

## 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

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**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 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

<b>Communication</b>
<b>Programs Offered</b>
<ul style="list-style-type: none"><li>Bachelor of Arts in Communication Emphasis in Environmental Communication</li></ul>

#### PROPOSED PROGRAM

<b>Communication</b>
<b>Programs Offered</b>
<ul style="list-style-type: none"><li>Bachelor of Arts in Communication Emphasis in Environmental Communication</li></ul>

<p>Emphasis in Health Communication Emphasis in Business and Nonprofit Communication</p> <ul style="list-style-type: none"> <li>Minor in Communication</li> </ul> <p>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.</p> <p>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.</p> <p><b>Careers</b> 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.</p> <p><b>Program Learning Outcomes</b> <i>After having completed the requirements for the degree, students will be able to:</i></p> <ul style="list-style-type: none"> <li>Demonstrate effective collaboration skills with others in one-on-one and small/large group settings, and with audiences of diverse memberships;</li> <li>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;</li> <li>Analyze messages critically for content, purpose, organization, argument, style and meaning;</li> <li>Demonstrate the ability to analyze and create solutions to interpersonal, organizational, and community conflict;</li> <li>Demonstrate proficiency in written and oral communication;</li> <li>Differentiate ethical dimensions of health, environmental or organizational messages and estimate their impact upon a given community;</li> <li>Engage in various analytical methodologies to think critically, evaluate and explain human communication processes; and</li> <li>Apply communication competencies in a community engagement/service learning environment.</li> </ul> <p><b>Faculty</b></p>	<p>Emphasis in Health Communication Emphasis in Business and Nonprofit Communication</p> <ul style="list-style-type: none"> <li>Minor in Communication</li> </ul> <p>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.</p> <p>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.</p> <p><b>Careers</b> 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. 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Tracylee Clarke, Ph.D., Assistant Professor of Communication  
Bell Tower East, Room 2834  
(805) 437-3305  
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## Bachelor of Arts Degree in Communication (120 units)

Lower Division ..	12
Upper Division...	33
General Education .....	45
According to the GE requirements, students must take <u>9</u> units from those interdisciplinary courses numbered 330-349 and 430-449. <u>Six</u> of the <u>9</u> units can be double counted and <u>three</u> of the <u>9</u> units must be outside the major and not cross listed with the COMM prefix.	
Title V: American Institutions Requirement.....	6
Electives .....	24
<b>TOTAL .....</b>	<b>120 units</b>

### Lower Division Requirements - 12 units

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

Choose any two of the following:

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

### Upper Division Requirements - 33 units

Required Courses 15 units

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

### Major Electives - 6 units

You may choose any two upper division COMM courses:

COMM 301	Advanced Public Speaking .....	3
COMM 322	Sociology of Popular Culture .....	

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Lower Division ..	12
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General Education.....	45
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COMM 220	Group Communication.....	3

### Upper Division Requirements - 33 units

Required Courses 15 units

COMM 310	Communication Research Methods.....	3
COMM 320	Persuasion and Argumentation .....	3
COMM 321	Cultural Conversations .....	3

	(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 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 .....	1-3
	(Repeatable up to 6 units)	
COMM 494	Independent Study .....	1-3

### Emphasis Requirements - 12 units

(Choose one emphasis below)

#### Environmental Communication Emphasis

COMM 443	Environmental Communication (ESRM) ....	3
	(Prereqs. ESRM 100 and COMM 101 or 320) D, UDIGE	

Plus three electives 9 units

ANTH 332	Human Ecology (ESRM) .....	3
	D, UDIGE	
BIOL 313	Conservation Biology (ESRM) .....	4
	(Prereq. BIOL 200)	
BIOL 433	Ecology and the Environment .....	4
	(Prereq. BIOL 200) B2, UGIGE	
CHEM 301	Environmental Chemistry .....	3
	(Prereq. CHEM 122)	
COMM 450	Environmental Conflict Resolution (ESRM/POLS) .....	3
ENGL 337	Literature of the Environment, C2, D, UDIGE .....	3
ESRM 329	Environmental Law and Policy .....	3
	(Prereq. ESRM 100)	
ESRM 340	Politics and the Environment (POLS) D .....	3
ESRM 341	The National Park (POLS) D .....	3
ESRM 342	Environmental History (HIST) D .....	3
ESRM 462	Coastal and Marine Resource Management .....	4
	(Prereqs. BIOL 433, ESRM 200, 329)	

COMM 340	Conflict Management and Mediation .....	3
COMM 499	Capstone Project .....	3

### Major Electives - 6 units

You may choose any two upper division COMM courses:

COMM 301	Advanced Public Speaking .....	3
COMM 322	Sociology of Popular Culture (SOC/ENGL) .....	3
COMM 325	Media Campaigns .....	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 345	Media Literacy and Youth Culture (EDUC) .....	3
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ESRM	463	Water Resources Management .....4 (Prereqs. BIOL 433, ESRM 200, 329)
ESRM	464	Land Use Planning & Open Space Management.....4 (Prereqs. BIOL 433, ESRM 200, 329)
ESRM	482	Issues in Environmental Planning & Resource Management .....3 (Prereqs. BIOL 433, ECON 362, ESRM 329)
GEOL	321	Environmental Geology, B1 .....4
<b><u>Health Communication Emphasis</u></b>		
COMM	441	Health Communication (NRS) .....3 (Prereq. COMM 320) D, UDIGE)
Plus <u>three</u> electives <u>9</u> units		
ANTH	443	Medical Anthropology: Cross Cultural Perspectives on Health & Healing D, UDIGE .....3
BIOL	331	Biotechnology in Twenty-First Century (BUS), B2, D, UDIGE.....3
BIOL	332	Cancer and Society, B2, D, UDIGE.....3
BIOL	333	Emerging Public Health Issues, B2, E, UDIGE.....3
BIOL	432	Principles of Epidemiology and Environmental Health, B2, D, UDIGE .....3 (Prereqs. BIOL 201, CHEM 122)
BUS	341	Drug Discovery and Development (CHEM/ECON), B1, D, UDIGE.....3
CHS	343	Health Issues in the Latino/a Community (NURS), C3b.....3
MGT	426	Management of Healthcare Organizations .....3 (Prereq. MGT 307)
PSY	342	Complementary and Alternative Health (NRS), C3b, E, UDIGE.....3
PSY	348	Healthy Aging (SOC/NRS), D, E, UDIGE.....3
<b><u>Business &amp; Nonprofit Communication Emphasis</u></b>		
COMM	442	Organizational Communication.....3

ESRM	329	Environmental Law and Policy .....3 (Prereq. ESRM 100)
ESRM	340	Politics and the Environment (POLS) D.....3
ESRM	341	The National Park (POLS) D .....3
ESRM	342	Environmental History (HIST) D .....3
ESRM	462	Coastal and Marine Resource Management.....4 (Prereqs. BIOL 433, ESRM 200, 329)
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CHS	343	Health Issues in the Latino/a Community (NURS), C3b.....3
MGT	426	Management of Healthcare Organizations .....3 (Prereq. MGT 307)

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

**Plus three electives 9 units**

BIOL	326	Scientific & Professional Ethics (MGT) .....	3
COMM	333	Nonprofit Organizations (BUS/ECON/ POLS) 3 D, UDIGE	
ECON	370	The World Economy .....	3
		(Prereq. ECON 110 or 300)	
ECON	444	Values and Valuables (ANTH).....	3
		(Prereq ECON 110 or ANTH 102)	
ENGL	483	Technical Visual Communication .....	3
MGT	307	Management of Organizations.....	3
MGT	325	Entrepreneurial Management .....	3
MGT	410	Management of International Business .....	3
MGT	421	Human Resource Management.....	3
		(Prereq. MGT 307)	
MKT	310	Principles of Marketing .....	3
MKT	410	International Marketing Management.....	3
		(Prereq. MKT 310)	
POLS	320	Public Administration.....	3
PSY	432	Seminar in Leadership, D, E, UDIGE.....	3

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

**Business & Nonprofit**

**Communication Emphasis**

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

**Plus three electives 9 units**

BIOL	326	Scientific & Professional Ethics (MGT) .....	3
COMM	333	Nonprofit Organizations (BUS/ECON/ POLS) 3 D, UDIGE	
ECON	370	The World Economy .....	3
		(Prereq. ECON 110 or 300)	
ECON	444	Values and Valuables (ANTH).....	3
		(Prereq ECON 110 or ANTH 102)	
ENGL	483	Technical Visual Communication .....	3
MGT	307	Management of Organizations .....	3
MGT	325	Entrepreneurial Management .....	3
MGT	410	Management of International Business .....	3
MGT	421	Human Resource Management.....	3
		(Prereq. MGT 307)	
MKT	310	Principles of Marketing .....	3
MKT	410	International Marketing Management .....	3
		(Prereq. MKT 310)	
POLS	320	Public Administration .....	3
PSY	432	Seminar in Leadership, D, E, UDIGE.....	3

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<p> COMM 210    Interpersonal Communication.....3  COMM 220    Group Communication.....3  COMM 211    Discerning Information in an  Interconnected World (LIB).....3 </p> <p> <b>Upper Division Requirements - 9 units</b>  Select <u>three</u> courses from any Upper Division  COMM course </p>	<p> survey the field of communication studies and learn the basic skills to interact one-on-one  and in small and large groups. </p> <p> <b>Lower Division Requirements - 9 units</b>  COMM 101    Public Speaking.....3  COMM 200    Introduction to Communication Studies.....3 </p> <p> Select <u>one</u> of the following: </p> <p> COMM 210    Interpersonal Communication.....3  COMM 220    Group Communication.....3  COMM 211    Discerning Information in an  Interconnected World (LIB).....3 </p> <p> <b>Upper Division Requirements - 9 units</b>  Select <u>three</u> courses from any Upper Division  COMM course </p>
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Christina M. Smith

October 26, 2012

Proposer of Program Modification

Date

## APPROVAL SHEET

**Program:** COMMUNICATION

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		
	Signature	Date