California State University Channel Islands

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 <u>Program Modification</u> 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 <u>Program Update</u> 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 strikeout 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 oneon-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
(805) 437-3128

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Tracylee Clarke, Ph.D.
Assistant Professor of Communication
BTE 2834
(805) 437-3305
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Bachelor of Arts Degree in Communication - (120 units)

Lower Division	
Upper Division	
General Education	on.45 units
Title V: America	n Institutions Requirement 6 units
	24 units
	120 units
-	
Lower Divisi	on Requirements - 12 units
COMM 101	Public Speaking3
COMM 200	Introduction to Communication
	Studies3
Choose any <u>two</u> o	f the following:
COMM 210	Interpersonal Communication3
COMM 211	Discerning Information in an
	Interconnected World (LIB)3
COMM 220	Group Communication3
	•
Upper Divisi	on Requirements - 33 units
Required Courses	<u>15</u> units
COMM 310	Communication Research Methods 3
(Note: may substit	ute with permission ENGL 310 or SOC 310)
COMM 320	Persuasion and Argumentation3
COMM 321	Cultural Conversations3

- 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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Assistant Professor of Communication BTE 2834 (805) 437-3305 tracylee.clarke@csuci.edu

Bachelor of Arts Degree in Communication - (120 units)

Lower Division 12 units
Upper Division33 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 <u>nine</u> units can be double counted and three of the <u>nine</u> units
must be outside the major and not crosslisted with the COMM prefix.
Title V: American Institutions Requirement6 units
Electives
TOTAL120 units
Lower Division Requirements - 12 units
COMM 101 Public Speaking3
COMM 200 Introduction to Communication
Studies3
Choose any two of the following:
COMM 210 Interpersonal Communication3
COMM 211 Discerning Information in an
Interconnected World (LIB)3
COMM 220 Group Communication3
Upper Division Requirements - 33 units
Required Courses <u>15</u> units

COMM	331	Art, Society and Mass Media (ART)3	COMM		Communication Research Methods3
COMM	499	Capstone Project3	(Note: may	substitu	te with permission ENGL 310 or SOC 310)
		1 3	COMM		Persuasion and Argumentation3
Major Ele	ectives	- 6 unite	COMM		Cultural Conversations
			COMM		Art, Society and Mass Media (ART)3
-		ny <u>two</u> upper division COMM courses:			
COMM		Advanced Public Speaking3	COMM		Capstone Project
COMM	322	Sociology of Popular Culture	COMM	1 340	Conflict Management and Mediation3
		(SOC/ENGL)3			
COMM	335	Politics and Film (POLS)3	Major Ele	ectives	- 6 units
COMM	336	Multicultural Literature and			y <u>two</u> upper division COMM courses:
		Communication (ENGL)3	COMM		Advanced Public Speaking3
COMM	240	Conflict Management and Mediation3	COMM		ž –
			COMINI	. 322	Sociology of Popular Culture
COMM	343	Media Literacy and	2010		(SOC/ENGL)3
		Youth Culture (EDUC)	COMM		Art, Society and Mass Media (ART)3
COMM	346	School Communication (EDUC)3	COMM		Politics and Film (POLS)3
COMM	430	Political Communication (POLS)3	COMM	336	Multicultural Literature and
COMM	490	Special Topics3			Communication (ENGL)3
COMM	492	Internship/Service Learning1-3	COMM	340	Conflict Management and Mediation3
		(Repeatable up to 6 units)	COMM		Media Literacy and
		(Repetition up to 6 times)	COMM	313	Youth Culture (EDUC)3
г 1	. ъ	. 10	COMM	216	School Communication (EDUC)
		quirements - 12 units	COMM		
(Choose on	<u>ie</u> emph	asis below)	COMM		Political Communication (POLS)3
			COMM	490	Special Topics3
Environ	manta	.1	COMM	492	Internship/Service Learning 1-3
Environ					(Repeatable up <mark>to 6 3</mark> units)
<u>Commu</u>	<u>nicati</u>	<u>on Emphasis</u>	COMM	1 494	Independent Study1-3
COMM	443	Environmental Communication (ESRM) 3	COMIN	1 1/1	independent study
		(Preregs. ESRM 100 and COMM 100			
		or 320) D, INTD	Emphas	is Rec	quirements - 12 units
		01 320) D, INID	(Chaosa a	ne emnh	asis below)
			(Choose of		asis below)
DI I	1		(Choose <u>or</u>	<u>te</u> empri	usis below)
Plus three					
Plus <u>three</u> o		Human Ecology (ESRM)3	Environ		
			Environ	menta	1
		Human Ecology (ESRM)3	Environ Commu	menta inication	l on Emphasis
ANTH	332	Human Ecology (ESRM)	Environ	menta inication	on Emphasis Environmental Communication (ESRM)3
ANTH BIOL	332 313	Human Ecology (ESRM)	Environ Commu	menta inication	on Emphasis Environmental Communication (ESRM)3 (Preregs. ESRM 100 and COMM 100
ANTH	332	Human Ecology (ESRM)	Environ Commu	menta inication	on Emphasis Environmental Communication (ESRM)3
ANTH BIOL BIOL	332313433	Human Ecology (ESRM)	Environ Commu COMM	menta inicatio	on Emphasis Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD
ANTH BIOL	332313433	Human Ecology (ESRM)	Environ Commu COMM	menta nicatio 443	on Emphasis Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD
ANTH BIOL BIOL CHEM	332313433301	Human Ecology (ESRM)	Environ Commu COMM	menta nicatio 443	on Emphasis Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD s <u>9</u> units Human Ecology (ESRM)
ANTH BIOL BIOL	332313433301	Human Ecology (ESRM)	Environ Commu COMM	menta nicatio 443	on Emphasis Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD
ANTH BIOL BIOL CHEM	332313433301	Human Ecology (ESRM)	Environ Commu COMM	menta inicatio 443 electives 332	Don Emphasis Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD S Q units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM	332313433301	Human Ecology (ESRM)	Environ Commu COMM	menta nicatio 443	Don Emphasis Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD S Q units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM	332 313 433 301 450	Human Ecology (ESRM)	Environ Commu COMM Plus three ANTH BIOL	menta nicatio 443 electives 332 313	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD s 9 units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM ENGL	332313433301450337	Human Ecology (ESRM)	Environ Commu COMM	menta inicatio 443 electives 332	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD s 9 units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM	332 313 433 301 450	Human Ecology (ESRM)	Environ Commu COMM Plus three ANTH BIOL BIOL	menta nicatio 443 electives 332 313 433	On Emphasis Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD S 2 units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM ENGL	332 313 433 301 450 337 329	Human Ecology (ESRM)	Environ Commu COMM Plus three ANTH BIOL	menta nicatio 443 electives 332 313 433	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD So Q units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM ENGL	332313433301450337	Human Ecology (ESRM)	Environ Commu COMM Plus three ANTH BIOL BIOL CHEM	menta nicatio 443 electives 332 313 433	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD S Q units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM ENGL	332 313 433 301 450 337 329	Human Ecology (ESRM)	Environ Commu COMM Plus three ANTH BIOL BIOL	menta nicatio 443 electives 332 313 433	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD So Q units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM ENGL ESRM	332 313 433 301 450 337 329 462	Human Ecology (ESRM)	Environ Commu COMM Plus three ANTH BIOL BIOL CHEM	menta nicatio 443 electives 332 313 433	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD S Q units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM ENGL	332 313 433 301 450 337 329 462	Human Ecology (ESRM)	Environ Commu COMM Plus three ANTH BIOL BIOL CHEM	menta micatio 443 electives 332 313 433 101 301	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD s 9 units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM ENGL ESRM	332 313 433 301 450 337 329 462	Human Ecology (ESRM)	Environ Commu COMM Plus three ANTH BIOL BIOL CHEM	menta micatio 443 electives 332 313 433 101 301	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD S Q units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM ENGL ESRM	332 313 433 301 450 337 329 462	Human Ecology (ESRM) 3 D, INTD 4 Conservation Biology (ESRM) 4 (Prereq. BIOL 200) Ecology and the Environment 4 (Prereq. BIOL 200) B2, INTD Environmental Chemistry 3 (Prereq. CHEM 122) Environmental Conflict Resolution (ESRM/POLS) 3 Literature of the Environment 3 C2, D, INTD Environmental Law and Policy 3 (Prereq. ESRM 100) Coastal and Marine Resource Management 4 (Prereqs. BIOL 433, ESRM 200, 329) Water Resources Management 4 (Prereqs. BIOL 433, ESRM 200, 329)	Environ Commu COMM Plus three ANTH BIOL BIOL CHEM CHEM COMM	menta nicatio 443 elective: 332 313 433 101 301 450	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD S Q units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM ENGL ESRM ESRM	332 313 433 301 450 337 329 462	Human Ecology (ESRM)	Environ Commu COMM Plus three ANTH BIOL BIOL CHEM	menta micatio 443 electives 332 313 433 101 301	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD S 2 units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM ENGL ESRM ESRM	332 313 433 301 450 337 329 462	Human Ecology (ESRM)	Environ Commu COMM Plus three ANTH BIOL BIOL CHEM CHEM COMM ENGL	menta nicatio 443 electives 332 313 433 101 0 301 450 337	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD S 2 units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM ENGL ESRM ESRM ESRM	332 313 433 301 450 337 329 462 463 464	Human Ecology (ESRM)	Environ Commu COMM Plus three ANTH BIOL BIOL CHEM CHEM COMM	menta nicatio 443 elective: 332 313 433 101 301 450	Environmental Communication (ESRM) 3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD S Q units Human Ecology (ESRM) 3 D, INTD Conservation Biology (ESRM) 4 (Prereq. BIOL 200) Ecology and the Environment 4 (Prereq. BIOL 200) B2, INTD Chemistry and the Environment 3 B 1 Environmental Chemistry 3 (Prereq. CHEM 122) Environmental Conflict Resolution (ESRM/POLS) 3 Literature of the Environment 3 C2, D, INTD Environmental Law and Policy 3
ANTH BIOL BIOL CHEM COMM ENGL ESRM ESRM	332 313 433 301 450 337 329 462 463 464	Human Ecology (ESRM)	Environ Commu COMM Plus three ANTH BIOL BIOL CHEM CHEM COMM ENGL	menta nicatio 443 electives 332 313 433 101 0 301 450 337	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD S 2 units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM ENGL ESRM ESRM ESRM	332 313 433 301 450 337 329 462 463 464	Human Ecology (ESRM)	Environ Commu COMM Plus three ANTH BIOL BIOL CHEM CHEM COMM ENGL	menta nicatio 443 electives 332 313 433 101 450 337 329	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD S Q units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM ENGL ESRM ESRM ESRM	332 313 433 301 450 337 329 462 463 464	Human Ecology (ESRM)	Environ Commu COMM Plus three ANTH BIOL BIOL CHEM CHEM COMM ENGL ESRM	menta nicatio 443 electives 332 313 433 101 450 337 329	Environmental Communication (ESRM) 3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD s Q units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM ENGL ESRM ESRM ESRM	332 313 433 301 450 337 329 462 463 464	Human Ecology (ESRM)	Environ Commu COMM Plus three ANTH BIOL BIOL CHEM CHEM COMM ENGL ESRM	menta nicatio 443 electives 332 313 433 101 450 337 329	Environmental Communication (ESRM) 3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD S Q units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM ENGL ESRM ESRM ESRM	332 313 433 301 450 337 329 462 463 464	Human Ecology (ESRM)	Environ Commu COMM Plus three ANTH BIOL BIOL CHEM CHEM COMM ENGL ESRM ESRM	menta nicatio 443 electives 332 313 433 101 450 337 329 462	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD S Q units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM ENGL ESRM ESRM ESRM ESRM	332 313 433 301 450 337 329 462 463 464	Human Ecology (ESRM)	Environ Commu COMM Plus three ANTH BIOL BIOL CHEM CHEM COMM ENGL ESRM	menta nicatio 443 electives 332 313 433 101 450 337 329 462	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD S Q units Human Ecology (ESRM)
ANTH BIOL BIOL CHEM COMM ENGL ESRM ESRM ESRM ESRM	332 313 433 301 450 337 329 462 463 464	Human Ecology (ESRM) 3 D, INTD 4 Conservation Biology (ESRM) 4 (Prereq. BIOL 200) Ecology and the Environment 4 (Prereq. BIOL 200) B2, INTD Environmental Chemistry 3 (Prereq. CHEM 122) Environmental Conflict Resolution (ESRM/POLS) 3 Literature of the Environment 3 C2, D, INTD Environmental Law and Policy 3 (Prereq. ESRM 100) Coastal and Marine Resource Management 4 (Prereqs. BIOL 433, ESRM 200, 329) Water Resources Management 4 (Prereqs. BIOL 433, ESRM 200, 329) Land Use Planning & Open Space Management 4 (Prereqs. BIOL 433, ESRM 200, 329) Issues in Environmental Planning & Resource Management 3 (Prereqs. BIOL 433, ECON 362, ESRM 329)	Environ Commu COMM Plus three ANTH BIOL BIOL CHEM CHEM COMM ENGL ESRM ESRM	menta nicatio 443 electives 332 313 433 101 450 337 329 462 463	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 100 or 320) D, INTD S Q units Human Ecology (ESRM)

GEOL	321	Environmental Geology4			Management4
		B1			(Preregs. BIOL 433, ESRM 200, 329)
			ESRM	482	Issues in Environmental Planning &
May also s	alaat aitl	2074	Lordin	402	Resource Management
May also s					<u> </u>
GEOL or	121	Physical Geology4			(Prereqs. BIOL 433, ECON 362, ESRM 329)
	122	Historical Geology3	ESRM	183	Issues in Global Resource Management3
GEOL	122	Thistorical Geology	ESKWI	403	•
Haalth (Comm	unication Emphasis			(Prereqs. BIOL 433, ECON 362, ESRM 329)
		<u> </u>	GEOL	321	Environmental Geology4
COMM	441	Health Communication (NRS)3	GLOL	321	
		(Prereq. COMM 320) D, INTD)			B1
Dl 4l	-14 :	0	May also s	elect ei	ther:
Plus three			GEOL	121	Physical Geology4
ANTH	104	Introduction to Bioanthropology3	or	121	Thysical Geology
		B2	GEOL	122	Historical Geology3
ANTH	443	Medical Anthropology: Cross Cultural	GLOL	122	Tilstofical Geology
		Perspectives on Health & Healing3			
		D, INTD	Health (Comn	nunication Emphasis
BIOL	331	Biotechnology in Twenty-First	COMM		Health Communication (NRS)3
DIOL	331	•••	COMM	111	` /
		Century (BUS)			(Prereq. COMM 320) D, INTD)
		B2, D, INTD			
BIOL	332	Cancer and Society3	Plus <u>three</u>	elective	es <u>9</u> units
		B2, D, INTD	ANTH	104	Introduction to Bioanthropology3
BIOL	333	Emerging Public Health Issues3			B2
2102	000	B2, E, INTD	ANTH	443	Medical Anthropology: Cross Cultural
DIOI	122		ANTII	773	-
BIOL	432	Principles of Epidemiology and			Perspectives on Health & Healing3
		Environmental Health3			D, INTD
		B2, D, INTD	BIOL	331	Biotechnology in Twenty-First
		(Preregs. BIOL 201, CHEM 122)			Century (BUS)3
BUS	341	Drug Discovery and Development			B2, D, INTD
Des	511	(CHEM/ECON) B1, D, INTD3	BIOL	332	Cancer and Society3
III TII	222		BIOL	332	
HLTH	322	Health Issues in Education2			B2, D, INTD
		E	BIOL	333	Emerging Public Health Issues3
MGT	426	Management of Healthcare			B2, E, INTD
		Organizations3	BIOL	432	Principles of Epidemiology and
		(Prereg. MGT 307)			Environmental Health3
NRS	352	Health Promotion and Patient			B2, D, INTD
MICS	332				
		Education Strategies			(Prereqs. BIOL 201, CHEM 122)
PSY	342	Complementary and Alternative	BUS	341	Drug Discovery and Development
		Health (NRS)3			(CHEM/ECON) B1, D, INTD3
		C3b, E, INTD	HLTH	322	Health Issues in Education2
PSY	348	Healthy Aging (SOC/NRS)3			E
151	5.10	D, E, INTD	MGT	426	Management of Healthcare
		D, L, INID	WIGT	420	
					Organizations3
Busines	<u>s & No</u>	<u>onprofit</u>			(Prereq. MGT 307)
			NRS	352	Health Promotion and Patient
		on Emphasis			Education Strategies3
COMM	442	Organizational Communication3	PSY	342	Complementary and Alternative
		(Prereqs. (COMM 101 and COMM	151	572	Health (NRS)
		210 or 220) A1, INTD)			
		/			C3b, E, INTD
Dlug 41	alactic	Quaits	PSY	348	Healthy Aging (SOC/NRS)3
Plus <u>three</u>					D, E, INTD
BIOL	326	Scientific & Professional Ethics (MGT) 3			
COMM	333	Nonprofit Organizations (BUS/ECON/	Dusinas	. O. N	I annua fit
	POLS)	3			<u>Vonprofit</u>
	<i>'</i>	D, INTD	Commu	nicati	ion Emphasis
BUS	340	Business & Economics in American	COMM		Organizational Communication3
БОЗ	J -1 0		COMINI	774	
		Literature (ECON/ENGL)3			(Preregs. (COMM 101 and COMM
		C2, D, INTD			210 or 220) A1, INTD)
ECON	329	Managerial Economics3			
		(Prereq. ECON 110, 111 and MATH 140 or	Plus three	elective	es <u>9</u> units

150)		
ECON	370	The World Economy3
	(Prere	q. ECON 110 or 300)
ECON	471	International Trade3
	(Prere	q. ECON 310 or 329)
ENGL	483	Technical Visual Communication3
MGT	307	Management of Organizations3
MGT	310	Management of International Business3
MGT	325	Entrepreneurial Management3
MGT	421	Human Resource Management3
		(Prereq. MGT 307)
MKT	310	Principles of Marketing3
MKT	410	International Marketing Management3
		(Prereq. MKT 310)
POLS	320	Public Administration3
PSY	432	Seminar in Leadership3
		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-onone and in small and large groups.

Lower Division Requirements - 9 units

COMM 101	Public Speaking3
COMM 200	Introduction to Communication Studies3
Select one of the fo	ollowing:
COMM 210	Interpersonal Communication3
COMM 220	Group Communication3
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 Economics3
			(Prereg. ECON 110, 111 and MATH 140 or
15	50)		
	ECON	370	The World Economy3
		(Prereq	a. ECON 110 or 300)
	ECON	471	International Trade3
		(Prereq	a. ECON 310 or 329)
	ENGL	483	Technical Visual Communication3
	MGT	307	Management of Organizations3
	MGT	310	Management of International Business3
	MGT	325	Entrepreneurial Management3
	MGT	421	Human Resource Management3
			(Prereg. MGT 307)
	MKT	310	Principles of Marketing3
	MKT	410	International Marketing Management3
			(Prereg. MKT 310)
	POLS	320	Public Administration
	PSY	432	Seminar in Leadership3
			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)

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-onone and in small and large groups.

Public Speaking3

Introduction to Communication Studies3

Lower Division Requirements - 9 units COMM 101

COMM 200

Select <u>one</u> of the f	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	October 2, 2009
Proposer of Program Modification	Date

Program: Communication

Program Chair:		
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Terry Ballman		
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Curriculum Chair		
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