California State University Channel Islands
Program Update
For Minor Program Updates Only
Program updates must be submitted by October 15, 2013 and finalized by the end of the fall semester for the next catalog production.

Date (Change if modified and update the file name with the new date): <mark>9.9.13</mark>; rev 11.22.13
Program Area: Communication Hierarchy
Semester/Year first affected: FALL 2014

Instructions: Please use this <u>Program Update</u> form for minor changes to existing programs. <mark>Highlight all changes in YELLOW.</mark> Appropriate updates for this form include faculty or address changes, additions of approved electives, minor editing for clarity, and other minor updates. Any change to program requirements, units, outcomes, emphases or options, or other programmatic concerns require the standard two column <u>Program Modification</u> form, available at the Curriculum website.

CURRENTLY APPROVED PROGRAM WITH CHANGES TRACKED
Paste the latest approved version of your entire program in the below the line and before the Summary of Changes before you begin (If you are unsure about which version is the most recent, contact Kathy Musashi). If the form does not preset to the tracked changes mode, turn on tracked changes using Word Tools before making the necessary edits. Please set the view to ORIGINAL SHOWING MARKUP.

SUMMARY OF CHANGES **(Mark applicable change box below)**
___ **Adding elective courses**
__X_ **Updating faculty or addresses**
___X **Minor editing for clarity**
__X_ **Other, Please briefly explain** <mark>**Modified Program Learning Outcomes**</mark>

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:

1. Demonstrate effective interpersonal and collaboration skills within culturally diverse groups;
2. Successfully create and analyze oral and written messages for content, purpose, organization, argument, style, meaning, and audience;
3. Analyze and create solutions to interpersonal, organizational, and community conflict;
4. Exhibit knowledge of communication theory within the specific content areas of health, environmental, or business/non-profit;
5. Apply a variety of research methods to accurately evaluate and explain human communication processes;
6. Apply communication competencies in a community engagement/service learning environment.

CURRENT PROGRAM SLOS ARE BELOW. HOW MUCH OF A CHANGE DOES THIS REPRESENT?

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.

Faculty

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Tracylee Clarke   9.9.13
Proposer of Program Modification   Date

APPROVAL SHEET

Program:

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 Tracylee Clarke		
	Signature	Date

Curriculum Chair		
	Signature	Date

AVP		
	Signature	Date