COAS REQUEST TO COLLEGE CURRICULUM COMMITTEE FOR CURRICULAR IMPROVEMENTS

Initiator name: Leigh Ford
Initiator email: leigh.ford@wmich.edu

Proposed effective term: 201940

Does course need General Education approval?: N

Will course be used in teacher education?: N

If 5000 level course, prerequisites apply to: U

Proposed course data:
Change Course COM 4800
Specific Course Change type selected: Pre or Co-requisites

1. Existing course prefix and number:
   COM 4800

2. Existing course prerequisites:
   Prerequisites and Restrictions:
   COM 1040 Minimum Grade of C AND
   COM 2800 Minimum Grade of C AND
   (COM 2010 Minimum Grade of C OR
   COM 3000 Minimum Grade of C)

3. Proposed course prerequisites:
   Prerequisites and Restrictions:
   COM 2800 Minimum Grade of C AND
   (COM 2010 Minimum Grade of C OR
   COM 3000 Minimum Grade of C)

4. Existing course corequisites:
   No Corequisites exist for COM 4800 in term 201940.

5. Proposed course corequisites:
   none

6. Proposed course prerequisites that may be taken concurrently (before or at the same time):
   none

7. Minimum grade for prerequisites (default grades are D for Undergrad and C for Grad):
   C
8. Do prerequisites and corequisites for 5000-level courses apply to undergraduates, graduates, or both? Not Applicable

9. If this change applies to multiple courses, please list them below. Not applicable

A. Please choose Yes or No to indicate if this class is a Teacher Education class: No

B. Please choose the applicable class level: Undergraduate

C. Please choose Yes or No to indicate if this class is a General Education class: No

D. Explain briefly and clearly the proposed improvement. Remove COM 1040 as a prerequisite for this course.

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

We are removing the COM 1040: Public Speaking pre-requisite because all of our majors take COM 1000 which includes public speaking, and COM 1040 is no longer required in the proposed Strategic Communication major. Further COM 1000 is a pre-requisite for the other two pre-requisite courses (COM 2800 and COM 2010 or 3000), so it is redundant to list it.

F. List the student 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. Not applicable

G. Describe how this curriculum change is a response to student learning assessment outcomes that are part of a departmental or college assessment plan or informal assessment activities. This change is proposed due to the creation of the proposed Strategic Communication major where COM 1040 is no longer a required course.

H. 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. No effect

I. Effect on your department's programs. Show how the proposed change fits with other departmental offerings. No effect

J. 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. The removal of COM 1040 as a requirement means that naming it as a prerequisite to COM 4800 in our new Strategic Communication major would create a possible barrier to the course for these majors. Students would still be able to take COM 1040 as an elective.
K. 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?

See comment in J

L. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. 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.) No effect

M. 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.) Not applicable

N. (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. It is not anticipated that this change will affect transfer students, as we already accept a public speaking course in place of COM 1000.

O. Current catalog copy:
COM 4800 - Applied Topics in Organizational Communication

This course will enable students to master knowledge and skills in an applied specialty area of organizational communication. Students will participate in an extensive hands-on project addressing a pragmatic problem in an organizational setting.

Prerequisites & Corequisites: Prerequisites: COM 1040, COM 2800, and (COM 2010 or COM 3000); with a grade of “C” or better in all prerequisites.

Credits: 3 hours

Restrictions: Restricted to the following majors/minors: Communication Studies, Pre-Communication Studies, Organizational Communication, Pre-Organizational Communication, Public Relations, Pre-Public Relations, Pre-Communication.

Notes: Topics will vary. Six hours of COM 4800 may be taken for credit toward the Organizational Communication major. May be repeated for credit when topics vary.

P. Proposed catalog copy:
COM 4800 - Applied Topics in Organizational Communication

This course will enable students to master knowledge and skills in an applied specialty area of organizational communication. Students will participate in an extensive hands-on project addressing a pragmatic problem in an organizational setting.
Prerequisites & Corequisites: Prerequisites: COM 2800 and (COM 2010 or COM 3000); with a grade of “C” or better in all prerequisites.

Credits: 3 hours

Restrictions: Restricted to the following majors/minors: Communication Studies, Pre-Communication Studies, Organizational Communication, Pre-Organizational Communication, Public Relations, Pre-Public Relations, Pre-Communication.

Notes: Topics will vary. Six hours of COM 4800 may be taken for credit toward the Strategic Communication major. May be repeated for credit when topics vary.

Department Curriculum Chair approver: Leigh Ford

Date: 04-MAY-2018

Department Curriculum Chair comment:

Department approver: Leigh Ford

Chair comment:

Date: 04-MAY-2018