REQUEST TO COLLEGE CURRICULUM COMMITTEE FOR CURRICULAR IMPROVEMENTS

DEPARTMENT: Communication

PROPOSED EFFECTIVE SEMESTER: F2019

COLLEGE: CAS

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
☐ Course #, different level
☐ Course-level restriction
☐ Prefix ☐ Title and description
☐ General education (select one)
☐ Not Applicable
☐ Other (explain**)

Misc. Course Changes
☐ Title
☐ Description (attach current & proposed)
☐ Course #, same level
☐ Variable credit
☐ Credit/no credit
☐ Cross-listing
☐ COGE reapproval
☐ Other (explain**)

** Other: Eliminate pre-communication designation and admission process to major

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

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

Chair, College Curriculum Committee

Dean Date: Graduate Dean:

Curriculum Manager: Return to dean ☐ Date Forward to:

Chair, COGE/ PEB / FS President

FOR PROPOSALS REQUIRING GSC/USC REVIEW:

☐ Approve ☐ Disapprove Chair, GSC/USC Date

☐ Approve ☐ Disapprove Provost Date

Revised May 2007. All previous forms are obsolete and should not be used.

CAS17-334COM
1. Explain briefly and clearly the proposed improvement.

Student entering the university who desire a communication major select a pre-communication designation. We wish to eliminate the pre-communication designation and requirements. With this change students would enter the university directly into the major in the manner of most departments in CAS.

2. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.)

The pre communication designation has outlived its usefulness. Three of our majors required an admission application process from pre-communication students. We eliminated that application process in 2015-2016. The pre-communication designation is confusing to students and creates a barrier to identification with the school as the students' academic home.

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.

N/A

4. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.

All programs will eliminate this pre communication designation.

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.

N/A

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?

The benefit to students is their early commitment to the major and identification with the school.

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.)

May somewhat reduce advising workload associated with contacting students and getting them to declare majors. Some initial uptick in workload until the transition is absorbed.

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.)

N/A

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.

N/A

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.

N/A
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.

N/A

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
Students planning to major in any area of communication will be admitted as a pre-communication student. This status, however, does not guarantee admission to a communication major, since more students may apply for admission than can be accepted.

A student’s application for admission as a major will be considered when the student has:

1. Completed 30 hours of college work, at least 15 hours of which are at Western Michigan University.
2. Achieved a minimum grade point average of 2.0.
3. Completed pre-communication course requirements with a grade of "C" or better in each course (taking a pre-communication class not more than two times).
4. Completed the pre-communication course requirements for the major.

The pre-communication course requirements for each of the majors are as follows:

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

Film, Video, and Media Studies
COM 1000 - Communication and Community Engagement Credits: 3 hours
COM 2400 - Introduction to Media and Telecommunications Credits: 3 hours
COM 2410 - Film Communication Credits: 3 hours

Interpersonal Communication
COM 1000 - Communication and Community Engagement Credits: 3 hours
COM 1700 - Interpersonal Communication Credits: 3 hours
COM 2000 - Human Communication Theory Credits: 3 hours

Journalism
COM 1000 - Communication and Community Engagement Credits: 3 hours
COM 2400 - Introduction to Media and Telecommunications Credits: 3 hours
JRN 1000 - Foundations of Journalism Credits: 3 hours

Organizational Communication
COM 1000 - Communication and Community Engagement Credits: 3 hours
COM 2000 - Human Communication Theory Credits: 3 hours
COM 2800 - Introduction to Organizational Communication Credits: 3 hours

Public Relations
COM 1000 - Communication and Community Engagement Credits: 3 hours
COM 2000 - Human Communication Theory Credits: 3 hours
COM 2800 - Introduction to Organizational Communication Credits: 3 hours

Telecommunications and Information Management
COM 1000 - Communication and Community Engagement Credits: 3 hours
COM 2400 - Introduction to Media and Telecommunications Credits: 3 hours

Admission requirements
If the student’s overall GPA is 2.0 or above, and if the student has achieved a "C" or better in appropriate pre-communication courses, the student may apply to become a major in a specific area of interest.
Admission to any of our majors will be based on space available, overall grade point average, and grades in pre-communication courses. Hence, successful completion of pre-communication requirements does not guarantee admission. Additional information may be obtained from the School of Communication’s website: www.wmich.edu/communication.

Students may not apply to any of our majors, in any combination, more than twice. If after a second application a student has not been admitted to a major, then he or she may proceed to complete the requirements for a communication minor and the student must find another major in another department.

General Program Requirements

1. All major/minor programs must be approved by the School advisor. Admission to a major in communication will be considered by the School advisor following completion of the appropriate pre-communication requirements. Declaration of a minor in communication must be made with the School advisor before the completion of nine semester hours of communication credit or journalism credit.

2. Students must earn a grade of "C" or better in all course work applied toward a major/minor program.

3. Prerequisites listed for all communication courses must be met. A course and its prerequisite cannot be taken at the same time. Students who have not completed the prerequisites with a grade of "C" or better, will be dropped from the class. All 5000-level courses require junior or senior standing, in addition to any specific prerequisites listed.

4. Petition for exceptions to any School policies should be directed to the School director.
Revised catalog language

**Pre-Communication Requirements**

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COM-2410 — Film Communication Credits: 3 hours

**Interpersonal Communication**

COM-1000 — Communication and Community Engagement Credits: 3 hours
COM-1700 — Interpersonal Communication Credits: 3 hours
COM-2000 — Human Communication Theory Credits: 3 hours

**Journalism**

COM-1000 — Communication and Community Engagement Credits: 3 hours
COM-2400 — Introduction to Media and Telecommunications Credits: 3 hours
JRN-1000 — Foundations of Journalism Credits: 3 hours

**Organizational Communication**

COM-1000 — Communication and Community Engagement Credits: 3 hours
COM-2000 — Human Communication Theory Credits: 3 hours
COM-2800 — Introduction to Organizational Communication Credits: 3 hours

**Public Relations**

COM-1000 — Communication and Community Engagement Credits: 3 hours
COM-2000 — Human Communication Theory Credits: 3 hours
COM-2800 — Introduction to Organizational Communication Credits: 3 hours

**Telecommunications and Information Management**

COM-1000 — Communication and Community Engagement Credits: 3 hours
COM-2400 — Introduction to Media and Telecommunications Credits: 3 hours

**Admission requirements**

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