

The Ohio State University
Colleges of the Arts and Sciences Course Change Request

School of Communication

Academic Unit

Comm

663

Book 3 Listing (e.g., Portuguese)

Course Number

Summer Autumn Winter Spring Year

Proposed effective date: choose one quarter and put an "X" after it; and fill in the year. See the OAA curriculum manual for deadlines.

A. Course Offerings Bulletin Information. Follow instructions in the OAA curriculum manual. Before you fill out the "Present Course" information, be sure to check the latest edition of the *Course Offerings Bulletin* and subsequent Circulating Forms. You may find that the changes you need have already been made or that additional changes are needed. If the course offered is less than quarter or term, please also complete the Flexibly Scheduled/OffCampus/Workshop Request form.

COMPLETE ALL ITEMS THIS COLUMN

Present Course

1. Book 3 Listing: **COMM**

2. Number: **663**

3. Full Title: **Communication Industry Research Methods**

4. 18-Char. Transcript Title: **Comm Industry Rsrch**

5. Level and Credit Hours: **05**

6. Description: **Overview of major empirical methods in communication industry research.**

7. Qtrs. Offered : Fa, Wi, Sp, Su

8. Distribution of Contact Time: **2 – 2 hr CL**
(e.g., 3 cl, 1 3-hr lab)

9. Prerequisite(s): **Majors, Permission**

10. Exclusion: **Not open to students with credit for 660**

11. Repeatable to a maximum of _____ credits.

12. Off-Campus Field Experience:

13. Cross-listed with:

14. Is this a GEC course? No

15. Grade option (circle): Lfr
If P graded, what is the last course in the series?

16. Is an honors version of this course available? N

Is an Embedded Honors version of this course available? Y N

17. Other general course information:

COMPLETE ONLY THOSE ITEMS THAT CHANGE

Changes Requested

1. _____

2. **463**

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. **Not open to students with credit for 460**

11. _____

12. _____

13. _____

14. _____

15. _____

16. _____

17. _____

B. General information

1. Do you want the prerequisites enforced electronically (see the OAA manual for what can be enforced)?
Yes

2. Does this course currently satisfy any GEC requirement, if so indicate which category?
No

3. What other units require this course? Have these changes been discussed with those units?
None

4. Have these changes been discussed with academic units that might have a jurisdictional interest in the subject matter? Attach relevant letters.
N/A



5. Is the request contingent upon other requests, if so, list the requests?
No

6. Purpose of the proposed change. (If the proposed change affects the content of the course, attach a revised syllabus and course objectives and e-mail to ascurofci@osu.edu.)

7. Please list Majors/Minors affected by the proposed change. Attach revisions of all affected programs. This course is (check one):
 Required on major(s)/minor(s) A choice on major(s)/minors(s)
 An elective within major(s)/minor(s) A general elective:
COMM

8. Describe any changes in library, equipment or other teaching aids needed as a result of the proposed change or if the proposed change involves budgetary adjustments, describe the method of funding:

Approval Process The signatures on the lines in ALL CAPS (e.g. ACADEMIC UNIT) are required.

- | | | |
|--|--|---------|
| 1. Academic Unit Undergraduate Studies Committee Chair |  PRABU DAVID | 4/26/07 |
| 2. Academic Unit Graduate Studies Committee Chair |  WILLIAM EVELAND | 4/30/07 |
| 3. ACADEMIC UNIT CHAIR/DIRECTOR | | |
| 4. After the Academic Unit Chair/Director signs the request, forward the form to the ASC Curriculum Office, 105 Brown Hall, 190 West 17 th Ave. or fax it to 688-5678. Attach the syllabus and any supporting documentation in an e-mail to ascurofci@osu.edu . The ASC Curriculum Office will forward the request to the appropriate committee. | | |
| 5. COLLEGE CURRICULUM COMMITTEE | | |
| 6. ARTS AND SCIENCES EXECUTIVE DEAN | | |
| 7. Graduate School (if appropriate) | | |
| 8. University Honors Center (if appropriate) | | |
| 9. Office of International Affairs (study tours only) | | |
| 10. ACADEMIC AFFAIRS | | |

COMM 663
Research Methods for Industry
Spring, 2007

Dr. John Dimmick
3045A Derby Hall
Phone: 292-0168
Email: Dimmick.1@osu.edu
**Office hours: TBA and by
appointment**

Course materials

Joann Keyton, *Communication Research*. (2nd Edition). Boston: McGraw-Hill, 2006.

Course description

The course covers the major research methods used in the communication industries and provides a survey of applications of research in the media industries. The class is formed into a research organization that employs focus groups, content analysis and surveys in a research project on a problem facing contemporary media industries.

Academic misconduct

All students at Ohio State University are bound by the Code of Student Conduct (see://www.osu.edu/units/stuaff/cse.php). Violations of this code in this class, especially pertaining to 335-23-04 Section A on Academic Misconduct, will be aggressively prosecuted through the procedures the university has set up to deal with violations of the Code. In short, don't cheat on exams and don't plagiarize. Possible penalties for academic misconduct include, among other things, failure in this course, revocation of funding, and even expulsion from the university.

Tentative nature of this syllabus

This syllabus represents a contract in the works. Events that transpire over the quarter may, in rare circumstances, require me to modify the administration of this course and therefore the syllabus. In the event I need to modify the syllabus, I will announce the modification in class. Ultimately, it is your responsibility to keep up with any such modifications and be aware of current policies, deadlines, etc.

Students with special needs

If you need an accommodation based on the impact of a disability, you should contact me to arrange an appointment as soon as possible. At the appointment we can discuss the course format, anticipate your needs and explore potential accommodations. I rely on the Office for

