

April 20, 2020

Assistant Dean Deborah Moore Haddad
College of Arts and Sciences

Re: Proposal to implement Minor Revisions to the Program leading to a B.A.
degree in Communication from the School of Communication

Dear Dean Haddad,

The School of Communication submits a proposal to institute a series of minor changes to the B.A. major in Communication. The process leading to this proposal began in the fall of 2016 when a self-study and external review of the School's programs identified many of the curricular changes listed in this proposal. We subsequently met with groups of faculty and lecturers to discuss further needed curricular changes; we also used program assessment data and conversations with our undergraduate students to shape this proposal.

The School proposes to update the Communication major curriculum in several ways. Although the basic structure of the major specializations will remain the same, we have needed to update our curriculum and advising sheets as they have not been formally updated since 2012. Both faculty and students have also recognized particular needs for changes in the core requirements and electives for some of the specializations, and the need for new courses. The changes can be summarized as three types:

- We have updated the descriptions of the specializations of the Communication major, altered the titles of two specializations, as well as updated the names of elective lists within each specialization.
- We have improved the curricular content of two of our specializations by removing certain courses from their required core course lists and adding other courses as requirements.
- We have improved assessment procedures by updating the wording of some of our expected learning outcomes, and adding direct procedures to assess each specialization within the major program.

We believe that our changes will enable us to continue to provide a superior education in communication in the State of Ohio and the country. Attached you will find our proposal.

Regards,



Susan L. Kline, PhD
Associate Professor

SCHOOL OF COMMUNICATION

PROPOSAL TO REVISE THE UNDERGRADUATE COMMUNICATION MAJOR LEADING TO THE B.A. DEGREE IN COMMUNICATION

Spring 2020

General Information

The School of Communication proposes a series of minor revisions to the current undergraduate major in Communication. The proposed revisions are for coursework leading to a Bachelor of Arts degree in Communication, and the proposed implementation date for these revisions is Summer, 2021. The School of Communication will continue to be responsible for administering the Communication major program at The Ohio State University.

The Communication major currently consists of three specializations: *Strategic Communication*, *New Media and Communication Technology*, and *Communication Analysis and Practice*. Strategic Communication examines communication through public relations, marketing communication, advertising, and persuasive campaign development and evaluation. New Media and Communication Technology helps students understand interactive technology, evaluate user experience, and how to communicate with users with varying levels of technical proficiency. Communication Analysis and Practice focuses on learning how to analyze the effects of media in society and on developing communication competencies for engaging with one's community and advocating social change.

Summary of Program Revisions and their Rationale

The process leading to this proposal began in the fall of 2016 when a self-study and external review of the School's programs identified many of the curricular changes advocated in this proposal. Subsequently, in autumn of 2017 the School's Associate Director (Osei Appiah), and the undergraduate communication program committee chair (Susan Kline), met with groups of faculty and lecturers who taught within each specialization to discuss needed curricular changes and to formulate the specifics of this proposal. We also used program assessment data and conversations with our undergraduate students to shape the proposal.

The School proposes to update the Communication curriculum in several ways. Although the basic structure of the major specializations will remain the same, we need to update our curriculum and advising sheets, as they have not been formally updated since 2012. Due to faculty departures and additions, advising sheets have not reflected what courses are available to students. Both faculty and students have also recognized particular needs for changes in the core requirements and electives for some of the specializations, and the need for new courses. The changes can be summarized as three types:

- We have updated the descriptions of the major's specialization areas, altered the titles of two specializations as well as the names of elective lists within the specializations.

- We have improved the curricular content of two of our specializations by removing certain courses from their required core course lists and adding other courses as requirements.
- We have improved assessment procedures by updating the wording of some of our expected learning outcomes, and adding direct procedures to assess each specialization within the major program.

Our recommended changes will enable us to continue to provide a superior education in communication in the state of Ohio and in the United States (US). Providing an up-to-date curriculum is an obvious benefit for our students. There is a major in communication at most leading universities in the US, with the *Princeton Review* reporting that communication is a top 10 college major in the country (Franeck, 2019) which is reflected at Ohio State, where Communication is currently a top 10 major (OSU Enrollment Services, 2019). Communication is more important than ever with the development of communication technologies. There is an urgent need to understand the role of communication in political life, in business, in the community and in the family. Researchers continue to acknowledge the “increasing importance of uniquely human skills, such as communication, negotiation, and persuasion” for the science and technology professions, yet at the same time these researchers note these skills are “undersupplied through education for the labor market” (Borner, et al., 2018).

Communication graduates enter many types of careers (e.g., data analyst, business development, management, marketing, public relations specialist, digital marketing strategist, sales executive, HR coordinator, public affairs director, web designer, user experience researcher, product marketing manager, and content producer and analyst). In Ohio, companies who have hired our graduates include Cardinal Health, JPMorgan Chase, Huntington National Bank, Alliance Data, MediaSource, Nationwide Children’s Hospital, Oracle, C-Span, Ohio EPA, and the Cincinnati Reds. Communication majors also attend graduate school and law school.

Student Enrollment

Currently there are 1467 undergraduate students majoring and pre-majoring in Communication. They consist of 308 pre-major students, 44 undeclared specialization students, and 1115 students specializing in Strategic Communication (637 students), New Media and Communication Technology (255 students), and Communication Analysis and Practice (223 students).

Over the course of the past academic year (Summer 2018-Spring 2019), The School of Communication admitted 594 students into the Communication major: Strategic Communication (313 students), New Media and Communication Technology (149 students) and Communication Analysis and Practice (132 students).

The Communication program also has 377 students enrolled in one of six minors: general Communication (157 students), Media Production & Analysis (99 students), Communication Technology (45 students), Organizational Communication (36 students), Media & Society (28 students), and Health, Environment, Risk & Science Communication (12 students).

We do not expect that these enrollments will decrease with our program revisions. Depending upon additions to the faculty, these enrollments may exhibit moderate increases. The minor programs will also not be affected by any of the proposed revisions to the major program.

Transition Plan

The School of Communication follows a competitive major admission model for undergraduate students. For curricular changes in the past, the school has used the term of major admission to transition students to the new curriculum. For this revision proposal, we intend follow the same transition plan, beginning with students admitted to the major SU21 and beyond. This allows currently admitted majors to continue pursuing the current version of the major without disruption. Students applying and admitted to the major beginning SU21 will be admitted to the revised curriculum. For current pre-majors who may have advanced into major-level coursework prior to major admission, we will allow them to petition through the Undergraduate Studies Committee for permission to follow the current curriculum if they have completed a significant portion of the major. Additionally, we will honor the current version of the curriculum for admitted majors who have taken a leave of absence from the university for up to one academic year (or longer via approved petition). The advising office will serve as the point of contact for helping students navigate the transition. Students seeking to declare pre-Communication are required to attend a major information session hosted by the advising staff. Advisors will use these sessions, in addition to individual advising appointments (and the department website), to inform students of the curriculum transition and advise them accordingly.

Program Goals, Learning Outcomes and Program Assessment Revisions

Currently the Undergraduate Communication Degree Program has three learning goals with seven associated expected learning outcomes. **A summary of these current learning goals, outcomes, assessment methods, and criteria for acceptability is provided in Appendix A.1.** The assessments come from graduate survey results, internship supervisor surveys and credit enrollments, and each year the assessments have met our criteria for acceptability. We intend to continue these assessments.

We propose minor updates to the wording of program goals and expected learning outcomes (ELOs). Each proposed revision is underlined in the chart below. We also propose some additional methods to assess our program. These are summarized in Appendix A.2. The following summarizes the changes the School of Communication plans for its assessment of the Communication major.

1. Moving forward, we want to include an assessment of each specialization area by focusing on randomly selected core required courses and the degree to which they fulfill program objectives. A sub-committee within the Undergraduate Program Committee will be formed to coordinate the assessment, to be conducted every three years, starting with 2022-2023. In September of 2021

we will ask faculty who teach the core required courses to form a bank of test items to assess Goal 1, and to determine what project assignments might be assessed for Goal 2.

2. Goal 2 will be assessed with selected oral, written and visual samples of student work. Random samples of student work from each specialization will be selected and analyzed by research assistants at the end of each of the two terms (2022-2023). An analysis will be reported for each specialization.

3. We also want to expand our assessment of Goal 3. To date, the School of Communication does not have a complete database of where graduates find their first job, and what occupations our alumni have. Some graduates also go on to graduate and professional schools. We plan to collect these data with a survey sent one year after students graduate.

As with our annual assessment data, we will use this new data in our undergraduate committee discussions to improve our communication BA degree program. Conversations with the School Director and the Director of the Undergraduate Communication Program about the data will also be incorporated into our discussions. We anticipate using these data to improve course designs as well as our student organization activities.

Communication Program Goals and Expected Learning Outcomes	
Goals	Expected Learning Outcomes
<p>GOAL 1: Students demonstrate knowledge of communication concepts, theories and principles within a social science framework to understand the role of communication in society.</p>	<p>Successful students are able to ...</p> <p>1.1 Articulate <u>relevant concepts, theories and principles of communication.</u></p>
	<p>1.2 Explain systematic trends in core concepts related to communication.</p>
	<p>1.3 <u>Apply relevant concepts, theories or principles to communication-related problems.</u></p>
	<p>1.4 Apply critical thinking and analytical skills to evaluate communication problems and processes.</p>
<p>GOAL 2: Students are competent in practicing communication <u>for a range of purposes, audiences, contexts and modalities.</u></p>	<p>2.1 Demonstrate competency in oral communication <u>for diverse purposes, contexts, and audiences.</u></p>
	<p>2.2 Demonstrate competency in written and visual communication <u>for diverse purposes, contexts, and audiences.</u></p>
	<p>2.3 <u>Demonstrate principles of collaborative behavior in team environments.</u></p>
	<p>2.4 <u>Evaluate social and ethical implications of communication practices.</u></p>
<p>GOAL 3: Students are sufficiently trained and prepared <u>to obtain employment in the field of communication or related to the field of communication.</u></p>	<p>3.1 Complete an internship.</p>
	<p>3.2 Design and implement research projects with faculty.</p>
	<p>3.3 <u>Discuss how course knowledge and/or assignments fit career expectations and opportunities.</u></p>

IV. Program Revisions and Relationship to Other Programs

Our program does not overlap with other programs within the university. There are currently no cooperative or articulation arrangements with other institutions or organizations for the B.A. degree in Communication, which would continue under the revised program. The proposal revisions were developed by faculty in each track (i.e., Assistant, Associate, Full), the Associate Director and Director, and the Undergraduate Communication program committee. This proposal has not been submitted previously. Students for this revised program will be drawn in the same way as the existing program.

Students who apply to obtain a B.A. Degree in Communication will continue to draw from a mix of students, including those entering the University as freshmen, transfer students, students from other academic programs, and those pursuing double major programs.

V. General Curricular Requirements and Expectations

Students majoring in programs in the College of Arts & Sciences need at least 121 earned semester hours to be eligible for graduation. Our current and proposed major programs require 34-35 major hours, not including the pre-major courses COMM 1100 and 1101 as well as STAT 1350 or 1450 (prerequisite requirement for our major's Research Methods requirement) which can currently count towards a student's General Education requirements. Our specializations in Communication Analysis & Engagement and Communication Technology require 34 credit hours, and our specialization in Strategic Communication requires 35 hours. We do not expect that students will complete more than the required number of hours. However some of our students do pursue double majors or dual degrees which increase their total number of earned hours upon graduation.

Many Communication majors opt to complete minors in Business, Design Thinking, or Media Production & Analysis, but there is no common theme or department that draws our students.

Requirements leading to a Bachelor of Arts degree in Communication currently consists of 11 communication courses totaling 34 or 35 credit hours. A grade of C- or better is required for each of the 11 courses in the major. Maintaining a 2.0 GPA in the major is required after admission to the program. These requirements will continue under the revised program.

Other than STAT 1350 or 1450, there are no other courses students are required to take in other departments. There are no other additional requirements beyond the course requirements to complete the communication major, which will continue under the revised program. The present B.A. degree is not accredited, and accreditation is not sought for this revised degree.

THE COMMUNICATION MAJOR AT OHIO STATE

Communication in all forms has become central to everyday life, business, and public policy. The mission of the undergraduate communication program in the School of Communication is to promote greater understanding of communication and greater proficiency in practicing communication to make a difference for the state of Ohio, the US, and the world.

The undergraduate program major has three areas of specialization: Strategic Communication, Communication Technology, and Communication Analysis and Engagement. Across these specializations, students examine how face-to-face interactions, mass media, and communication technology influences public opinion, business, politics, interpersonal relationships, and communities. Students develop knowledge of many domains: the uses and effects of traditional mass media, social media, and communication technologies; the impact of communication on democratic institutions; how effective communication campaigns and interventions operate; strategies for improving health and the environment; and communication skills that enable students to maintain important relationships and participate effectively in civic life.

I. Pre-Major Requirements for all specializations in the Communication major

All students must complete two pre-major courses, with a grade of C- or better in both courses. There are no changes to this pre-major requirement:

COMM 1100 (Communication in Society)

COMM 1101 (History of Communication)

II. Specialization: Strategic Communication

Specialization Description (Revised wording): Strategic Communication teaches how to develop campaign goals and think strategically to influence stakeholders, the public, and other audiences in order to accomplish an organizational objective. The specialization integrates theory, real-world practice, and skills training, and examines communication through public relations, marketing, crisis communication, advertising, persuasion theory, and communication campaigns.

Students train for careers such as public relations specialists, communications specialists, marketing, communication campaign and information managers, and as communication consultants.

Core Requirements (16 credit hours. All five courses are required).

COMM 2321 (Writing for Strategic Communication)

COMM 2331 (Strategic Communication Principles)

New to Core: COMM 3333 (Crisis Communication) or COMM 3444 (Advertising & Society)

New to Core: COMM 3334 (Strategic Message Design)

COMM 4337 (Public Communication Campaigns)

Removed COMM 2367 (Persuasive Communication)

Removed COMM 3325 (Organizational Communication)

Rationale for changes: We want to increase professional writing experience and competency by adding professional writing courses to the core requirements. We also want to strengthen students' foundational knowledge in advertising and public relations.

Research Methods Requirement (4 credit hours)

COMM 3163 (Communication Industry Research Methods)

Focus Area Electives (Choose at least 3 courses within or across clusters)

New Cluster Area: Strategic Planning in Public Relations/Advertising

New to Cluster Area: COMM 2511 (Visual Communication Design) _

New to Cluster Area: COMM 3332 (Risk Communication)

COMM 3340 (Principles of Environmental Campaigns)

COMM 3345 (Strategic Media Planning)

COMM 3444 (Advertising & Society)

New to Cluster Area: COMM 3558 (Social Media)

COMM 3628 (Contemporary Persuasion Theory)

COMM 4445 (Stereotypes in Media)

COMM 4558 (Social Media Analytics)

New Cluster Area: Strategic Communication Contexts

New to Cluster Area: COMM 2367 (H) (Persuasive Communication)

New to Cluster Area: COMM 3325 (Organizational Communication)

COMM 3330 (Communication & Conflict Management)

COMM 3333 (Crisis Communication)

COMM 3340 (Principles of Environmental Campaigns)

COMM 3668 (Intercultural Communication)

Remove from Focus Area Electives:

COMM 3331 (Communication and Decision Making)

COMM 4737 (Health Communication in Mass Mediated Contexts)

COMM 4820 (Public Opinion and Communication)

Rationale for changes: We want to streamline and restructure lists of electives into thematic clusters to increase students' understanding and career building options. Courses removed from the core requirements will still be available as focus area electives.

New Experiential Learning requirement (3 credit hours). One course required.

New course: COMM 3800 (Career Development in Communication)

New course: COMM 3188 (The PRactice)

COMM 4191 (Internship)

COMM 4998 (Undergrad Research)

COMM 4999 (Thesis Research)

Rationale for changes: We added an explicit Experiential Learning requirement that will now require Communication majors to take one of the course options listed above.

Under the current curriculum, over 45% of graduates have completed at least one internship experience and found this experience to be valuable to their job search and career goals. While an internship specifically is not required for graduation, we hope this curriculum change will encourage more students to complete an internship experience. The School also created a new Career Development course to educate majors about the value of a Communication degree and to provide strategies for career planning.

New Oral Communication Skills requirement (3 credit hours). One course required.

COMM 2110 (Public Speaking)

COMM 2131 (Business and Professional Speaking)

COMM 2367(H) (Persuasive Communication)

Rationale for changes: With the removal of COMM 2367(H) from the core requirements, we added an Oral Communication Skills requirement so that our Strategic Communication majors still have background and coursework in Oral Communication.

III. SPECIALIZATION: Communication Analysis and Engagement (revised specialization title from Communication Analysis and Practice)

Specialization Description (Revised): Communication Analysis and Engagement focuses on how communication affects society and how communication can improve society. Students learn to analyze the uses and effects of media in society, how public advocacy and international communication operates, and how diversity and culture affect communication in community life. Students learn communication skills and practices that are important for leadership and decision-making, and for building important relationships in personal and corporate life. Students also learn how communication interventions and campaigns can improve the public's understanding about pressing public issues such as in health, science and the environment.

This specialization prepares students to become critical thinkers and effective problem solvers for careers in both the public and public sectors, such as in business management, government relations, or as communication specialists in health or political organizations. The specialization also provides excellent preparation for graduate school or law school.

Core Requirements (12 credit hours). All four are required.

COMM 2110 Public Speaking

COMM 2367 (H) Persuasive Communication

COMM 3440 Mass Communication and Society

COMM 3620 Interpersonal Communication

Research Method Requirement (4 credit hours). One course required.

COMM 3160 Communication Research Methods

New Experiential Learning requirement (3 credit hours). One course required.

New course: COMM 3800 (Career Development in Communication)

COMM 4191 (Internship)

COMM 4998 (Undergrad Research)

COMM 4999 (Thesis Research)

Rationale for changes: We added an Experiential Learning requirement that will now require Communication majors to take one of the course options listed above. Under the current curriculum, over 45% of graduates have completed at least 1 internship experience and found

this experience to be valuable to their job search and career goals. We hope this curriculum change will encourage more students to complete an internship experience. The School also created a new Career Preparation course to educate majors on the value of a Communication degree.

Focus Area Electives (15 credit hours). Choose at least 5 additional courses in the School of Communication. At least 12 hours should be at the 3000 level or above. Students may choose courses from within and between thematic clusters to fit career goals. (Requirement was revised from 6 to 5 courses to allow for new Experiential Learning requirement, while maintaining total number of major hours required)

Media Effects

COMM 3402 Crime and the News Media
COMM 3413 Media Entertainment
COMM 3442 Violence in Society and Violence in Media
COMM 4401 Mass Communication and Youth
COMM 4445 Stereotypes in Media
COMM 4600 Communication and Emotion

New Cluster Area title Communication Competencies for Leadership

COMM 2131 Business and Professional Speaking
COMM 3325 Introduction to Organizational Communication (added)
COMM 3330 Communication and Conflict Management
COMM 3331 Communication and Decision Making
COMM 3624 Communication in Personal Relationships
COMM 3628 Contemporary Persuasion Theory
COMM 3629 Language and Social Interaction
COMM 3662 Communication and Gender
COMM 3667 Nonverbal Communication
COMM 3668 Intercultural Communication
COMM 4635 Communication Dynamics in Groups

New Cluster Area: Communication, Diversity, and Culture

COMM 2131 Business and Professional Speaking
COMM 3330 Communication and Conflict Management
COMM 3662 Communication and Gender
COMM 3668 Intercultural Communication
COMM 3597.01 International Perspectives on Communication
COMM 3597.02 Media and Terrorism
COMM 4445 Stereotypes in Media

Health, Environment, Risk & Science Communication

COMM 2596 Intro Health, Environment, Risk and Science Communication
COMM 3332 Risk Communication
COMM 3340 Principles of Environmental Campaigns
COMM 4240 Science Communication

COMM 4736 Health Communication in Interpersonal Contexts
COMM 4737 Health Communication in Mass-Mediated Contexts
COMM 4738 Health Communication and New Media

Communication for Advocacy, Politics, and Citizenship

COMM 3330 Communication and Conflict Management
COMM 3331 Communication and Decision Making
COMM 3404 Media Law and Ethics
COMM 3628 Contemporary Persuasion Theory
COMM 4814 Political Communication
COMM 4820 Public Opinion and Communication

Rationale for Changes: The major specialization area title and Focus Area Elective clusters have been updated to better reflect the content of our courses. Due to the new Experiential Learning requirement, the number of Focus Area Electives required was changed so that students still need the same number of major courses in order to graduate.

IV. SPECIALIZATION: Communication Technology (revised specialization title from New Media & Communication Technology)

Specialization Description (Revised): Communication Technology explores the way technology is transforming the field of communication. This specialization helps students understand interactive technology, evaluate the user experience, and communicate with users with varying levels of technical proficiency. Students in this major can choose courses in Human-Computer Interaction and User Experience (HCI + UX) and Communication Technology Management.

HCI + UX courses focus on how people use technology and the social implications of new technologies. Communication Technology Management courses teach students how to help others use technology effectively in the workplace.

Core Requirements (12 credit hours). All four are required.

COMM 2367 (H) (Persuasive Communication)

COMM 2511 (Visual Communication Design)

Removed Design course options from previous Visual Design requirement

COMM 2540 (Intro to Communication Technology)

COMM 3554 (Social Implications of Technology)

Removed COMM 3545 (Human-Computer Interaction & User Experience)

Research Method Requirement (4 credit hours). One course required.

COMM 3160 (Communication Research Methods)

COMM 3165 (Evaluation and Usability Testing)

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

COMM 3513 (Video Games and Society)

COMM 3558 (Social Media)

COMM 4557 (Communication Network Infrastructure)
COMM 4558 (Social Media Analytics)
COMM 4665 (Human Communication in Social Networks)
COMM 4738 (Health Communication and New Media)

Electives: Choose three additional courses from the following two clusters of courses (9 credit hours required)

New cluster area title: HCI + UX

COMM 3513 (Video Games and Society)
COMM 3545 (Human-Computer Interaction & User Experience)
COMM 4511 (User-Centered Web Design)
COMM 4555 (Computer Interface and Human Identity)
COMM 4557 (Communication Network Infrastructure)
CS&E 2123 (Data Structures Using Java)

Communication Technology Management

COMM 3330 (Communication and Conflict Management)
COMM 3331 (Communication and Decision Making)
COMM 4556 (Information Technology and Organizational Communication)
COMM 4557 (Communication Network Infrastructure)
COMM 4665 (Human Communication in Social Networks)
CS&E 2123 (Data Structures Using Java)

Removed from cluster area:

BUS MHR 3100 (Foundations of Management & HR)
BUS M&L 3150 (Marketing Management)
PSYCH 3310 (Sensation and Perception)
PSYCH 3312 (Memory and Cognition)
PSYCH 5620 (Technology, Efficiency, and Happiness)

New Experiential Learning requirement (3 credit hours). One course required.

New course: COMM 3800 (Career Development in Communication)
COMM 4191 (Internship)
COMM 4998 (Undergrad Research)
COMM 4999 (Thesis Research)

Rationale for changes: We added an Experiential Learning requirement which will now require Communication majors to take one of the course options listed above. Under the current curriculum, over 45% of graduates have completed at least 1 internship experience and found this experience to be valuable to their job search and career goals. We hope this curriculum change will encourage more students to complete an internship experience without requiring internship credit for graduation. The School also created a new Career Preparation course to educate students on the value of a Communication degree.

Other Curricular Requirements

We have attached a curriculum map (Appendix B) and the proposed advising sheets and a four year plan (see Appendices C 1-4). There are no required credits students take in other departments, or other major requirements in addition to course requirements. Faculty and staff offices and labs are in Derby Hall and the Journalism Building. There are no additional university resources that will be required for the revised major.

References

Borner, K., Scrivner, O., Gallant, M., Ma, S., Liu, X, Chewning, K., Wu, L., & Evan, J.A. (2018). Skill discrepancies between research, education, and jobs reveal the critical need to supply soft skills for the data economy Proceedings of the National Academy of Sciences. 115 (50) 12630-12637; DOI: 10.1073/pnas.1804247115

Franeck, R. (2019). Top Ten College Majors, The Princeton Review, accessed 6 December, <https://www.princetonreview.com/college-advice/top-ten-college-majors>.

The Ohio State University Enrollment Services. (2019). Top majors, Dean's List and Honors students. Retrieved from https://oesar.osu.edu/majors_deans_honors.html

APPENDIX A.1 Current Program Assessment Procedures Leading to a B.A. Degree in Communication				
Goal and Learning Outcome				
Students graduating from the program	Indirect Method	Criteria	Direct Method	Criteria
GOAL 1: Students are knowledgeable about the principles of communication within a social science framework and understand the role of communication in society.	Graduate Survey			
1. Understand the principles of communication "My major provided me with a good foundation on the principles of communication"	GES	3.8	Two pre-major Courses	≥ C-
2. Learn systematic trends in core concepts related to communication "provided me with knowledge about the theories of communication"	GES	3.8	Two pre-major courses	≥ C-
3. Be able to apply critical thinking and analytical skills to systematically evaluate communication problems and processes. "evaluate information and arguments"; make reasoned ethical judgments"; interpret cultures, issues, events"	GES	3.8	2367 required; 2 pre-major courses	≥ C-
GOAL 2: Students are competent in practicing communication.				
4. Demonstrate basic competency in oral communication "My major provided sufficient opportunities to develop my oral communication skills"	GES	3.8	2367 required;	≥ C-
5. Demonstrate basic competency in written communication "My major provided sufficient opportunities to develop my written communication skills"	GES	3.8	2367 required	≥ C-
GOAL 3: Students are sufficiently trained and prepared to obtain employment in or relevant to the field of communication.				
6. Complete an internship			% internship	
Students find internship helpful SOC assessment survey	Survey			
Employers satisfied with intern SOC assessment survey	Survey			
7. Participate in research with faculty			4998 credit %	
gained skills needed to "integrate, create, and apply knowledge"	GES	3.8		
Number of honors theses				

APPENDIX A.2: Assessment Plan <i>Proposed ADDITIONS</i> for assessing communication major specializations				
Goal 1/ELO Successful students are able to...	Methods of Assessment	Assessment Procedure	Level of student achievement expected	
Goal 1. Students demonstrate knowledge of communication concepts, theories and principles within a social science framework to understand the role of communication in society.				
1.1 Articulate relevant concepts, theories and principles of communication.	Direct: Embedded test questions Direct: Short paper responses	<u>UG Committee and instructors will randomly select 10% of core required classes across each of three specializations along with the two pre-major classes, and embed test questions to assess Goal 1 ELOs</u>	75%- Milestone 2	
1.2 Learn systematic trends in core concepts related to communication.	Direct-Embedded test questions Direct: short paper responses	Same procedures	75% - Milestone 2	
1.3 Apply relevant concepts, theories or principles to communication problems.	Direct-embedded test questions Direct-project papers	Same procedures	75% - Milestone 2	
1.4 Be able to apply critical thinking and analytical skills to systematically evaluate communication problems and processes.	Direct-embedded test questions Direct-project papers	Same procedures	75% - Milestone 2	
Goal 2. Students are competent in practicing communication for a range of purposes, audiences, contexts and modalities.				

2.1 Demonstrate competency in oral communication for diverse audiences.	Oral presentations	<u>UG Committee and instructors randomly select 10% of core required classes across each of three specializations along with two pre-major classes, with n = 30 in each classes; Independent graders assess written and oral work using rubrics</u>	75% -Milestone 2	
2.2 Demonstrate competency in written and visual communication for diverse audiences.	Written products Peer reviews	Same procedures	75% - Milestone 2	
2.3 Demonstrate principles of leadership and collaborative behaviors for team environments.	Group work assessments	Same procedures	75% - Milestone 2	
2.4 Evaluate social and ethical implications of communication practices.	Embedded test questions; short paper responses	Same procedures	75% Milestone 2	
Goal 3. Students are sufficiently trained and prepared to obtain employment in the field of communication or related to the field of communication.				
3.1 Complete an internship		Current assessment procedures continue.	50%	
3.2 Design and implement research projects with faculty.	Content analysis	Types of research activities completed by students with faculty	10%	
3.3 Discuss how course knowledge and/or assignments fit career opportunities and expectations in class.	Instructor and Student Surveys	Students learn how course assignments fit career opportunities.	70%	

APPENDIX B
SCHOOL OF COMMUNICATION
CURRICULUM MAP

Curriculum maps indicating how program goals are accomplished in specific courses

Program learning goals

- Goal 1. Students demonstrate knowledgeable of communication concepts, theories, and principles within a social science framework to understand the role of communication in society.
 Goal 2. Students are competent in practicing communication for a range of purposes, audiences, contexts and modalities.
 Goal 3. Students are sufficiently trained and prepared to obtain employment in the field of communication or related to the field of communication.

STRATEGIC COMMUNICATION SPECIALIZATION CURRICULUM MAP

	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation
Premajor			
1100	Basic		
1101	Basic		
Research Methods (4 cr. req.)			
3163	Intermediate		
Core Requirements			
<i>Strategic Comm</i>			
2321	Basic	Intermediate	Intermediate
2331	Basic	Intermediate	Intermediate
3333 <i>or</i>	Basic	Intermediate	Intermediate
3444	Intermediate	Intermediate	Basic
3334	Basic	Advanced	Intermediate
4337	Basic	Advanced	Intermediate
Focus Area Electives			
<i>Strategic Comm (9 credit hours required)</i>			
2367(H)	Basic	Intermediate	Intermediate
2511	Basic	Intermediate	Intermediate
3325	Intermediate	Intermediate	Intermediate
3330	Basic	Intermediate	Intermediate
3332	Intermediate	Intermediate	Intermediate
3333	Basic	Intermediate	Intermediate
3340	Intermediate	Intermediate	Intermediate
3345	Basic	Intermediate	Intermediate
3444	Intermediate	Intermediate	Intermediate
3558	Intermediate	Intermediate	Intermediate
3628	Advanced	Intermediate	Intermediate
3668	Intermediate	Intermediate	Basic

4445	Intermediate	Intermediate	Intermediate
4558	Basic	Advanced	Intermediate
Special Topic Elective			
<i>Strat Comm (3 credit hours required)</i>			
2110	Basic	Intermediate	Basic
2131	Basic	Intermediate	Intermediate
2367 (H)	Basic	Intermediate	Intermediate

Experiential Learning			
<i>Strat Comm. (3 credit hours required)</i>			
3188	Basic	Advanced	Advanced
3800	Basic	Advanced	Advanced
4191	Basic	Advanced	Advanced
4998	Advanced	Intermediate	
4999	Advanced	Advanced	

COMMUNICATION TECHNOLOGY SPECIALIZATION CURRICULUM MAP

	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation
Premajor			
1100	Basic		
1101	Basic		
Research Methods (4 cr. req.)			
3160(H)	Intermediate	Intermediate	
3165	Intermediate		
Core Requirements			
<i>Comm Tech</i>			
2367(H)	Basic	Intermediate	Intermediate
2511	Basic	Intermediate	Intermediate
2540	Basic	Basic	Basic
3554	Intermediate	Intermediate	Intermediate
Focus Area Electives			
<i>Comm Tech (6 credit hours required)</i>			
3513	Intermediate	Intermediate	Basic
3558	Intermediate	Intermediate	
4557	Advanced	Advanced	Intermediate
4558	Advanced	Advanced	Intermediate
4665	Advanced	Advanced	Intermediate
4738	Advanced	Advanced	Intermediate
Special Topic Elective			
<i>Comm Tech (9 credit hours required)</i>			
3330	Basic	Intermediate	Intermediate

3331	Intermediate	Intermediate	Intermediate
3513	Intermediate	Intermediate	Basic
3545	Intermediate	Intermediate	Intermediate
4511	Intermediate	Advanced	Intermediate
4555	Advanced	Advanced	Intermediate
4556	Advanced	Advanced	Intermediate
4557	Advanced	Advanced	Intermediate
4665	Advanced	Advanced	Intermediate
CSE 2123			

Experiential Learning

Comm. Tech. (3 credit hours required)

3800	Basic	Advanced	Advanced
4191	Basic	Advanced	Advanced
4998	Advanced	Intermediate	
4999	Advanced	Advanced	

COMMUNICATION ANALYSIS & ENGAGEMENT SPECIALIZATION CURRICULUM MAP

	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation
Premajor			
1100	Basic		
1101	Basic		
Research Methods (4 cr. req.)			
3160(H)	Intermediate	Intermediate	
Core Requirements			
<i>Comm Analysis & Engagement</i>			
2110	Basic	Intermediate	Intermediate
2367(H)	Basic	Intermediate	Intermediate
3440	Intermediate	Intermediate	Basic
3620	Intermediate	Intermediate	Intermediate
Focus Area Electives			
<i>Comm Analysis & Engagement (15 credit hours required)</i>			
2131	Basic	Intermediate	Intermediate
2596	Basic	Basic	Basic
3325	Intermediate	Intermediate	Intermediate
3330	Basic	Intermediate	Basic
3331	Intermediate	Intermediate	Intermediate
3332	Intermediate	Intermediate	Basic
3340	Intermediate	Intermediate	Basic
3402	Intermediate	Basic	
3413	Intermediate		
3415	Basic	Intermediate	
3442	Intermediate		
3450	Intermediate	Basic	
3466	Intermediate		
3597.01	Intermediate		Intermediate

3597.02	Intermediate		
3624	Intermediate	Intermediate	Intermediate
3628	Advanced	Intermediate	Intermediate
3629	Intermediate	Intermediate	Intermediate
3662	Intermediate	Intermediate	
3667	Intermediate	Intermediate	
3668	Intermediate	Intermediate	Intermediate
4240		Intermediate	
	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation
4401	Intermediate		
4445	Intermediate	Intermediate	
4600		Intermediate	
4635		Intermediate	Intermediate
4736	Intermediate	Intermediate	Intermediate
4737	Intermediate	Intermediate	Basic
4738	Intermediate	Intermediate	Intermediate
4814	Intermediate	Intermediate	Basic
4820	Intermediate	Intermediate	Intermediate
Experiential Learning			
<i>Comm. A & E (3 credit hours required)</i>			
3800	Basic	Advanced	Advanced
4191	Basic	Advanced	Advanced
4998	Advanced	Intermediate	
4999	Advanced	Advanced	