

Program Modification

Program modifications must be submitted by October 15, 2010, and finalized by the end of the fall semester for catalog production.
Enter data in **YELLOWED** areas.

Date (Change if modified and update the file name with the new date): 2011 Catalog Copy; rev 11.29.10

Program Area: COMMUNICATION

Semester /Year First affected: Fall 2011

Instructions: Please use this Program Modification form for changes to existing program requirements, units, outcomes, emphases or options, or for other programmatic concerns. For minor changes (faculty or address changes, additions of approved electives, minor editing for clarity, and other minor updates) use the Program Update form, available at the Curriculum website.

Paste the latest approved version of your entire program in the left AND right boxes below. Make your deletions in the LEFT column by using the strikethrough feature in Word or underlining, **and highlight**. Insert new language or other changes to the program on the RIGHT and highlight in **YELLOW** for easy identification. If possible, please align the two columns so that changes appear side-by-side with the original text.

CURRENTLY APPROVED PROGRAM

COMMUNICATION

Programs Offered

- Bachelor of Arts in Communication
 - Emphasis in Environmental Communication
 - Emphasis in Health Communication
 - Emphasis in Business and Nonprofit Communication
- Minor in Communication

The BA in Communication is based on a thorough examination of how we use language in a variety of specific social contexts. By critically considering how meaning is negotiated in health, environmental and business/nonprofit settings, students will appreciate the complexity of coordinating our actions.

By working in diverse small and large groups, making presentations, and using a variety of channels – from face-to-face to telephone, email to internet, students who complete the program will be prepared to take responsibility for their interactions within their

PROPOSED PROGRAM

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communities and the workplace of their choosing.

Careers

Major career opportunities include environmental advocacy, nonprofit and business management, and health services. Additional employment avenues include: mediation, counseling, public affairs, government, entrepreneurship, sales, community relations, employee relations, teaching, consulting, event planning, media entertainment, law, international relations, social and human services, advertising, journalism, marketing, public relations. Students may also pursue graduate studies.

Program Learning Outcomes

After having completed the requirements for the degree, students will be able to:

- Demonstrate effective collaboration skills with others in one-on-one and small/large group settings, and with audiences of diverse memberships;
- Identify an optimal means to communicate depending upon the audience, situation and by understanding the relevance, limitations and effectiveness of different communication technologies and medium;
- Analyze messages critically for content, purpose, organization, argument, style and meaning;
- Demonstrate the ability to analyze and create solutions to interpersonal, organizational, and community conflict;
- Demonstrate proficiency in written and oral communication;
- **and**
- Differentiate ethical dimensions of health, environmental or organizational messages and estimate their impact upon a given community.

Faculty

Trudy Milburn, Ph.D.
— Associate Professor of Communication
— BTE 2838
— (805) 437-3128
— trudy.milburn@csuci.edu

Tracylee Clarke, Ph.D.
Assistant Professor of Communication
BTE 2834
(805) 437-3305
tracylee.clarke@csuci.edu

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- Identify an optimal means to communicate depending upon the audience, situation and by understanding the relevance, limitations and effectiveness of different communication technologies and medium;
- Analyze messages critically for content, purpose, organization, argument, style and meaning;
- Demonstrate the ability to analyze and create solutions to interpersonal, organizational, and community conflict;
- Demonstrate proficiency in written and oral communication;
- Differentiate ethical dimensions of health, environmental or organizational messages and estimate their impact upon a given community;
- Engage in various analytical methodologies to think critically, evaluate and explain human communication processes;
- Apply communication competencies in a community engagement/service learning environment.

Faculty

Tracylee Clarke, Ph.D.
Assistant Professor of Communication
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Bachelor of Arts Degree in Communication - (120 units)

Bachelor of Arts Degree in Communication - (120 units)

Lower Division	12 units
Upper Division	33 units
General Education	45 units
According to the GE requirements, students must take <u>nine</u> units from those interdisciplinary courses numbered 330-349 and 430-449. Six of the <u>nine</u> units can be double counted and three of the nine units must be outside the major and not cross listed with the COMM prefix.	
Title V: American Institutions Requirement	6 units
Electives	24 units
TOTAL	120 units

Lower Division Requirements - 12 units

COMM 101	Public Speaking	3
COMM 200	Introduction to Communication Studies	3

Choose any two of the following:

COMM 210	Interpersonal Communication	3
COMM 211	Discerning Information in an Interconnected World (LIB)	3
COMM 220	Group Communication	3

Upper Division Requirements - 33 units

Required Courses 15 units

COMM 310	Communication Research Methods	3
COMM 320	Persuasion and Argumentation	3
COMM 321	Cultural Conversations	3
COMM 340	Conflict Management and Mediation	3
COMM 499	Capstone Project	3

Major Electives - 6 units

You may choose any two upper division COMM courses:

COMM 301	Advanced Public Speaking	3
COMM 322	Sociology of Popular Culture (SOC/ENGL)	3
COMM 331	Art, Society and Mass Media (ART)	3

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Upper Division	33 units
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COMM 335	Politics and Film (POLS)	3

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COMM 336	Multicultural Literature and Communication (ENGL).....	3
COMM 345	Media Literacy and Youth Culture (EDUC).....	3
COMM 346	School Communication (EDUC).....	3
COMM 430	Political Communication (POLS).....	3
COMM 490	Special Topics.....	3
COMM 492	Internship/Service Learning.....	1-3 (Repeatable up to 3 units)
COMM 494	Independent Study.....	1-3

Emphasis Requirements - 12 units

(Choose one emphasis below)

Environmental Communication Emphasis

COMM 443	Environmental Communication (ESRM)	3 (Prereqs. ESRM 100 and COMM 101 or 320) D, UDIGE
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Plus three electives 9 units

ANTH 332	Human Ecology (ESRM).....	3 D, UDIGE
BIOL 313	Conservation Biology (ESRM).....	4 (Prereq. BIOL 200)
BIOL 433	Ecology and the Environment.....	4 (Prereq. BIOL 200) B2, UGIGE
CHEM 101	Chemistry and the Environment.....	3
B4		
CHEM 301	Environmental Chemistry.....	3 (Prereq. CHEM 122)
COMM 450	Environmental Conflict Resolution (ESRM/POLS).....	3
ENGL 337	Literature of the Environment.....	3 C2, D, UDIGE
ESRM 329	Environmental Law and Policy.....	3 (Prereq. ESRM 100)
ESRM 462	Coastal and Marine Resource Management.....	4

COMM 336	Multicultural Literature and Communication (ENGL).....	3
COMM 345	Media Literacy and Youth Culture (EDUC).....	3
COMM 346	School Communication (EDUC).....	3
COMM 430	Political Communication (POLS).....	3
COMM 490	Special Topics.....	3
COMM 492	Internship/Service Learning.....	1-3 (Repeatable up to 3 units)
COMM 494	Independent Study.....	1-3

Emphasis Requirements - 12 units

(Choose one emphasis below)

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BIOL 313	Conservation Biology (ESRM).....	4 (Prereq. BIOL 200)
BIOL 433	Ecology and the Environment.....	4 (Prereq. BIOL 200) B2, UGIGE
CHEM 301	Environmental Chemistry.....	3 (Prereq. CHEM 122)
COMM 450	Environmental Conflict Resolution (ESRM/POLS).....	3
ENGL 337	Literature of the Environment.....	3 C2, D, UDIGE
ESRM 329	Environmental Law and Policy.....	3 (Prereq. ESRM 100)
ESRM 340	Politics and the Environment (POLS) D..	3
ESRM 341	The National Park (POLS) D.....	3
ESRM 342	Environmental History (HIST) D.....	3
ESRM 462	Coastal and Marine Resource Management.....	4 (Prereqs. BIOL 433, ESRM 200, 329)

		(Prereqs. BIOL 433, ESRM 200, 329)	
ESRM	463	Water Resources Management	4
		(Prereqs. BIOL 433, ESRM 200, 329)	
ESRM	464	Land Use Planning & Open Space Management.....	4
		(Prereqs. BIOL 433, ESRM 200, 329)	
ESRM	482	Issues in Environmental Planning & Resource Management	3
		(Prereqs. BIOL 433, ECON 362, ESRM 329)	
ESRM	483	Issues in Global Resource Management	3
		(Prereqs. BIOL 433, ECON 362, ESRM 329)	
GEOL	321	Environmental Geology.....	4
		B1	

May also select either:

GEOL	121	Physical Geology	4
or			
GEOL	122	Historical Geology	3

Health Communication Emphasis

COMM	441	Health Communication (NRS)	3
		(Prereq. COMM 320) D, UDIGE)	

Plus three electives 9 units

ANTH	104	Introduction to Bioanthropology	3
		B2	
ANTH	443	Medical Anthropology: Cross Cultural Perspectives on Health & Healing.....	3
		D, UDIGE	
BIOL	331	Biotechnology in Twenty-First Century (BUS)	3
		B2, D, UDIGE	
BIOL	332	Cancer and Society	3
		B2, D, UDIGE	
BIOL	333	Emerging Public Health Issues.....	3
		B2, E, UDIGE	
BIOL	432	Principles of Epidemiology and Environmental Health.....	3

ESRM	463	Water Resources Management	4
		(Prereqs. BIOL 433, ESRM 200, 329)	
ESRM	464	Land Use Planning & Open Space Management	4
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		(Prereqs. BIOL 433, ECON 362, ESRM 329)	
GEOL	321	Environmental Geology	4
		B1	

Health Communication Emphasis

COMM	441	Health Communication (NRS).....	3
		(Prereq. COMM 320) D, UDIGE)	

Plus three electives 9 units

ANTH	443	Medical Anthropology: Cross Cultural Perspectives on Health & Healing	3
		D, UDIGE	
BIOL	331	Biotechnology in Twenty-First Century (BUS).....	3
		B2, D, UDIGE	
BIOL	332	Cancer and Society	3
		B2, D, UDIGE	
BIOL	333	Emerging Public Health Issues	3
		B2, E, UDIGE	
BIOL	432	Principles of Epidemiology and Environmental Health	3
		B2, D, UDIGE	
		(Prereqs. BIOL 201, CHEM 122)	
BUS	341	Drug Discovery and Development (CHEM/ECON) B1, D, UDIGE	3
CHS	343	Health Issues in the Latino/a Community (NURS) C3b.....	3
MGT	426	Management of Healthcare Organizations.....	3
		(Prereq. MGT 307)	
PSY	342	Complementary and Alternative Health (NRS).....	3

		B2, D, UDIGE (Prereqs. BIOL 201, CHEM 122)	
BUS	341	Drug Discovery and Development (CHEM/ECON) B1, D, UDIGE	3
HLTH	322	Health Issues in Education.....	2
		E	
MGT	426	Management of Healthcare Organizations	3
		(Prereq. MGT 307)	
NRS	352	Health Promotion and Patient Education Strategies.....	3
PSY	342	Complementary and Alternative Health (NRS)	3
		C3b, E, UDIGE	
PSY	348	Healthy Aging (SOC/NRS).....	3
		D, E, UDIGE	

Business & Nonprofit Communication Emphasis

COMM	442	Organizational Communication.....	3
		(Prereqs. COMM 101 and COMM 210 or 220 A1, UDIGE)	

Plus three electives 9 units

BIOL	326	Scientific & Professional Ethics (MGT)	3
COMM	333	Nonprofit Organizations (BUS/ECON/ POLS).....	3
		D, UDIGE	
BUS	340	Business & Economics in American Literature (ECON/ENGL).....	3
		C2, D, UDIGE	
ECON	329	Managerial Economics	3
		(Prereq. ECON 110, 111 and MATH 140 or 150)	
ECON	370	The World Economy	3
		(Prereq. ECON 110 or 300)	
ECON	471	International Trade.....	3
		(Prereq. ECON 310 or 329)	
ENGL	483	Technical Visual Communication.....	3
MGT	307	Management of Organizations	3
MGT	325	Entrepreneurial Management	3

		C3b, E, UDIGE	
PSY	348	Healthy Aging (SOC/NRS).....	3
		D, E, UDIGE	

Business & Nonprofit Communication Emphasis

COMM	442	Organizational Communication.....	3
		(Prereqs. COMM 220) A1, UDIGE	

Plus three electives 9 units

BIOL	326	Scientific & Professional Ethics (MGT).....	3
COMM	333	Nonprofit Organizations (BUS/ECON/ POLS)	3
		D, UDIGE	
ECON	370	The World Economy	3
		(Prereq. ECON 110)	
ECON	444	Economic Anthropology	3
		(Prereq. ECON 110 or ANTH 102)	
ENGL	483	Technical Visual Communication.....	3
MGT	307	Management of Organizations	3
MGT	325	Entrepreneurial Management	3
MGT	410	Management of International Business	3
MGT	421	Human Resource Management.....	3
		(Prereq. MGT 307)	
MKT	310	Principles of Marketing.....	3
MKT	410	International Marketing Management	3
		(Prereq. MKT 310)	
POLS	320	Public Administration.....	3
PSY	432	Seminar in Leadership.....	3
		D, E, UDIGE	

* Students must receive a "C" or better in Communication courses in order to have them count towards their major.

Minor in Communication - (18 units)

The minor in Communication affords non-majors the opportunity to learn the fundamental skills necessary to interact with diverse others in a wide variety of contexts. Students will

MGT	410	Management of International Business	3
MGT	421	Human Resource Management	3
		<i>(Prereq. MGT 307)</i>	
MKT	310	Principles of Marketing	3
MKT	410	International Marketing Management	3
		<i>(Prereq. MKT 310)</i>	
POLS	320	Public Administration	3
PSY	432	Seminar in Leadership	3
		D, E, UDIGE	

* Students must receive a “C” or better in Communication courses in order to have them count towards their major.

Minor in Communication - (18 units)

The minor in Communication affords non-majors the opportunity to learn the fundamental skills necessary to interact with diverse others in a wide variety of contexts. Students will survey the field of communication studies and learn the basic skills to interact one-on-one and in small and large groups.

Lower Division Requirements - 9 units

COMM	101	Public Speaking	3
COMM	200	Introduction to Communication Studies.....	3

Select one of the following:

COMM	210	Interpersonal Communication	3
COMM	220	Group Communication	3
COMM	211	Discerning Information in an Interconnected World (LIB)	3

Upper Division Requirements - 9 units

Select three courses from any Upper Division

COMM course

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Select three courses from any Upper Division

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SUMMARY OF CHANGES

1. Add two program learning outcomes:

- 1) Engage in various analytical methodologies to think critically, evaluate and explain human communication processes, and
 - 2) Apply communication competencies in a community engagement/service learning environment.
2. Remove Trudy Milburn as faculty
 3. Remove the following emphasis electives:
 - Environmental Communication Emphasis: CHEM 101, GEOL 121, GEOL 122, ESRM 483
 - Business & Non-profit Communication Emphasis: BUS 340, ECON 329, ECON 471
 - Health Communication Emphasis: ANTH 104, HLTH 322, NRS 352
 4. Add the following emphasis electives:
 - Environmental Communication Emphasis: ESRM 340, ESRM 341, ESRM 342
 - Business & Non-profit Communication Emphasis: ECON 444
 - Health Communication Emphasis: CHS 343

JUSTIFICATION

1. The additional outcomes, which focus on methodological research and community engagement, more adequately reflect the learning goals of the program and are in line with specific course learning outcomes.
2. Trudy Milburn no longer works at CI.
3. Removal of certain emphasis electives:
 - The Communication major requires *33 upper division units*. The Environmental Communication Emphasis as well as the Health Communication emphasis have several lower division courses to choose from (CHEM 101, GEOL 121, GEOL 122, ANTH 104). *If a student chooses these classes, they will be short 6 upper division units in the major and unprepared to graduate.*
 - ESRM 483, Issues in Global Resource Management is an inactive course.
 - BUS 340, ECON 329 and ECON 471 require prerequisites that communication majors will not likely have taken. Furthermore, the content of these courses does not relate directly to business and non-profit communication.
 - HLTH 322 is only 2 credits and if a student chooses this course they will be short 1 credit and unprepared to graduate.
 - NRS 352. Students must be accepted into the nursing program in order to enroll in this course.
4. Addition of emphasis electives: These courses more appropriately reflect Communication program goals and learning outcomes and compliment current communication curriculum.

Tracylee Clarke	10/7/10
Proposer of Program Modification	Date

Program: Communication

Program Chair		
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Signature

Date

Curriculum Chair		
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Signature

Date

Dean of Faculty		
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Signature

Date