California State University Channel Islands

Program Modification

Program modifications must be submitted by October 15, 2012, and finalized by the end of that fall semester for catalog production.

Enter data in YELLOWED areas.

Date (October 26, 2012): 2012 2013 Catalog Copy 4.16.12

Program Area: COMMUNICATIONS

Semester /Year First affected: FALL 2013

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.

SUMMARY OF CHANGES

Addition of 300-level course entitled "Media Campaigns" that will be another elective for students in Communication Addition of faculty information for Christina M. Smith.

JUSTIFICATION

The additional course provides knowledge and skills that will assist students in completion of their 400-level emphasis coursework, as well as the Communication Capstone course.

CURRENTLY APPROVED PROGRAM

PROPOSED PROGRAM

Communication	Communication
Programs Offered	Programs Offered
Bachelor of Arts in Communication	Bachelor of Arts in Communication
Emphasis in Environmental 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.

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;
- 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; and
- Apply communication competencies in a community engagement/service learning environment.

Emphasis in Health Communication Emphasis in Business and Nonprofit Communication

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- 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; and
- Apply communication competencies in a community engagement/service learning environment.

Faculty

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Fracylee Clarke, Ph.D., Assistant Professor of Communication	Tracylee Clarke, Ph.D., Assistant Professor of Communication
Bell Tower East, Room 2834	Bell Tower West, Room 2834
(805) 437-3305	(805) 437-3305
tracylee.clarke@csuci.edu	tracylee.clarke@csuci.edu
Bachelor of Arts Degree in Communication (120 units)	Christina M. Smith, Ph.D., Assistant Professor of Communication Bell Tower West, Room 1215 (805) 437-3762
Lower Division	christina.smith@csuci.edu
Upper Division	
General Education45	
According to the GE requirements, students must take <u>9</u> units from those interdisciplinary courses numbered 330-	Bachelor of Arts Degree in Communication (120 units)
349 and 430-449. Six of the $\underline{9}$ units can be double	
counted and <u>three</u> of the $\underline{9}$ units must be outside the	Lower Division12
major and not cross listed with the COMM prefix.	Upper Division
Title V: American Institutions Requirement	General Education45
Electives	According to the GE requirements, students must take 9
	units from those interdisciplinary courses numbered 330-
TOTAL120 units	349 and 430-449. \underline{Six} of the $\underline{9}$ units can be double
Lower Division Requirements - 12 units	counted and <u>three</u> of the <u>9</u> units must be outside the
COMM 101 Public Speaking3	major and not cross listed with the COMM prefix.
COMM 200 Introduction to Communication	Title V: American Institutions Requirement
Studies	_
States	Electives
Choose any <u>two</u> of the following:	TOTAL120 units
COMM 210 Interpersonal Communication3	Lower Division Requirements - 12 units
COMM 211 Discerning Information in an	COMM 101 Public Speaking3
Interconnected World (LIB)3	COMM 200 Introduction to Communication
COMM 220 Group Communication	Studies
	Studios
Upper Division Requirements - 33 units	Choose any two of the following:
Required Courses <u>15</u> units	COMM 210 Interpersonal Communication3
COMM 310 Communication Research Methods3	COMM 211 Discerning Information in an
COMM 320 Persuasion and Argumentation	Interconnected World (LIB)3
COMM 321 Cultural Conversations3	COMM 220 Group Communication3
COMM 340 Conflict Management and Mediation3	COIVIIVI 220 Group Communication
COMM 499 Capstone Project3	Upper Division Requirements - 33 units
	Required Courses <u>15</u> units
Major Electives - 6 units	COMM 310 Communication Research Methods3
You may choose any two upper division COMM courses:	COMM 320 Persuasion and Argumentation3
COMM 301 Advanced Public Speaking3	COMM 321 Cultural Conversations3
COMM 322 Sociology of Popular Culture	

		(SOC/ENGL)3	COMM	340	Conflict Management and Mediation3	
COMM	331	Art, Society and Mass Media (ART)3	COMM	499	Capstone Project3	
COMM	335	Politics and Film (POLS)3	M . E	1 4•		
COMM	336	Multicultural Literature and			s - 6 units	
	Comm	nunication (ENGL)3			ny <u>two</u> upper division COMM courses:	
COMM		Media Literacy and	COMM		Advanced Public Speaking3	
		Youth Culture (EDUC)3	COMM	322	Sociology of Popular Culture	
COMM	346	School Communication (EDUC)3			(SOC/ENGL)3	
COMM		Political Communication (POLS)3	COMM		Media Campaigns3	
COMM		Special Topics3	COMM		Art, Society and Mass Media (ART)3	
COMM		Internship1-3	COMM		Politics and Film (POLS)3	
		(Repeatable up to <u>6</u> units)	COMM		Multicultural Literature and	
COMM	494	Independent Study 1-3			unication (ENGL)3	
			COMM	345	Media Literacy and	
		quirements - 12 units			Youth Culture (EDUC)3	
(Choose on	<u>e</u> emph	asis below)	COMM		School Communication (EDUC)3	
Environ	monte	al Communication Emphasis	COMM		Political Communication (POLS)3	
			COMM		Special Topics3	
COMM	443	Environmental Communication (ESRM)3	COMM	492	Internship1-3	
		(Prereqs. ESRM 100 and COMM 101			(Repeatable up to <u>6</u> units)	
		or 320) D, UDIGE	COMM	494	Independent Study1-3	
Dlue three	alaatiwa	a O unita	Emphas	sis Rec	nuirements - 12 units	
Plus <u>three</u> e					quirements - 12 units	
Plus <u>three</u> e ANTH		Human Ecology (ESRM)3	(Choose or	<u>ıe</u> emph	asis below)	
ANTH	332	Human Ecology (ESRM)3 D, UDIGE	(Choose or	<u>ıe</u> emph	asis below) al Communication Emphasis	
ANTH BIOL	332313	Human Ecology (ESRM)	(Choose or	<u>ne</u> emphi I ment a	asis below)	
BIOL	332 313 (Prerec	Human Ecology (ESRM)	(Choose or Environ	<u>ne</u> emphi I ment a	asis below) al Communication Emphasis	
ANTH	332 313 (Prerec 433	Human Ecology (ESRM)	(Choose or Environ	<u>ne</u> emphi I ment a	asis below) Al Communication Emphasis Environmental Communication (ESRM)3	
ANTH BIOL BIOL	332 313 (Prered 433 (Prered	Human Ecology (ESRM)	(Choose or Environ	<u>ne</u> emphi I ment a	asis below) al Communication Emphasis Environmental Communication (ESRM)3 (Preregs. ESRM 100 and COMM 101	
BIOL	332 313 (Prered 433 (Prered 301	Human Ecology (ESRM)	(Choose or Environ	<u>ne</u> empha menta 443	asis below) al Communication Emphasis Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 101 or 320) D, UDIGE	
ANTH BIOL BIOL CHEM	332 313 (Prered 433 (Prered 301 (Prered	Human Ecology (ESRM)	(Choose on Environ COMM	ne emph menta 443 electives	asis below) al Communication Emphasis Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 101 or 320) D, UDIGE	
ANTH BIOL BIOL	332 313 (Prered 433 (Prered 301 (Prered 450	Human Ecology (ESRM)	(Choose on Environ COMM	ne emph menta 443 electives	asis below) al Communication Emphasis Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 101 or 320) D, UDIGE	
BIOL BIOL CHEM COMM	332 313 (Prerec 433 (Prerec 450 (ESRM	Human Ecology (ESRM)	(Choose on Environ COMM	ne emph menta 443 electives	asis below) al Communication Emphasis Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 101 or 320) D, UDIGE s <u>9</u> units Human Ecology (ESRM)	
ANTH BIOL BIOL CHEM	332 313 (Prerec 433 (Prerec 450 (ESRM 337	Human Ecology (ESRM)	(Choose on Environ COMM Plus three ANTH	menta 443 443 electives 332 313	asis below) al Communication Emphasis Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 101 or 320) D, UDIGE s <u>Q</u> units Human Ecology (ESRM)	
ANTH BIOL BIOL CHEM COMM ENGL	332 313 (Prered 433 (Prered 301 (Prered 450 (ESRM 337 C2, D,	Human Ecology (ESRM)	(Choose on Environ COMM Plus three ANTH	electives 332 313 (Prerec 433	Asis below) al Communication Emphasis Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 101 or 320) D, UDIGE s 2 units Human Ecology (ESRM)	
BIOL BIOL CHEM COMM	332 313 (Prerec 433 (Prerec 450 (ESRM 337 C2, D, 329	Human Ecology (ESRM) 3 D, UDIGE Conservation Biology (ESRM) 4 q. BIOL 200) Ecology and the Environment 4 q. BIOL 200) B2, UGIGE Environmental Chemistry 3 q. CHEM 122) Environmental Conflict Resolution M/POLS) 3 Literature of the Environment, UDIGE 3 Environmental Law and Policy 3	Choose on Environ COMM Plus three ANTH BIOL	electives 332 313 (Prerec 433	Asis below) al Communication Emphasis Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 101 or 320) D, UDIGE s 2 units Human Ecology (ESRM)	
ANTH BIOL BIOL CHEM COMM ENGL	332 313 (Prerec 433 (Prerec 450 (ESRM 337 C2, D, 329 (Prerec	Human Ecology (ESRM)	Choose on Environ COMM Plus three ANTH BIOL	electives 332 313 (Prerec 433 (Prerec	Asis below) al Communication Emphasis Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 101 or 320) D, UDIGE s 2 units Human Ecology (ESRM)	
ANTH BIOL BIOL CHEM COMM ENGL ESRM	332 313 (Prerec 433 (Prerec 301 (Prerec 450 (ESRM 337 C2, D, 329 (Prerec 340	Human Ecology (ESRM)	Choose on Environ COMM Plus three ANTH BIOL BIOL	electives 332 313 (Prerec 433 (Prerec 301	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 101 or 320) D, UDIGE S 2 units Human Ecology (ESRM)	
ANTH BIOL BIOL CHEM COMM ENGL ESRM ESRM	332 313 (Prerec 433 (Prerec 301 (Prerec 450 (ESRM 337 C2, D, 329 (Prerec 340 341	Human Ecology (ESRM)	Choose on Environ COMM Plus three ANTH BIOL BIOL	electives 332 313 (Prerec 433 (Prerec 301 (Prerec	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 101 or 320) D, UDIGE S 2 units Human Ecology (ESRM)	
ANTH BIOL BIOL CHEM COMM ENGL ESRM ESRM ESRM ESRM	332 313 (Prerec 433 (Prerec 301 (Prerec 450 (ESRM 337 C2, D, 329 (Prerec 340 341 342	Human Ecology (ESRM)	Plus three ANTH BIOL BIOL CHEM	electives 332 313 (Prerec 433 (Prerec 430) (Prerec 450	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 101 or 320) D, UDIGE S 2 units Human Ecology (ESRM)	
ANTH BIOL BIOL CHEM COMM ENGL ESRM ESRM ESRM ESRM	332 313 (Prerec 433 (Prerec 301 (Prerec 450 (ESRM 337 C2, D, 329 (Prerec 340 341	Human Ecology (ESRM)	Plus three ANTH BIOL BIOL CHEM	electives 332 313 (Prerec 433 (Prerec 450 (ESRN	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 101 or 320) D, UDIGE S 2 units Human Ecology (ESRM)	
ANTH BIOL BIOL CHEM COMM ENGL ESRM ESRM ESRM ESRM	332 313 (Prerec 433 (Prerec 301 (Prerec 450 (ESRM 337 C2, D, 329 (Prerec 340 341 342	Human Ecology (ESRM)	Plus three ANTH BIOL BIOL CHEM COMM	electives 332 313 (Prerec 433 (Prerec 450 (ESRN 337	Environmental Communication (ESRM)3 (Prereqs. ESRM 100 and COMM 101 or 320) D, UDIGE S 2 units Human Ecology (ESRM)	

ESRM	463	Water Resources Management4	ESRM	329	Environmental Law and Policy3
		(Preregs. BIOL 433, ESRM 200, 329)		(Prereq	. ESRM 100)
ESRM	464	Land Use Planning & Open Space	ESRM	340	Politics and the Environment (POLS) D3
		Management4	ESRM	341	The National Park (POLS) D3
		(Preregs. BIOL 433, ESRM 200, 329)	ESRM	342	Environmental History (HIST) D3
ESRM	482	Issues in Environmental Planning &	ESRM	462	Coastal and Marine Resource
		Resource Management3			Management4
		(Preregs. BIOL 433, ECON 362,			(Preregs. BIOL 433, ESRM 200, 329)
		ESRM 329)	ESRM	463	Water Resources Management4
GEOL	321	Environmental Geology, B14			(Preregs. BIOL 433, ESRM 200, 329)
			ESRM	464	Land Use Planning & Open Space
		unication Emphasis			Management4
COMM	441	Health Communication (NRS)3			(Preregs. BIOL 433, ESRM 200, 329)
		(Prereq. COMM 320) D, UDIGE)	ESRM	482	Issues in Environmental Planning &
					Resource Management3
Plus <u>three</u> e					(Preregs. BIOL 433, ECON 362,
ANTH	443	Medical Anthropology: Cross Cultural			ESRM 329)
		Perspectives on Health & Healing	GEOL	321	Environmental Geology, B14
		D, UDIGE3		_	
BIOL	331	Biotechnology in Twenty-First			unication Emphasis
		Century (BUS), B2, D, UDIGE3	COMM	441	Health Communication (NRS)3
BIOL	332	Cancer and Society, B2, D, UDIGE3			(Prereq. COMM 320) D, UDIGE)
BIOL	333	Emerging Public Health Issues,			
		B2, E, UDIGE3	Plus <u>three</u>		
BIOL	432	Principles of Epidemiology and	ANTH	443	Medical Anthropology: Cross Cultural
		Environmental Health, B2, D, UDIGE3			Perspectives on Health & Healing
		(Prereqs. BIOL 201, CHEM 122)			D, UDIGE3
BUS	341	Drug Discovery and Development	BIOL	331	Biotechnology in Twenty-First
		(CHEM/ECON), B1, D, UDIGE3			Century (BUS), B2, D, UDIGE3
CHS	343	Health Issues in the Latino/a Community	BIOL	332	Cancer and Society, B2, D, UDIGE3
		(NURS), C3b3	BIOL	333	Emerging Public Health Issues,
MGT	426	Management of Healthcare			B2, E, UDIGE3
		Organizations3	BIOL	432	Principles of Epidemiology and
		(Prereq. MGT 307)			Environmental Health, B2, D, UDIGE3
PSY	342	Complementary and Alternative			(Prereqs. BIOL 201, CHEM 122)
		Health (NRS), C3b, E, UDIGE3	BUS	341	Drug Discovery and Development
PSY	348	Healthy Aging (SOC/NRS),			(CHEM/ECON), B1, D, UDIGE3
		D, E, UDIGE3	CHS	343	Health Issues in the Latino/a Community
Ducinos	. 0- NI	annua fit			(NURS), C3b3
	Business & Nonprofit			426	Management of Healthcare
		on Emphasis			Organizations3
COMM	442	Organizational Communication3			(Prereq. MGT 307)

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			(Prereqs. COMM 101 and COMM
			210 or 220 A1, UDIGE)
Pl	us <u>three</u> e	electives	<u>9</u> units
	BIOL	326	Scientific & Professional Ethics (MGT)3
	COMM	333	Nonprofit Organizations (BUS/ECON/ POLS) 3
			D, UDIGE
	ECON	370	The World Economy3
		(Prereq	. ECON 110 or 300)
	ECON	444	Values and Valuables (ANTH)3
			(Prereq ECON 110 or ANTH 102)
	ENGL	483	Technical Visual Communication3
	MGT	307	Management of Organizations3
	MGT	325	Entrepreneurial Management3
	MGT	410	Management of International Business3
	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 Leadership, D, E, UDIGE3
			_

Special Grade Requirements

* 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:

PSY 342	Complementary and Alternative
	Health (NRS), C3b, E, UDIGE3
PSY 348	Healthy Aging (SOC/NRS),
	D, E, UDIGE3

Business & Nonprofit

Communication Emphasis

COMM 442	Organizational Communication3
	(Prereqs. COMM 101 and COMM
	210 or 220 A1, UDIGE)

Plus three electives 9 units

Pl	Plus <u>three</u> electives <u>9</u> units				
	BIOL	326	Scientific & Professional Ethics (MGT)3		
	COMM	333	Nonprofit Organizations (BUS/ECON/ POLS)		
			D, UDIGE		
	ECON	370	The World Economy3		
		(Prereq	. ECON 110 or 300)		
	ECON	444	Values and Valuables (ANTH)3		
			(Prereq ECON 110 or ANTH 102)		
	ENGL	483	Technical Visual Communication3		
	MGT	307	Management of Organizations3		
	MGT	325	Entrepreneurial Management3		
	MGT	410	Management of International Business3		
	MGT	421	Human Resource Management3		
			(Prereq. MGT 307)		
	MKT	310	Principles of Marketing3		
	MKT	410	International Marketing Management3		
			(Prereg. MKT 310)		
	POLS	320	Public Administration3		
	PSY	432	Seminar in Leadership, D, E, UDIGE3		

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3

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COMM 210	Interpersonal Communication3	survey the field of communication studies and learn the basic skills to interact one-on-one	
COMM 220	Group Communication3	and in small and la	arge groups.
COMM 211	Discerning Information in an Interconnected World (LIB)	Lower Division Requirements - 9 units COMM 101 Public Speaking3	
Upper Division	n Requirements - 9 units	COMM 200	Introduction to Communication Studies3
	s from any Upper Division		
COMM course		Select <u>one</u> of the f	following:
		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	

Christina M. Smith October 26, 2012

Proposer of Program Modification Date

APPROVAL SHEET

Program:	COMMUNICATION
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If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

The CI program review process includes a report from the respective department/program on its progress toward accessibility requirement compliance. By signing below, I acknowledge the importance of incorporating accessibility in course design.

Program Chair		
	Signature	Date
Curriculum Chair		
	Signature	Date
AVP		
7.11	Signature	Date