CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS
NEW COURSE PROPOSAL

DATE 10.4.06
PROGRAM AREA COMMUNICATION

1. Catalog Description of the Course. [Follow accepted catalog format.]

Prefix COMM Course# 330 Title COMMUNICATION RESEARCH METHODS Units (3)
3 hours lecture per week
(hours lecture per week)
Prerequisites COMM200 Introduction to Communication Studies
Corequisites

Description Investigation of methodology and analytical techniques of human communication, including participant observation, interview, focus groups, surveys, conversation and content analysis.
Graded
Gen Ed
CR/NC
Repeatable for up to units
Lab Fee Required
A - F Total Completions Allowed
Optional (Student’s choice)
Mission Based Learning Objectives: Interdisciplinary International Multicultural Service Learning
Title V Section 40404: Government US Constitution US History

2. Mode of Instruction.

<table>
<thead>
<tr>
<th>Component</th>
<th>Units</th>
<th>Hours per Unit</th>
<th>Benchmark Enrollment</th>
<th>Graded Component</th>
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</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>3</td>
<td>1</td>
<td>25</td>
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<td>Seminar</td>
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<td>Laboratory</td>
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<td>Activity</td>
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3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) Use as much space as necessary

This is a required course for the Bachelor of Arts in Communication.
After successfully completing this course, students will be able to:
o Explain the rationale for conducting communication research and the way that decisions can be made from such studies.
o Use several different methods and recognize the benefits and drawbacks of each.
o Conduct a communication literature review and recognize the assumptions and implications of articles about communication research.

4. Is this a General Education Course YES ☒ NO ☒
If Yes, indicate GE category and attach GE Criteria Form:

A (English Language, Communication, Critical Thinking)
A-1 Oral Communication
A-2 English Writing
A-3 Critical Thinking

B (Mathematics, Sciences & Technology)
B-1 Physical Sciences
B-2 Life Sciences – Biology
B-3 Mathematics – Mathematics and Applications
B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)
C-1 Art
C-2 Literature Courses
C-3a Language
C-3b Multicultural

D (Social Perspectives)

E (Human Psychological and Physiological Perspectives)

UD Interdisciplinary
5. **Course Content in Outline Form.** *Be as brief as possible, but use as much space as necessary*

I. Library Research including use of Electronic Databases
II. Asking Communication Questions
III. Research Design
IV. Variables & Validity
V. Observing & Measuring
VI. Naturalistic Inquiry
VII. Analyzing & Interpreting Data
VIII. Research Ethics
IX. Reading Research Studies

Does this course overlap a course offered in your academic program? **YES** □ **NO** ☒

If YES, what course(s) and provide a justification of the overlap?

Does this course overlap a course offered in another academic area? **YES** □ **NO** ☒

If YES, what course(s) and provide a justification of the overlap?

Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

6. **Cross-listed Courses (Please fill out separate form for each PREFIX)**

List Cross-listed Courses

Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

Department responsible for staffing:

7. **References.** *Provide 3 - 5 references on which this course is based and/or support it.*


8. **List Faculty Qualified to Teach This Course.**

Dr. Trudy Milburn
Other Communication Faculty

9. **Frequency.**

a. Projected semesters to be offered: **Fall** □ **Spring** ☒ **Summer** □

10. **New Resources Required.** **YES** □ **NO** ☒

If YES, list the resources needed and obtain signatures from the appropriate programs/units on the sheet below.

a. Computer (data processing), audio visual, broadcasting needs, other equipment
b. Library needs

c. Facility/space needs

11. Will this new course alter any degree, credential, certificate, or minor in your program? YES ☐ NO ☒
   If, YES attach a program modification form for all programs affected.

Dr. Trudy Milburn  9/22/2006
Proposer of Course  Date
## Approval Sheet

**Program/Course:**

<table>
<thead>
<tr>
<th>Role</th>
<th>Signatory</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Program Chair(s)</td>
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<td>General Education Chair(s)</td>
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<td>Curriculum Committee Chair(s)</td>
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<td>Dean of Faculty</td>
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