

PROGRAM PROPOSAL

Proposed Name of Degree/Credential: BA Communication
Date: October 12, 2006
Faculty Proposing New Program: Trudy Milburn, Associate Professor of Communication

Review and Approval:

Signature of Proposer: _____

1. Curriculum Committee Approval:

Curriculum Chair: _____ Date: _____

2. Academic Senate Approval:

Chair, Academic Senate: _____ Date: _____

3. Administration Approval:

President (or designee): _____ Date: _____

1. Definition of the Proposed Degree Major Program

- 1a.** *Name of the campus submitting the request, the full and exact designation (degree terminology) for the proposed degree major program, and academic year of intended implementation.*

Campus - California State University Channel Islands

Degree – Bachelor of Arts, Communication

Implementation – Fall 2007

- 1b.** *Name of the department, departments, division or other unit of the campus that would offer the proposed degree major program. Identify the unit that will have primary responsibility.*

Communication is a program administratively housed with English and Performing Arts, with Dr. Jacquelyn Kilpatrick, Professor of English, serving as chair.

- 1c.** *Name, title, and rank of the individual(s) primarily responsible for drafting the proposed degree major program.*

Trudy Milburn, Associate Professor of Communication, CSUCI, Phone x:3128

- 1d.** *Objectives of the proposed degree major program.*

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
- 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
- Choose an optimal means to communicate depending upon the audience, situation and by understanding the relevance, limitations and effectiveness of different communication technologies

- 1e.** *Total number of units required for the major. List of all courses, by catalog number, title, and units of credit, to be specifically required for a major under the proposed degree program. Identify those new courses that are (1) needed to*

initiate the program and (2) needed during the first two years after implementation. Include proposed catalog descriptions of all new courses.

Units Required for the Degree:

Units in the Major	
Lower Division	12
Upper Division	31
General Education	45
Title V: American Institutions Requirement	6
Electives	26
TOTAL	<hr/> 120

COURSES (Note: New courses indicated with an asterisk (*) are needed in the first year to initiate the program. Those without an asterisk are needed in the second year.)

Lower Division Courses (12 Units)

COMM 101 Public Speaking (3)
COMM 200 Introduction to Communication Studies (3) – New*
COMM 210 Interpersonal Communication (3)
COMM 220 Group Communication (3)

Upper Division Courses (31 Units)

REQUIRED COURSES (13 units)
COMM 310 Communication Research Methods (3) – New*
(Note: may substitute with permission ENGL310 or SOC310)
COMM 320 Persuasion & Argumentation (3) – New*
COMM 321 Cultural Conversations (3) – New*
COMM/ART 331 Art, Society & Mass Media (3)
COMM 499 Capstone Project (1) – New

MAJOR ELECTIVES - (6 Units) (Students will choose two)

COMM 335 Politics & Film (3)
COMM 336 Multicultural Literature (3)
COMM 345 Media Literacy & Youth (3)
COMM 430 Political Communication (3)
COMM 492 Internship (2-3) – New
COMM 494 Independent Research (1-2) – New
COMP 449 Human-Computer Interaction (3) (B4, E, Interdisciplinary)

EMPHASES (Chose One Emphasis Below) (12 Units)

Environmental Communication

COMM/ESRM 440 Environmental Communication (3) – New*
Plus three electives

Health Communication

COMM/NRS 441 Health Communication (3) – New*
Plus three electives

Business and Nonprofit Communication

COMM 442 Organizational Communication (3) – New*
Plus three electives

TOTAL Units in Major: 43 Units

COURSE DESCRIPTIONS

COMM 101 Public Speaking (3) – Introduction to communication theory and the study of the human communication process with an emphasis on effective public communication. Includes intensive practice in public speaking, reasoning, and critical listening. GenEd: A1

COMM 200 Introduction to Communication Studies (3) – Foundational principles and theories of communication provide the student with alternate ways to understand human interaction. This course takes a broad approach and introduces the student to a variety of models upon which further study builds. Tracing historical and cultural answers to the question, “what is communication?” focuses students on alternate paradigms. GenEd: A1 NEW

COMM 210 Interpersonal Communication (3) – Analysis of the role communication plays in interpersonal relationships with special emphasis on intercultural communication. Oral interpersonal skills will be stressed. GenEd: A1

COMM 220 Group Communication (3) – This course examines communication in the small group context. It will investigate the important theoretical foundations and practical applications of group communication as well as apply those theories and skills to actual group interactions. GenEd: A1

COMM 310 Communication Research Methods (3) – Methods to investigate human communication range from participant observation, interviews, and focus groups to surveys, conversation, and content analysis. Students will cover a range of methods and practice using several methods to investigate the communication questions that most intrigue them. NEW

COMM 320 Persuasion & Argumentation (3) – After learning theories of persuasion and argumentation, students will debate one another in contemporary topics in health, business and the environment. Students will also participate in creating a public campaign to persuade a larger audience. NEW

COMM 321 Cultural Conversations (3) – This course will focus on the ways that people from different cultures interact. Students will analyze and participate in

conversations with people who claim different group memberships (such as regional, religious, ethnic, or national backgrounds, age, gender and sexual orientations) in order to avoid misunderstandings. GenEd: C3b NEW

COMM/ART 331 Art, Society & Mass Media (3) – The study of synergetic relationships between visual art and human communication dating back to the roots of civilization. Comparative studies in art and communication link ancient traditions to the development of contemporary mass media including print, photography, film, television and the internet.

COMM/POLS 335 Politics & Film (3) – Explores the themes, issues and processes of politics through an in depth study of selected films. Area of focus varies by semester. GenEd: Interdisciplinary

COMM/ENGL 336 Multicultural Literature and Communication (3) – Examines issues of cross-cultural communication in interpersonal and intergroup settings. Works of literature which take a cross-cultural communication will be examined. GenEd: A1, C2, Interdisciplinary

COMM/EDUC 345 Media Literacy & Youth Culture (3) – This interdisciplinary course examines the relationship between mass communication, mass media, and youth culture. Topics include the theories and effects of the media on children and adolescents. To develop media literacy, students will apply these concepts to their own experiences with popular media, including television, print and film. GenEd: A1, D, Interdisciplinary

COMM/POLS 430 Political Communication (3) – An analysis of the relationship between mass media and political decision-making. Topics covered include: political communication theories and trends, the relationship between political institutions and the press in the US and in other countries, elections, debates, political campaigning and advertising, new media and politics, political socialization, education, politics and popular culture. GenEd: Interdisciplinary

COMM/NRS 441 Health Communication (3) – Students will explore the evolution of health as a major topic in communication studies. Specifically, the course will focus on conversations between doctors (health practitioners) and patients as well as public health campaigns. GenEd: Interdisciplinary NEW

COMM 442 Organizational Communication (3) – Both businesses and nonprofit organizations use the following skills taught in this class: hiring, firing, delivering bad news, creating and sending internal and external messages, listening, negotiation and conflict resolution. Setting specific practices will also be considered. (3 units) GenEd: Interdisciplinary NEW

COMM/ESRM 443 Environmental Communication (3) – Students will analyze and engage in debates about local, national and global environmental disputes. Topics include analysis of risk, community dialogue and strategic environmental messages. By

examining environmental discourse, students will gain a greater understanding of the ethical dilemmas and some of the implications of various choices. GenEd: Interdisciplinary NEW

COMM 492 Internship/Service Learning (2-3) – Provides student credit for internship work and/or student learning in the community that culminates in a written and oral report. Graded Credit/No Credit. NEW

COMM 494 Independent Research (1-2) – Provides student credit for independent research that is supervised by a Communication faculty member. NEW

COMM 499 Capstone Project (1) – Oral and written presentations about e-portfolios that integrate work completed in one communication emphasis (Environment, Health, Business/Nonprofit). Graded Credit/No Credit. NEW

1f. *List of elective courses, by catalog number, title, and units of credit that can be used to satisfy requirements for the major. Identify those new courses that are (1) needed to initiate the program and (2) needed during the first two years after implementation. Include proposed catalog descriptions of all new courses.*

The following courses currently exist. No additional courses need to be created during the first two years of implementation.

Within each emphasis students choose three interdisciplinary electives (9 units)

Environmental Communication

ANTH/ESRM 332 Human Ecology (3) D, Interdisciplinary

CHEM 301 Environmental Chemistry (3) (Prereq. CHEM 122)

ENGL 337 Literature of the Environment (3) C2, D. Interdisciplinary

ESRM 313 Conservation Biology (4) (Prereq. BIOL 200)

ESRM 329 Environmental Law and Policy (3) (Prereq. ESRM 100)

ESRM 462 Coastal & Marine Management (3) (Prerequisites include: BIOL 433, ECON 362, ESRM 329)

ESRM 463 Water Resources Management (3) (Prerequisites include: BIOL 433, ECON 362, ESRM 329)

ESRM 464 Land Use Planning & Agricultural Management (3) (Prerequisites include: BIOL 433, ECON 362, ESRM 329)

ESRM 482 Issues in Environmental Planning & Resource Management (3) (Prerequisites include: BIOL 433, ECON 362, ESRM 329)

ESRM 483 Issues in Global Resource Management (3)

GEOL 121 Physical Geology (4) or GEOL 122 Historical Geology (3)

GEOL 321 Environmental Geology (4)

BIOL 433 Ecology and the Environment (4) (Prereq. BIOL 200) (B2, Interdisciplinary)

Health Communication

HLTH 322 Health Issues and Education (2)

ANTH 103 Human Beginnings, Biological and Cultural Evolution (3)

ANTH 443 Medical Anthropology: Cross Cultural Perspectives on Health & Healing (3)
(GenEd: D, Interdisciplinary)
BIOL 331 Biotechnology & 21st Century 3) (B2, D, Interdisciplinary)
BIOL 332 Cancer and Society (3) (B2, D, Interdisciplinary)
BIOL 333 Emerging Public Health Issues (3) (B2, E, Interdisciplinary)
BIOL 432 Principles of Epidemiology & Environmental Health (3) (B2, D,
Interdisciplinary) (Prereq. BIOL 201 and CHEM 122)
MGT 426 Management of Healthcare Organizations (3) (Prereq. MGT 307)

Business & Nonprofit Communication

MGT 307 Management of Organizations (3)
MGT 310 Management of International Business (3)
MGT 325 Entrepreneurial Management (3)
MGT 326 Scientific & Professional Ethics (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)
ECON 329 Managerial Economics (3) (Prereq. ECON 110, 111 & MATH 140 or 150)
ECON 340 Business & Economics in American Literature (3) (C2, D, Interdisciplinary)
ECON 370 World Economy(3) (Prereq. ECON 110 or ECON 300)
ECON 471 International Trade (3) (Prereq. ECON 310 or ECON 329)
ENGL 483 Technical Visual Communication (3)
PSY 432 Seminar in Leadership (3) (D, E, Interdisciplinary)
POLS 320 Public Administration (3)

1g. *If any formal options, concentrations, or special emphases are planned under the proposed major, explain fully.*

1. Environmental Communication

After completing this emphasis, students will a) be able to explain the role of language in shaping a public perception of an environmental resource; b) be able to recognize the main areas of debate among differing factions of an environmental dispute; c) craft a message for one local environmental issue and convey their perspective persuasively to an audience.

Students will apply communication concepts to environmental discourse by

- examining arguments & analysis of risk;
- engaging in participatory decision making & community dialog; and
- designing and delivering strategic environmental messages.

After a detailed examination of environmental conflict situations, participants will be able to identify some of the ethical dilemmas and recognize some implications of various environmental choices.

2. Health Communication

After completing this emphasis, students will a) be able to explain the role of language and media in shaping public perception of health issues; b) be able to recognize the different perspectives between healthcare providers and patients; c) be able to create a public campaign about health issues.

Students will apply communication concepts to health issues by

- examining arguments & analysis of risk;
- engaging in participatory decision making; and
- designing and delivering strategic health messages.

After completing this emphasis, students will be able to identify some of the ethical dilemmas and recognize some implications of various health choices.

3. Business & Nonprofit Communication

In this emphasis, students will be able to a) summarize which types of communication experiences are most common in business and other organizations, b) analyze audiences and situations in order to make formal business and professional presentations to internal and external audiences, c) assess their personal organizational communication skills.

Students will apply communication concepts to the world of work by

- practicing their listening skills;
- negotiating and practicing conflict resolution;
- participating in small group dynamics; and
- designing and delivering strategic organizational messages.

After completing this emphasis, students will be able to identify choices available to them as business communicators and recognize the implications of those choices in profit and nonprofit settings.

1h. Course prerequisites and other criteria for admission of students to the proposed degree major program, and for their continuation in it.

None

1i. Explanation of special characteristics of the proposed degree major program, e.g., in terminology, units of credit required, types of course work, etc.

The courses all focus on cultural communication and take a language and social interaction perspective. The foundational courses give students background in communication theory and practice and the upper division courses demonstrate a commitment to interdisciplinary studies with three emphases: environment, health and business/nonprofit.

1j. For undergraduate programs, provisions for articulation of the proposed major with community college programs.

Within Ventura County the following courses are part of the proposed major.

Moorpark College:

SPCH M01 Introduction to Speech (3) (COMM 101 Public Speaking)

SPCH M04 Interpersonal Communication (3) (COMM 210)

Oxnard College:

SPCH R101 Introduction to Oral Communication (3) (COMM101)

SPCH R111 Interpersonal Communication (3) (COMM 210)

Ventura College:

SPCH V01 Introduction to Speech Communication (3) (COMM101)

SPCH V03 Group Communication (3) (COMM 220)

SPCH V15 Interpersonal Communication (3) (COMM 210)

Each college serves from 300-500 students in Communication courses per semester.

1k. *Provision for meeting accreditation requirements, where applicable, and anticipated date of accreditation request.*

While the professional associations for communication (National Communication NCA and International Communication Association ICA) have been debating the issue of accreditation, to date they have not developed an accreditation procedure.

2. Need for the Proposed Degree Major Program

According to Morreale, S.P., Osborn, M.M., & Pearson, J.C. (2000). Why communication is important: A rationale for the centrality of the study of communication. Journal of the Association for Communication Administration, 29, 1-25.

“Communication education develops the whole person, improves the work of education, advances the interests of society, bridges cultural differences, and advances careers and the work of business. That being the case, it is essential that communication curricula should be led and taught by specialists trained in the discipline and in departments that are dedicated to the study of communication” (p. 30).

CSU has identified Communication as a foundational major that is appropriate for CSU institutions to offer as a core undergraduate program in liberal arts education.

The field of communication and its related disciplines of speech, mass communication, journalism, and public relations, are heavily enrolled at other CSU campuses, with two CSU campuses listing the major as impacted. Transfer colleges in the region, including Moorpark College, Santa Barbara City College, Ventura College, and Oxnard College, have large enrollments in communication, with the need for CSU Channel Islands to offer the BA in Communication as an opportunity for these students to complete their degrees locally.

The BA degree will support existing general education courses offered in communication by providing tenure track faculty for instruction.

2a. *List of other California State University campuses currently offering or projecting the proposed degree major program; list of neighboring institutions, public and private, currently offering the proposed degree major program.*

Thirteen CSU campuses offer the BA in Communication and all University of California campuses offer the degree. Local examples include:

CSU Northridge – BA Communication Studies

CSU Los Angeles – BA Communication Studies

UCLA – BA Speech/Communication Studies

UCSB – BA Communication

On several CSU campuses (such as San Diego and Long Beach) Communication is an impacted major.

Local private Universities including:

California Lutheran University – BA Communication

USC – BA Communication

Westmont College – BA Communication Studies

Pepperdine University – BA Communication

2b. *Differences between the proposed program and programs listed in Section 2a above.*

Specific emphases in Health, Environment and Business/Nonprofit Communication will distinguish the CSUCI program from any of the other programs that mainly emphasize journalism, public relations, or advertising.

2f. *Professional uses of the proposed degree major program.*

Environmental Advocacy, Nonprofit and Business Management, Health Services

Additional employment avenues include: mediation, counseling, public affairs, government, entrepreneurship, sales, community relations, employee relations, teaching (education), consulting, event planning, media entertainment, law, international relations, social and human services, advertising, journalism, marketing, public relations

2g. *The expected number of majors in the year of initiation and three years and five years thereafter. The expected number of graduates in the year of initiation and three years and five years thereafter.*

	<u>Number of Majors</u>	<u>Number of Graduates</u>
Initiation Year	20	0

Third year	100	30
Fifth year	175	60

3. Existing Support Resources for the Proposed Degree Major Program

3a. *Faculty members, with rank, appointment status, highest degree earned, date and field of highest degree, and professional experience (including publications if the proposal is for a graduate degree), who would teach in the program.*

Trudy Milburn
Associate Professor of Communication
Ph.D. in Communication, 1998 from University of Massachusetts, Amherst.
Taught graduate and undergraduate communication courses at Baruch College/CUNY, from 1999-2006 before joining CSUCI.
Extensive expertise in: organizational, intercultural, interpersonal and group communication.

4. Additional Support Resources Required

4b. *Any special characteristics of the additional faculty or staff support positions needed to implement the proposed program.*

New Faculty: Health Communication. Research orientation in public communication/rhetorical studies or quantitative methods with focus in health communication. Ability to teach upper division courses in specialization and lower division courses such as Introduction to Communication, Research Methods or Persuasion & Argumentation, and Public Speaking.

New Faculty: Environmental Communication. Language and Social Interaction scholar with specialization in environment communication. Ability to teach upper division courses in specialization and lower division courses in interpersonal communication, conflict and mediation.

We are currently recruiting and expect to hire a new faculty member for Fall 2007.

4c. *The amount of additional lecture and/or laboratory space required to initiate and sustain the program over the next five years. Indicate any additional special facilities that will be required. If the space is under construction, what is the projected occupancy date? If the space is planned, indicate campus-wide priority of the facility, capital outlay program priority, and projected date of occupancy.*

We currently have available on campus room BT 1302, a Collaborative Training Room that can facilitate many of our classes. The lecture space in all classrooms

is either fully equipped multimedia delivery capabilities (or equipment is arranged) in order to demonstrate and practice with communication technology. The computer lab space equipped with communication software (presentation and groupware) for students to complete course projects and assignments outside of class currently exists. The iTV room (BT 2572) can be used to facilitate video conferencing which is a technological application taught in the group and organizational communication courses.

New classrooms and lab space is being developed in order to meet growing enrollment.

4d. *Additional library resources needed. Indicate the commitment of the campus to purchase or borrow through interlibrary loan these additional resources.*

The library has organized a communication subject guide with links to databases containing journals and other items. We may want to subscribe to CIOS as an additional resource because it includes:

ComAbstracts "The ComAbstracts database contains abstracts of articles published in the primary professional literature of the communication(s) field. No other electronic resource on the world wide web provides more comprehensive coverage of the communication discipline's scholarship." Searchable through the CIOS/Comserve site.

ComIndex "An electronic index to the literatures of the communication field (Communication Studies, Rhetoric, Journalism, Mass Communication, Speech)." The ComIndex search software enables the user to search nearly 50 journals, individually or as a group. Citations only; no abstracts. Available under the heading "Indexes to Communication Serials" on the CIOS/Comserve site.

CIOS Cost: Subscription = \$300 per year

4e. *Additional equipment or specialized materials that will be (1) needed to implement the program and (2) needed during the first two years after initiation. Indicate the source of funds and priority to secure these resource needs.*

Currently available on campus: Presentation software (Power Point or Keynote), digital cameras, and computers with video-recording capability to capture presentations and playback for improved performance.

Additional video recording equipment, including editing software, is optimal.

Price Estimate:

Canon Price : \$ 579.95

DC-20 DVD-R/W and MiniSD-Card Camcorder with Additional Accessory Kit - includes:
Battery Pack, Camcorder Case, Tripod & Case, UV Filter, Lens Cleaning Kit and 4 Year Extended
Warranty

Apple Price : \$ 1,189.95

Final Cut Studio 5.1 Software Bundle - Final Cut Pro 5, Soundtrack Pro, Motion 2, & DVD Studio
Pro 4

5. *Abstract of the Proposal and Proposed Catalog Description*

BA 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 (education), 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
- 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
- Choose an optimal means to communicate depending upon the audience, situation and by understanding the relevance, limitations and effectiveness of different communication technologies

FACULTY

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REQUIREMENTS FOR THE BACHELOR OF ARTS DEGREE IN
COMMUNICATION

COURSES (Note: New courses indicated with an asterisk (*) are needed in the first year to initiate the program. Those without an asterisk are needed in the second year.)

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COMM 499 Capstone Project (1) – New

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COMM 336 Multicultural Literature (3)
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EMPHASES (Chose One Emphasis Below) (12 Units)

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Plus three electives

Health Communication

COMM/NRS 441 Health Communication (3) – New*
Plus three electives

Business and Nonprofit Communication

COMM 442 Organizational Communication (3) – New*

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TOTAL Units in Major: 43 Units

TOTAL UNITS REQUIRED FOR GRADUATION

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