

Program Modification

Program modifications must be submitted by November 2, 2009 for priority catalog review

Date (Change if modified and update the file name with the new date): 10.02.09, catalog copy; rev 11.30.09

Program Area: COMMUNICATION

Semester /Year First affected: FALL 2010

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 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.

Student Learning Outcomes

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

- Interact with others in one-on-one and small/large group settings, and with audiences of diverse memberships;
- Collaborate effectively with others;

PROPOSED 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 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.

Student 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;

- Analyze messages critically for content, purpose, organization, argument, style and meaning;
- Analyze conflicts and work through resolutions;
- Differentiate ethical dimensions of health, environmental or organizational messages and estimate their impact upon a given community; and
- Choose an optimal means to communicate depending upon the audience, situation and by understanding the relevance, limitations and effectiveness of different communication technologies.

Faculty

Trudy Milburn, Ph.D.

Associate Professor of Communication
 BTE 2838
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Tracylee Clarke, Ph.D.

Assistant Professor of Communication
 BTE 2834
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Bachelor of Arts Degree in Communication - (120 units)

Lower Division ...	12 units
Upper Division.....	33 units
General Education.45 units	
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
(Note: may substitute with permission ENGL 310 or SOC 310)		
COMM 320	Persuasion and Argumentation.....	3
COMM 321	Cultural Conversations	3

- 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

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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 nine units from those interdisciplinary courses numbered 330-349 and 430-449. Six of the nine units can be double counted and three of the nine units must be outside the major and not crosslisted 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 331	Art, Society and Mass Media (ART)	3
COMM 499	Capstone Project	3
Major Electives - 6 units		
<i>You may choose any <u>two</u> upper division COMM courses:</i>		
COMM 301	Advanced Public Speaking.....	3
COMM 322	Sociology of Popular Culture (SOC/ENGL).....	3
COMM 335	Politics and Film (POLS)	3
COMM 336	Multicultural Literature and Communication (ENGL).....	3
COMM 340	Conflict Management and Mediation.....	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 6 units)

Emphasis Requirements - 12 units
(Choose one emphasis below)

Environmental

Communication Emphasis

COMM 443	Environmental Communication (ESRM)	3
<i>(Prereqs. ESRM 100 and COMM 100 or 320) D, INTD</i>		

Plus three electives 2 units

ANTH 332	Human Ecology (ESRM)	3
<i>D, INTD</i>		
BIOL 313	Conservation Biology (ESRM)	4
<i>(Prereq. BIOL 200)</i>		
BIOL 433	Ecology and the Environment	4
<i>(Prereq. BIOL 200) B2, INTD</i>		
CHEM 301	Environmental Chemistry.....	3
<i>(Prereq. CHEM 122)</i>		
COMM 450	Environmental Conflict Resolution (ESRM/POLS).....	3
ENGL 337	Literature of the Environment	3
<i>C2, D, INTD</i>		
ESRM 329	Environmental Law and Policy	3
<i>(Prereq. ESRM 100)</i>		
ESRM 462	Coastal and Marine Resource Management.....	4
<i>(Prereqs. BIOL 433, ESRM 200, 329)</i>		
ESRM 463	Water Resources Management.....	4
<i>(Prereqs. BIOL 433, ESRM 200, 329)</i>		
ESRM 464	Land Use Planning & Open Space Management.....	4
<i>(Prereqs. BIOL 433, ESRM 200, 329)</i>		
ESRM 482	Issues in Environmental Planning & Resource Management	3
<i>(Prereqs. BIOL 433, ECON 362, ESRM 329)</i>		
ESRM 483	Issues in Global Resource Management	3
<i>(Prereqs. BIOL 433, ECON 362, ESRM 329)</i>		

COMM 310	Communication Research Methods	3
<i>(Note: may substitute with permission ENGL 310 or SOC 310)</i>		
COMM 320	Persuasion and Argumentation.....	3
COMM 321	Cultural Conversations	3
COMM 331	Art, Society and Mass Media (ART)	3
COMM 499	Capstone Project	3
COMM 340	Conflict Management and Mediation.....	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
COMM 335	Politics and Film (POLS).....	3
COMM 336	Multicultural Literature and Communication (ENGL).....	3
COMM 340	Conflict Management and Mediation.....	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 6 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
<i>(Prereqs. ESRM 100 and COMM 100 or 320) D, INTD</i>		

Plus three electives 2 units

ANTH 332	Human Ecology (ESRM)	3
<i>D, INTD</i>		
BIOL 313	Conservation Biology (ESRM)	4
<i>(Prereq. BIOL 200)</i>		
BIOL 433	Ecology and the Environment	4
<i>(Prereq. BIOL 200) B2, INTD</i>		
CHEM 101	Chemistry and the Environment.....	3
<i>B 1</i>		
CHEM 301	Environmental Chemistry.....	3
<i>(Prereq. CHEM 122)</i>		
COMM 450	Environmental Conflict Resolution (ESRM/POLS).....	3
ENGL 337	Literature of the Environment	3
<i>C2, D, INTD</i>		
ESRM 329	Environmental Law and Policy	3
<i>(Prereq. ESRM 100)</i>		
ESRM 462	Coastal and Marine Resource Management.....	4
<i>(Prereqs. BIOL 433, ESRM 200, 329)</i>		
ESRM 463	Water Resources Management.....	4
<i>(Prereqs. BIOL 433, ESRM 200, 329)</i>		
ESRM 464	Land Use Planning & Open Space	

GEOL 321	Environmental Geology.....4 B1		
<i>May also select either:</i>			
GEOL 121	Physical Geology4		
or			
GEOL 122	Historical Geology3		
<u>Health Communication Emphasis</u>			
COMM 441	Health Communication (NRS).....3 (Prereq. COMM 320) D, INTD)		
<i>Plus three electives 9 units</i>			
ANTH 104	Introduction to Bioanthropology3 B2		
ANTH 443	Medical Anthropology: Cross Cultural Perspectives on Health & Healing.....3 D, INTD		
BIOL 331	Biotechnology in Twenty-First Century (BUS).....3 B2, D, INTD		
BIOL 332	Cancer and Society3 B2, D, INTD		
BIOL 333	Emerging Public Health Issues.....3 B2, E, INTD		
BIOL 432	Principles of Epidemiology and Environmental Health.....3 B2, D, INTD (Prereqs. BIOL 201, CHEM 122)		
BUS 341	Drug Discovery and Development (CHEM/ECON) B1, D, INTD3		
HLTH 322	Health Issues in Education.....2 E		
MGT 426	Management of Healthcare Organizations3 (Prereq. MGT 307)		
NRS 352	Health Promotion and Patient Education Strategies3		
PSY 342	Complementary and Alternative Health (NRS)3 C3b, E, INTD		
PSY 348	Healthy Aging (SOC/NRS).....3 D, E, INTD		
<u>Business & Nonprofit Communication Emphasis</u>			
COMM 442	Organizational Communication3 (Prereqs. (COMM 101 and COMM 210 or 220) A1, INTD)		
<i>Plus three electives 9 units</i>			
BIOL 326	Scientific & Professional Ethics (MGT)3		
COMM 333	Nonprofit Organizations (BUS/ECON/ POLS)3 D, INTD		
BUS 340	Business & Economics in American Literature (ECON/ENGL).....3 C2, D, INTD		
ECON 329	Managerial Economics3 (Prereq. ECON 110, 111 and MATH 140 or		
	Management.....4 (Prereqs. BIOL 433, ESRM 200, 329)		
ESRM 482	Issues in Environmental Planning & Resource Management3 (Prereqs. BIOL 433, ECON 362, ESRM 329)		
ESRM 483	Issues in Global Resource Management3 (Prereqs. BIOL 433, ECON 362, ESRM 329)		
GEOL 321	Environmental Geology.....4 B1		
<i>May also select either:</i>			
GEOL 121	Physical Geology4		
or			
GEOL 122	Historical Geology3		
<u>Health Communication Emphasis</u>			
COMM 441	Health Communication (NRS).....3 (Prereq. COMM 320) D, INTD)		
<i>Plus three electives 9 units</i>			
ANTH 104	Introduction to Bioanthropology3 B2		
ANTH 443	Medical Anthropology: Cross Cultural Perspectives on Health & Healing.....3 D, INTD		
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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	310	Management of International Business	3
MGT	325	Entrepreneurial Management	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, INTD	

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

BIOL	326	Scientific & Professional Ethics (MGT)	3
COMM	333	Nonprofit Organizations (BUS/ECON/ POLS)	3
		D, INTD	
BUS	340	Business & Economics in American Literature (ECON/ENGL).....	3
		C2, D, INTD	
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	310	Management of International Business	3
MGT	325	Entrepreneurial Management	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, INTD	

***STUDENTS MUST RECEIVE A "C" OR BETTER IN COMMUNICATION COURSES IN ORDER TO HAVE THEM COUNT TOWARDS THEIR MAJOR.**

Minor in Communication - (18 units)

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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

SUMMARY OF CHANGES / JUSTIFICATION

1. Communication Program Student Learning Objectives:

- 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.

Based on assessment and feedback from both students and colleagues, these Student Learning Objectives more accurately reflect the spirit and mission of the Program as well as qualities of a competent communication major

2. Designate *COMM 340: Conflict Management and Mediation* as a required course for the major replacing *COMM 331: Art, Society and Mass Media (ART)*. Designate *COMM 331: Art, Society and Mass Media (ART)* as an elective, replacing *COMM 340: Conflict Management and Mediation*.

Replacing *COMM 340: Conflict Management and Mediation* for *COMM 331: Art, Society and Mass Media (ART)* more accurately reflects the program objectives.

3. Allow only 3 units of *COMM 492 Internship/Service Learning 1-3*.

Students have the opportunity to work with community partners in all 400 level courses as well as capstone. Designating only 3 units of internship will allow students to take more content-based courses.

4. Addition of *COMM 494 Independent Study 1-3*. (PENDING APPROVAL)

Addition of an independent study will allow for directed research projects.

5. Delete substitutions (COMM ENGL 310 or SOC 310) for *COMM 310 Communication Research Methods*.

These courses have program pre-requisites that many Communication students have not completed.

6. Communication students must receive a "C" or better in communication courses in order to have them count towards their major.

Receiving a C or better demonstrates competency and subject expertise.

JUSTIFICATION

The above changes more accurately reflect the learning objectives of the program and support a stronger curriculum.

Tracylee Clarke
Proposer of Program Modification

October 2, 2009
Date

Program: Communication

Program Chair: Terry Ballman		
	Signature	Date

Curriculum Chair		
	Signature	Date

Dean of Faculty		
	Signature	Date