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OFFICE OF THE
SENATE COUNCIL**1. General Information**

1a. Submitted by the College of: COMMUNICATION AND INFORMATION

Date Submitted: 8/25/2014

1b. Department/Division: Communication

1c. Contact Person

Name: Donald Helme

Email: don.helme@uky.edu

Phone: 257-8886

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

1d. Requested Effective Date: Semester following approval

1e. Should this course be a UK Core Course? No

2. Designation and Description of Proposed Course

2a. Will this course also be offered through Distance Learning?: No

2b. Prefix and Number: COM 326

2c. Full Title: Communication Strategies for Professional Excellence

2d. Transcript Title:

2e. Cross-listing:

2f. Meeting Patterns

LECTURE: 2

RECITATION: 1

2g. Grading System: Letter (A, B, C, etc.)

2h. Number of credit hours: 3

2i. Is this course repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester?

2j. Course Description for Bulletin: Communication Strategies for Professional Excellence introduces students to a variety of technical and business theories and practices designed to be applicable to business communication in the real world. This course is focused on communication strategies to use once the job has been secured, rather than those to get the job (i.e., resume, cover letter, interviewing). Specifically, the course teaches the fundamentals of good business communication, including protocols for writing media notices/releases, marketing copy, business letters, memoranda, electronic mail, thank you notes, apology letters, persuasive messages, and business plans. Throughout these writing assignments, you will also become acquainted with the strategies used by communication professionals such as functions of media, employee, community, government, investor, and consumer relations. In addition, there will be instruction in oral presentation and in depth practice on both an individual and a collaborative basis. Finally, students will also learn tactics for running a business meeting, dealing with organizational conflict, and finding ways to enhance their business communication through technically based media.

2k. Prerequisites, if any: Upper Division standing in the Communication Major.

2l. Supplementary Teaching Component:

3. Will this course taught off campus? No

If YES, enter the off campus address:

4. Frequency of Course Offering: Spring.

Will the course be offered every year?: Yes

If No, explain:

5. Are facilities and personnel necessary for the proposed new course available?: Yes

If No, explain:

6. What enrollment (per section per semester) may reasonably be expected?: 100

7. Anticipated Student Demand

Will this course serve students primarily within the degree program?: Yes

Will it be of interest to a significant number of students outside the degree pgm?: Yes

If Yes, explain: This course will teach skills of professional communication that are applicable to students who have graduated and secured a position regardless of major. Most large companies routinely list professional communication skills as a highly sought-after skill for job candidates.

8. Check the category most applicable to this course: Traditional – Offered in Corresponding Departments at Universities Elsewhere,

If No, explain:

9. Course Relationship to Program(s).

a. Is this course part of a proposed new program?: No

If YES, name the proposed new program:

b. Will this course be a new requirement for ANY program?: No

If YES, list affected programs:

10. Information to be Placed on Syllabus.

a. Is the course 400G or 500?: No

b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from **10.a** above) are attached: Yes

Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?

If yes, which percentage, and which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6. How do course requirements ensure that students make appropriate use of learning resources?

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10. Does the syllabus contain all the required components? NO

11.I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

SIGNATURE|ELCOHE2|Elisia Cohen|COM 326 NEW Dept Review|20131017

SIGNATURE|CEMONA2|E C Monaghan|COM 326 NEW College Review|20131115

SIGNATURE|ELCOHE2|Elisia Cohen|COM 326 NEW Dept Review|20140210

SIGNATURE|CEMONA2|E C Monaghan|COM 326 NEW College Review|20140211

SIGNATURE|JMETT2|Joanie Ett-Mims|COM 326 NEW Undergrad Council Review|20141002

SIGNATURE|ELCOHE2|Elisia Cohen|COM 326 NEW Dept Review|20140825

SIGNATURE|CEMONA2|E C Monaghan|COM 326 NEW College Review|20140826

SIGNATURE|JMETT2|Joanie Ett-Mims|COM 326 NEW Undergrad Council Review|20141002

Courses	Request Tracking
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New Course Form

https://myuk.uky.edu/sap/bc/soap/rfc?services=

[Open in full window to print or save](#)

Attachments:

Browse... No file selected.

	ID	Attachment
Delete	2553	ResubmissionLetter_317&326.docx
Delete	3613	326Syllabi_ecats.docx

First 1 Last

Select saved project to retrieve...

(*denotes required fields)

1. General Information

a. * Submitted by the College of: COMMUNICATION AND INFORMATION Submission Date: 8/26/2014

b. * Department/Division: Communication

c.

* Contact Person Name: Donald Helme Email: don.helme@uky.edu Phone: 257-8886

* Responsible Faculty ID (if different from Contact) Email: Phone:

d. * Requested Effective Date: * Semester following approval OR * Specific Term/Year¹

e.

Should this course be a UK Core Course? * Yes * No

If YES, check the areas that apply:

- Inquiry - Arts & Creativity Composition & Communications - II
- Inquiry - Humanities Quantitative Foundations
- Inquiry - Nat/Math/Phys Sci Statistical Inferential Reasoning
- Inquiry - Social Sciences U.S. Citizenship, Community, Diversity
- Composition & Communications - I Global Dynamics

2. Designation and Description of Proposed Course.

a. * Will this course also be offered through Distance Learning? * Yes⁴ * No

b. * Prefix and Number: COM 326

c. * Full Title: Communication Strategies for Professional Excellence

d. Transcript Title (if full title is more than 40 characters):

e. To be Cross-Listed² with (Prefix and Number):

f. * Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours³ for each meeting pattern type.

2	Lecture	Laboratory ¹	1	Recitation	Discussion
	Indep. Study	Clinical		Colloquium	Practicum
	Research	Residency		Seminar	Studio
	Other	If Other, Please explain:			

g. * Identify a grading system:

- * Letter (A, B, C, etc.)
- * Pass/Fail
- * Medicine Numeric Grade (Non-medical students will receive a letter grade)
- * Graduate School Grade Scale

h. * Number of credits: 3

i. * Is this course repeatable for additional credit? * Yes * No

If YES: Maximum number of credit hours:

If YES: Will this course allow multiple registrations during the same semester? * Yes * No

j. * Course Description for Bulletin:

Communication Strategies for Professional Excellence introduces students to a variety of technical and business theories and practices designed to be applicable to business communication in the real world. This course is focused on communication strategies to use once the job has been secured, rather than those to get the job (i.e., resume, cover letter, interviewing). Specifically, the course teaches the fundamentals of good business communication, including protocols for writing media notices/releases, marketing copy, business letters, memoranda, electronic mail, thank you notes, apology letters, persuasive messages, and business plans. Throughout these writing assignments, you will also become acquainted with the strategies used by communication professionals such as functions of media, employee, community, government, investor, and consumer relations. In addition, there will be instruction in oral presentation and in depth practice on both an individual and a collaborative basis. Finally, students will also learn tactics for running a business meeting, dealing with organizational conflict, and

k. Prerequisites, if any:

Upper Division standing in the Communication Major.

l. Supplementary teaching component, if any: Community-Based Experience Service Learning Both

3. * Will this course be taught off campus? Yes * No

If YES, enter the off campus address:

4. Frequency of Course Offering.

a. * Course will be offered (check all that apply): Fall Spring Summer Winter

b. * Will the course be offered every year? * Yes No

If No, explain:

5. * Are facilities and personnel necessary for the proposed new course available? * Yes No

If No, explain:

6. * What enrollment (per section per semester) may reasonably be expected? 100

7. Anticipated Student Demand.

a. * Will this course serve students primarily within the degree program? * Yes No

b. * Will it be of interest to a significant number of students outside the degree pgm? * Yes No

If YES, explain:

This course will teach skills of professional communication that are applicable to students who have graduated and secured a position regardless of major. Most large companies routinely list professional communication skills as a

8. * Check the category most applicable to this course:

- Traditional – Offered in Corresponding Departments at Universities Elsewhere
 Relatively New – Now Being Widely Established
 Not Yet Found in Many (or Any) Other Universities

9. Course Relationship to Program(s).

a. * Is this course part of a proposed new program? Yes * No

If YES, name the proposed new program:

b. * Will this course be a new requirement⁵ for ANY program? Yes * No

If YES⁵, list affected programs::

10. Information to be Placed on Syllabus.

a. * Is the course 400G or 500? Yes * No

If YES, the *differentiation for undergraduate and graduate students must be included* in the information required in 10.b. You must include: (i) identification of additional assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See SR 3.1.4.)

b. * The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from 10.a above) are attached.

¹ Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

² The chair of the cross-listing department must sign off on the Signature Routing Log.

³ In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, represents at least two hours per week for a semester for one credit hour. (from SR 5.2.1)

⁴ You must also submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.

⁵ In order to change a program, a program change form must also be submitted.