REQUEST TO COLLEGE CURRICULUM COMMITTEE FOR CURRICULAR IMPROVEMENTS

DEPARTMENT: COM
PROPOSED EFFECTIVE SEMESTER: Fall 2019
COLLEGE: CAS RCD 5-11-18 @2

PROPOSED IMPROVEMENTS

** Academic Program **
- New degree*
- New major*
- New curriculum*
- New concentration*
- New certificate
- New minor
- Revised major
- Revised minor
- Admission requirements
- Graduation requirements
- Deletion
- Transfer
- Other (explain**)

** Substantive Course Changes **

- New course
- Pre or Co-requisites
- Deletion (required by others)
- Course #, different level
- Credit hours
- Enrollment restriction
- Course-level restriction
- Prefix
- Title and description
- General education (select one)
- Not Applicable
- Other (explain**)

** Misc. Course Changes **

- Title
- Description (attach current & proposed)
- Deletion (not required by others)
- Course #, same level
- Variable credit
- Credit/no credit
- Cross-listing
- COGE reapproval
- Other (explain**)

** Other: **

Title of degree, curriculum, major, minor, concentration, or certificate: Communication Studies

Existing course prefix and #: Proposed course prefix and #: Credit hours:

Existing course title:

Proposed course title:

Existing course prerequisite & co-requisite(s):

Proposed course prerequisite(s)
- If there are multiple prerequisites, connect with "and" or "or". To remove prerequisites, enter "none."

Proposed course co-requisite(s)
- If there are multiple corequisites, they are always joined by "and."

Proposed course prerequisite(s) that can also be taken concurrently:

Is there a minimum grade for the prerequisites or corequisites?
- The default grades are D for undergraduates and C for graduates.

Major/minor or classification restrictions:
- List the Banner 4 character codes and whether they should be included or excluded.

For 5000 level prerequisites & corequisites: Do these apply to: (circle one) undergraduates graduates both

Specifications for University Schedule of Classes:
- a. Course title (maximum of 30 spaces):
- b. Multi-topic course: No Yes
- c. Repeatable for credit: No Yes
- d. Mandatory credit/no credit: No Yes
- e. Type of class and contact hours per week (check type and indicate hours as appropriate)
  1. Lecture
  2. Lab or discussion
  3. Lecture/lab/discussion
  4. Seminar or studio
  5. Independent study
  6. Supervision or practicum

CIP Code (Registrar's use only):

Chair/Director ___________________________ Date 5-4-18

Chair, College Curriculum Committee ___________________________ Date

Dean ___________________________ Date: Graduate Dean: ___________________________ Date

Curriculum Manager: Return to dean □ Date Forward to: ___________________________ Date

Chair, COGE/ PEB / FS President ___________________________ Date

FOR PROPOSALS REQUIRING GSC/USC REVIEW:
- □ Approve □ Disapprove Chain GSC/USC ___________________________ Date

- □ Approve □ Disapprove Provost ___________________________ Date

Revised May 2007. All previous forms are obsolete and should not be used.
1. Explain briefly and clearly the proposed improvement.
   The Soc faculty voted to eliminate all the "pre communication" designations for our various majors. This revision of the Communication Studies major reflects the elimination of the "pre Communication" designation. The major revision also includes the change of titles for the following courses, assuming their approval by CAS CCC: COM 3430 & COM 3580

2. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.)
   This change will allow students the ability to declare a major on entry into the university. The pre-com designation has become an impediment to declaration—students delay declaring until close to graduation audit. The pre-com designation can be confusing to students. The declaration of a major upon entry to the university and the program will increase the students’ identification with the school. Finally, this action will align us with the practices of the majority of departments in the college.

3. Effect on other colleges, departments or programs. If consultation with others is required, attach evidence of consultation and support. If objections have been raised, document the resolution. Demonstrate that the program you propose is not a duplication of an existing one.
   NA

4. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.
   Eliminating the "pre" designation aligns the major structure and admission with other majors in the SoC.

5. Effects on enrolled students: Are program conflicts avoided? Will your proposal make it easier or harder for students to meet graduation requirements? Can students complete the program in a reasonable time? Show that you have considered scheduling needs and demands on students’ time. If a required course will be offered during summer only, provide a rationale.
   None

6. Student or external market demand. What is your anticipated student audience? What evidence of student or market demand or need exists? What is the estimated enrollment? What other factors make your proposal beneficial to students?
   NA

7. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. If proposing a new program, include a letter and/or email of support from the university library affirming that the library resource issues have been reviewed. Tell how you will staff additions to the program. If more advising will be needed, how will you provide for it? How often will course(s) be offered? What will be the initial one-time costs and the ongoing base-funding costs for the proposed program? (Attach additional pages, as necessary.)
   This will reduce the number of questions the advisor receives about declaring a major in the SoC and the advisor time with following up on students to declare, etc.

8. General education criteria. For a general education course, indicate how this course will meet the criteria for the area or proficiency. (See the General Education Policy for descriptions of each area and proficiency and the criteria. Attach additional pages as necessary. Attach a syllabus if (a) proposing a new course, (b) requesting certification for baccalaureate-level writing, or (c) requesting reapproval of an existing course.)
   NA

9. List the learning outcomes for the proposed course or the revised or proposed major, minor, or concentration. These are the outcomes that the department will use for future assessments of the course or program.
   NA

10. Describe how this curriculum change is a response to assessment outcomes that are part of a departmental or college assessment plan or informal assessment activities.
11. (Undergraduate proposals only) Describe, in detail, how this curriculum change affects transfer articulation for Michigan community colleges. For course changes, include detail on necessary changes to transfer articulation from Michigan community college courses. For new majors or minors, describe transfer guidelines to be developed with Michigan community colleges. For revisions to majors or minors, describe necessary revisions to Michigan community college guidelines. Department chairs should seek assistance from college advising directors or from the admissions office in completing this section.

NA

12. Please offer both “Current Catalog Language” and “Proposed Catalog Language” if there is to be a change in the catalog description for a given course and/or program. For the “current” language, please copy and paste relevant language from the most current catalog and for the “proposed” language, please share the exact proposed new catalog language. As possible, bold or otherwise note the key changes in the new proposed catalog language.
Current catalog language

Pre-Communication Requirements (3 hours)

- COM 1000 - Communication and Community Engagement Credits: 3 hours

Core Requirements (9 hours)

- COM 2000 - Human Communication Theory Credits: 3 hours
- COM 2400 - Introduction to Media and Telecommunications Credits: 3 hours
- COM 3000 - Communication Research Methods Credits: 3 hours

Baccalaureate Writing (3 hours)

Select one to meet Baccalaureate writing requirement. If you take additional courses in this area they may be used to complete elective hours.

- COM 3350 - Leadership Communication Credits: 3 hours
- COM 3410 - Film Modes and Genres Credits: 3 hours
- COM 3420 - The International Film Industry Credits: 3 hours
- COM 3430 - American Film History Credits: 3 hours
- COM 3580 - TV and Film Scripting Credits: 3 hours
- COM 4410 - Documentary in Film and Television Credits: 3 hours
- COM 4450 - Media Criticism Credits: 3 hours
- COM 4480 - Media Management and Telecommunications Credits: 3 hours
- COM 4750 - Family Communication Credits: 3 hours
- COM 4840 - Health Communication Credits: 3 hours

Communication Electives (21 hours)

Select two courses at any level and select five courses at the 3000-level or higher.

Communication Studies electives are any Communication or Journalism courses offered in the School of Communication that are not listed in the sections above. If you meet the course prerequisite, if the class is offered and if seats are available, you may register for the class.
Proposed catalog language

Pre-Communication Studies Requirements - Foundations (3 hours)

- COM 1000 - Communication and Community Engagement Credits: 3 hours

Communication Studies Core Requirements (9 hours)

- COM 2000 - Human Communication Theory Credits: 3 hours
- COM 2400 - Introduction to Media and Telecommunications Credits: 3 hours
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