>Pre-Requisites</b>    |                                 |                               |                                   |
| 1100                     | Basic                           |                               |                                   |
| 1101                     | Basic                           |                               | Basic                             |
| <b>Research Methods</b>  |                                 |                               |                                   |
| 2160, 2165, 2163         |                                 | Intermediate                  | Advanced                          |
| <b>Core Requirements</b> |                                 |                               |                                   |
| <i>Strategic COMM</i>    |                                 |                               |                                   |
| 2321                     | Basic                           |                               |                                   |

|  |              |              |              |
|--|--------------|--------------|--------------|
| 2325                                       | Intermediate | Intermediate |              |
| 2367                                       | Basic        | Intermediate |              |
| 2331                                       |              | Advanced     | Intermediate |
| 4337                                       |              |              | Advanced     |
| <i>New Media &amp; Comm.Tech.</i>          |              |              |              |
| 2540                                       | Basic        |              |              |
| 2367                                       | Basic        | Intermediate |              |
| 3545                                       | Intermediate | Basic        |              |
| 2165                                       |              | Advanced     | Advanced     |
| 4554                                       | Advanced     |              |              |
| <i>Comm. Analysis &amp; Practice</i>       |              |              |              |
| 2367                                       | Basic        | Intermediate |              |
| 2620                                       |              | Basic        | Basic        |
| 2621                                       | Intermediate | Intermediate | Intermediate |
| 2442                                       | Intermediate |              |              |
| <b>Focus Area Requirements</b>             |              |              |              |
| <i>Strategic Com. (3 req.)</i>             |              |              |              |
| 2668                                       |              |              | Intermediate |
| 3345                                       |              |              | Advanced     |
| 3628                                       | Advanced     | Intermediate |              |
| 3444                                       | Advanced     |              | Intermediate |
| 3331                                       |              | Advanced     | Advanced     |
| 4820                                       | Advanced     |              | Advanced     |
| <i>New Media &amp; Comm<br/>Technology</i> |              |              |              |
| 2511 (or outside<br>Visual Design)         | Intermediate | Intermediate | Basic        |
| Other focus (3 cr. req.)                   |              |              |              |
| 3513                                       | Intermediate |              |              |
| 4530.1                                     | Intermediate | Intermediate | Intermediate |
| 4530.2                                     | Intermediate | Intermediate | Intermediate |
| 4538                                       | Intermediate |              | Intermediate |
| 4553.1                                     | Intermediate |              |              |
| 4553.2                                     | Intermediate |              |              |
| 4557                                       | Intermediate |              | Intermediate |



|  | <b>Goal 1: Comm. Principles</b> | <b>Goal 2: Comm. Practice</b> | <b>Goal 3: Career Preparation</b> |
|--|---------------------------------|-------------------------------|-----------------------------------|
| <i>COMM Analysis &amp; Practice</i>                        |                                 |                               |                                   |
| N/A as CAP has elective specialization instead (see below) |                                 |                               |                                   |
|  |                                 |                               |                                   |
| <b>Elective Requirements</b>                               |                                 |                               |                                   |
| <i>Strategic Comm</i> (3 req.)                             |                                 |                               |                                   |
| 2511   | Intermediate                    | Advanced                      | Basic                             |
| 2331   |                                 | Basic                         | Basic                             |
| 2668   | Intermediate                    |                               | Intermediate                      |
| 3332   | Intermediate                    |                               | Intermediate                      |
| 3668   | Intermediate                    |                               | Intermediate                      |
| 4190   |                                 | Intermed./Adv.                | Advanced                          |
| 4191   |                                 | Intermed./Adv.                | Advanced                          |
| 4635   | Advanced                        |                               | Intermediate                      |
| 4445   | Advanced                        |                               | Intermediate                      |
| 4656   | Advanced                        |                               | Intermediate                      |
|  |                                 |                               |                                   |
| <i>New Media and Comm. Technology</i> (3 from one track)   |                                 |                               |                                   |
| Track 1:   |                                 |                               |                                   |
|  | <b>Goal 1: Comm. Principles</b> | <b>Goal 2: Comm. Practice</b> | <b>Goal 3: Career Preparation</b> |
| 4191   |                                 |                               | Advanced                          |
| 4511   | Advanced                        | Advanced                      | Advanced                          |
| 4557   | Advanced                        | Advanced                      | Intermediate                      |
| CS&E 201   |                                 | Advanced                      | Intermediate                      |
| CS&E 202   |                                 | Advanced                      | Intermediate                      |
| CS&E 203   |                                 | Advanced                      | Intermediate                      |
| CS&E 204   |                                 | Advanced                      | Intermediate                      |
| PSYCH 312  | Advanced                        |                               |                                   |
| PSYCH 503  | Advanced                        |                               |                                   |

|                                     | <b>Goal 1: Comm. Principles</b> | <b>Goal 2: Comm. Practice</b> | <b>Goal 3: Career Preparation</b> |
|-------------------------------------|---------------------------------|-------------------------------|-----------------------------------|
| Track 2:                            |                                 |                               |                                   |
| 3331                                | Advanced                        | Intermediate                  | Advanced                          |
| 3333                                | Advanced                        | Intermediate                  | Advanced                          |
| 4556                                | Advanced                        | Advanced                      | Advanced                          |
| BUS MHR 400                         |                                 | Advanced                      | Intermediate                      |
| CS&E 200                            |                                 | Advanced                      | Intermediate                      |
| CS&E 214                            |                                 | Advanced                      | Advanced                          |
|                                     |                                 |                               |                                   |
| <i>COMM Analysis &amp; Practice</i> |                                 |                               |                                   |
| 2413                                | Intermediate                    |                               | Intermediate                      |
| 2668                                | Intermediate                    |                               | Intermediate                      |
| 3204                                | Intermediate                    | Intermediate                  |                                   |
| 3331                                | Advanced                        |                               | Intermediate                      |
| 3332                                | Advanced                        |                               | Intermediate                      |
| 3402                                | Intermediate                    |                               |                                   |
| 3440                                | Advanced                        | Intermediate                  | Intermediate                      |
| 3442                                | Intermediate                    |                               |                                   |
| 3466                                | Intermediate                    |                               |                                   |
| 3624                                | Intermediate                    |                               |                                   |
| 3628                                |                                 | Intermediate                  | Intermediate                      |
| 3629                                | Intermediate                    | Intermediate                  |                                   |
| 3631                                |                                 | Intermediate                  | Intermediate                      |
| 3635                                |                                 | Intermediate                  | Intermediate                      |
| 3662                                |                                 | Intermediate                  | Intermediate                      |
|                                     |                                 |                               |                                   |
| 3668                                |                                 | Intermediate                  | Intermediate                      |
| 4401                                | Intermediate                    |                               | Basic                             |
| 4437                                |                                 | Intermediate                  | Intermediate                      |
| 4445                                |                                 | Intermediate                  | Intermediate                      |
| 4538                                |                                 | Intermediate                  | Intermediate                      |
| 4636                                |                                 | Intermediate                  | Intermediate                      |
| 4665                                |                                 | Intermediate                  | Intermediate                      |
| 4814                                |                                 | Intermediate                  | Intermediate                      |

|      |  |              |              |
|------|--|--------------|--------------|
| 4820 |  | Intermediate | Intermediate |
| 4853 |  | Intermediate | Intermediate |