Fiscal Unit/Academic Org	School Of Communication - D0744
Administering College/Academic Group	Social And Behavioral Sciences
Co-adminstering 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	9	0.0
Required prerequisite credit hours not included above	Minimum	15	10.0	9	1.0
	Maximum	15	10.0	9	1.0

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
- 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.
- To train students in the practice of communication.
- To prepare students for 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

- COMMupload.pdf

  (Program Proposal. Owner: McDonald,Daniel Gary)

- COMM Curric Map.pdf

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

Comments

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
Pending Approval	Hanlin,Deborah Kay Vankeerbergen,Bernadette Chantal Meyers,Catherine Anne Jenkins,Mary Ellen Bigler Nolen,Dawn	11/02/2010 11:22 AM	ASCCAO Approval

School of Communication

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Phone (614) 292-3400
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Date: October 12, 2010

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

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

A number of courses have been dropped, or merged, there are several new courses, and we have considered the implications of all the changes for our undergraduates. Minimal programmatic change also reflects the fact that our curriculum has been in continual update and change for the past 10 years. We have seen a number of programs at our peer institutions follow our lead in developing concentrations within communication, and reforming our journalism major to keep apace with industry evolution. Because of these efforts, much of our work was focused on maintaining the integrity of our

programs while converting to semesters, identifying weak spots and/or potential problems, and ensuring that students in the transition years will not be harmed by the process.

I recommend approval of our plan for semester conversion.

Rationale for Program Changes – Communication

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: Strategic COMM	Quarter Hours	2/3 of Quarter Hours	Proposed Semester Hours
Pre-Requisites	10	6.66	6
Research Methods	5	3.4	4
Core Requirements 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 1101	2163	2321 2325 2367 2331 4337	2668 3345 3628 3331 3444 3331 3331H 4820 4820H	2511 2331 2668 3332 3668 4190 4191 4635 4445 4656
New Media and Communication Technology			12 cr. req	9 cr. req	3 from one track; At least 3 cr. from COMM
	1100 1101	2165	2540 2367 2545 4554	3513 4538 4530.1 4530.2 4553.1 4553.2 4557	Track 1 Track 2 4191 3331 4511 3333 4557 4556 CS&E 201 BUS MHR 400 CS&E 202 CS&E 200 CS&E 203 CS&E 214 CS&E 204 PSYCH 312 PSYCH 503
Communication Analysis and Practice			12 cr. req		15 cr. req.
	1100 1101	2160 or 2160H	2367 or 2367H 2620 2621 2442	n/a	2413 3628 4437 2668 3629 4445 3204 3631 4538 3331 3332 4636 3402 3635 4665 3440 3662 4814 3442 3668 4820 3466 4401 4853 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
      3331or 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

Research & Data Analysis	**(4 credit hrs.)**
COMM 2163	Communication Industry Research Methods *(prereq: Stat 135, 145 or equiv)*

Focus Area Electives   **(9 credit hrs.)**
Choose at least 3 not already counted in other categories

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

Core Major Requirements   **(16 credit hrs.)**
All five courses required:

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

Special Topic Electives   **(6 credit hrs.)**

Choose 2 additional courses in the School that fit your career goals.

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.

Recommended Courses:

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

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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.)
Choose one of the following:

COMM 460(H)	Communication Research Methods
COMM 463	Communication Industry Research Methods

Focus Area Requirements   (25 credit hrs.)
All five courses required:

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.)
Choose at least 2 not already counted in other categories

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.

Suggested Courses with Focus on External Audiences:

COMM 620(H)	Public Opinion & Communication
COMM 628	Contemporary Persuasion Theory
COMM 634	Creative Message Design
COMM 644	Advertising and Society

Suggested Courses with Focus on Organizational Communication:

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 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).

Focus Area Requirements (16 credit hrs.)
All five required

COMM 2165	Evaluation & Usability Testing
COMM 2367(H)	Persuasive Communication
COMM 2540	Intro to Communication Technology
COMM 3545	Principles of Human-Computer Interaction
COMM 3554	Social Implications of Technology

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

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

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

COMM 3513	Video Games and the Individual
COMM 4538	New Media and Health Communication
COMM 4554.1	Social Media: SNS, Blogs & Virtual Worlds
COMM 4554.2	Social Media: Recommenders & Rec Systems
COMM 4557	Principles of Communication Networks
COMM 4853.1	New Media and Democracy
COMM 4853.2	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	Principles of Communication Networks
CS&E 201	Elementary Computer Programming
CS&E 203	Interactive Animations & Games
CS&E 204	Digital Images & Sound
PSYCH 312	Learning, Memory & Cognition
PSYCH 503	Introduction to Cognitive Psychology
PSYCH 597.04	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	Communication and Conflict Management
COMM 3331	Communication in Decision Making
COMM 4191	Internship in Communication
COMM 4556	Information Technology & Org Com
COMM 4557	Principles of Communication Networks
BUS MHR 400	Found of Management & Human Resources
BUS M&L 450	Foundations of Marketing Management
CS&E 200	Computer Asst Problem Solving for Business
CS&E 214	Data Structures for Information Systems

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.

Focus Area Requirements (25 credit hrs.)
All five required

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

Focus Area Elective (5 credit hrs.)
Choose at least 1 from the following:

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

Visual Design Requirement (4-5 credit hrs.)
Choose 1 course from the following:

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

Choose from <u>one</u> of the following tracks:

Human-Computer Interaction (HCI)

Integration and Application Electives (13-15 credit hrs.)
Choose 3 courses from the following (one must be from COMM):

COMM 611	Effective Communication for the Web *(prereq: Visual Design course)*
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 *(prereq: Psych 100 and Statistics 145 or equiv)*
PSYCH 503	Introduction to Cognitive Psychology *(prereq: Statistics 145 or equiv)*
PSYCH 597.04	Technology, Efficiency, and Happiness

Communication Technology Management (CTM)

Integration and Application Electives (13-15 credit hrs.)
Choose at least 3 from the following (one must be from COMM):

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 *(prereq: Math 130 or equiv, CS&E 100 or above, and Econ 200)*
CS&E 200	Computer Assisted Problem Solving for Business *(prereq: Math 116, 130, 148 or higher)*
CS&E 201	Elementary Computer Programming
CS&E 214	Data Structures for Information Systems *(prereq: CS&E 201)*

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

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).

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 2440	Mass Communication and Society
COMM 2620	Interpersonal Communication

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 4814	Political Communication
COMM 4600	Communication and Emotion

Focus on Health, Science, Risk Communication

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

Focus on Communication for Advocacy and Politics

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

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

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.

Research Method Requirement   (5 credit hrs.)
Choose one of the following:

COMM 460(H)	Communication Research Methods
COMM 463	Communication Industry Research Methods
COMM 672	Qualitative Interviewing as Communication Practice

Focus Area Requirements   (20 credit hrs.)
All four required:

COMM 321	Public Speaking
COMM 320	Interpersonal Communication
COMM 367(H)	Persuasive Communication
COMM 642	Mass Communication and Society

(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

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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.
Suggested Thematic Clusters:

Courses for a focus on Media Effects and Public Opinion

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
COMM 653	Political Communication and e-Democracy
COMM 666	Communication and Popular Culture

Courses for a focus on Relational and Health Comm.

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

Courses for a focus on Communication and Advocacy

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

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

Autumn		Spring	
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

Autumn		Spring	
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

Autumn		Spring	
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

Autumn		Spring	
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

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 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

Year 3			
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

Year 4			
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

<div align="center">**Communication**

Curriculum map, indicating how program goals are accomplished via specific courses.</div>

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.

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

2325	Intermediate	Intermediate	
2367	Basic	Intermediate	
2331		Advanced	Intermediate
4337			Advanced
New Media & Comm.Tech.			
2540	Basic		
2367	Basic	Intermediate	
3545	Intermediate	Basic	
2165		Advanced	Advanced
4554	Advanced		
Comm. Analysis & Practice			
2367	Basic	Intermediate	
2620		Basic	Basic
2621	Intermediate	Intermediate	Intermediate
2442	Intermediate		
Focus Area Requirements			
Strategic Com. (3 req.)			
2668			Intermediate
3345			Advanced
3628	Advanced	Intermediate	
3444	Advanced		Intermediate
3331		Advanced	Advanced
4820	Advanced		Advanced
New Media & Comm Technology			
2511 (or outside 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

	Goal 1: Comm. Principles	Goal 2: Comm. Practice	Goal 3: Career Preparation
COMM Analysis & Practice			
N/A as CAP has elective specialization instead (see below)			
Elective Requirements			
Strategic Comm (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
New Media and Comm. Technology (3 from one track)			
Track 1:			
	Goal 1: Comm. Principles	Goal 2: Comm. Practice	Goal 3: Career Preparation
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		

	Goal 1: Comm. Principles	Goal 2: Comm. Practice	Goal 3: Career Preparation
Track 2:			
3331	Advanced	Intermediate	Advanced
3333	Advanced	Inermediate	Advanced
4556	Advanced	Advanced	Advanced
BUS MHR 400		Advanced	Intermediate
CS&E 200		Advanced	Intermediate
CS&E 214		Advanced	Advanced
COMM Analysis & Practice			
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