

To: C&I Faculty Council, UK Undergraduate Council, University Senate

From: Department of Communication (prepared by D. Sellnow, DUS)

Date: July 30, 2012

Re: Undergraduate Communication Degree Program Revisions

On March 7, 2012, the Department of Communication faculty voted unanimously to approve a revised curriculum for undergraduates pursuing a BS or BA in Communication. These revisions reflect the changing nature of communication based on (a) needs assessment data derived from employer surveys, (b) the ever-expanding use of social media and technology to communicate, and (c) a need to make transparent to today's students the viability and utility of a degree in Communication. This memo summarizes the revisions and rationale for them.

We currently require 36 credits in upper division communication-related coursework to earn a degree in Communication. Each of the revised tracks continue to require:

- 36 credits in combined upper division communication-related coursework
- at least 9 credits in 400-500 level upper division COM courses
- 15 credits in COGNATE courses

Thus, we are not changing the number of credit hours students will be required to take to earn their bachelor's degree in Communication.

An explanation of the revised curriculum follows. **Boldfaced** courses are new although most are currently being taught regularly as COM 591 (Special Topics) courses. The new courses have been proposed through the new online submission session. Additional human resources also will not be needed because COM 351 and COM 365 will no longer be required of every student majoring in communication.

**Track: Interpersonal Communication**

Delete this option as a specific "track" and instead integrate interpersonal communication courses and content into each of the other tracks (COM 352, COM 425, COM 571).

**Track: Business and Organizational Communication**

Required: COM 325  
(3 credits)

Pick 1 of 2: COM 581  
(3 credits)

**\*COM 425 (Communication, Conflict and Negotiation in Organizations)**

*This course has been taught before as a COM 591/Special Topics course. We seek a permanent number for it.*

Pick 2 of 3: COM 525  
(6 credits) COM 399

**\*COM 535 (Risk and Crisis Communication)**

*A version of this has been taught several times as COM 591/Special Topics. We seek a permanent number for it.*

Required: 9 additional credits in upper division COM courses, and 15 additional credits in COGNATE courses (CIS 300/Business and Professional Communication and COM 315/Workplace Communication in a Diverse Society are required here.)

*NOTE: 9 or more credits of upper division COM credits will continue to be required at the 400 or 500 level.*

**Track: Digital and Mass Communication**

Required: **\*COM 352 (Interpersonal Communication and Social Media)**  
(12 Credits) COM 449  
COM 453

**\*COM 553 (Critical Analysis of Communication and Persuasion in Popular Culture)**

*This course has been taught in various forms as a COM 591 and a COM 454. We seek a permanent number for it.*

Required: 9 additional credits in upper division COM courses, and 15 additional credits in COGNATE courses (COM 312/Learning Intercultural Communication through Media and Film is required here.)

*NOTE: 9 or more credits of upper division COM credits will continue to be required at the 400 or 500 level.*

**Track: Health Communication**

Required:            **\*COM 471 (Introduction to Health Communication)**  
(12 credits)

COM 482  
COM 571

**\*COM 572 (Health Campaigns and Communities)**

Required:    9 additional credits in upper division COM courses, and  
              15 additional credits in COGNATE courses (COM 311/Patient  
              Provider Communication must be one of them.)

*NOTE: 9 or more credits of upper division COM credits will  
          continue to be required at the 400 or 500 level.*

**Track: Human Communication**

Minimum 15 credits in upper division COM (9 of which must be at the 400 or  
500 level)

Minimum 15 credits in COGNATE (which can include sexy classes)

Additional 6 credits in COM electives

# CHANGE UNDERGRADUATE PROGRAM FORM

## 1. General Information

College: <u>Communication and Information</u>		Department: <u>Communication</u>	
Current Major Name: <u>Communication</u>		Proposed Major Name: <u>Communication</u>	
Current Degree Title: <u>Communication (BA/BS)</u>		Proposed Degree Title: <u>Communication</u>	
Formal Option(s): <u>Corporate Communication,</u> <u>Health Communication,</u> <u>Interpersoanl Communication,</u> <u>Mass Communication,</u> <u>Human Communication</u>		Proposed Formal Option(s): <u>Business and Organizational</u> <u>Communication,</u> <u>Health Communication</u> <u>Digital and Mass</u> <u>Communcatation,</u> <u>Human Communication.</u>	
Specialty Field w/in Formal Option: <u>-</u>		Proposed Specialty Field w/in Formal Options: _____	
Date of Contact with Associate Provost for Academic Administration <sup>1</sup> : _____			
Bulletin (yr & pgs):	<u>174 -175 in</u> <u>2011-2012</u> <u>bulletin</u>	CIP Code <sup>1</sup> : _____	Today's Date: <u>4/11/2012</u>
Accrediting Agency (if applicable): _____			
Requested Effective Date: <input checked="" type="checkbox"/> Semester following approval.    OR <input type="checkbox"/> Specific Date <sup>2</sup> : _____			
Dept. Contact Person: <u>Deanna Sellnow</u>		Phone: <u>257-2886</u>	Email: <u>deanna.sellnow@uky.edu</u>

## 2. General Education Curriculum for this Program:

The new General Education curriculum is comprised of the equivalent of 30 credit hours of course work. There are, however, some courses that exceed 3 credits & this would result in more than 30 credits in some majors.

- There is no foreign language requirement for the new Gen Ed curriculum.
- There is no General Education Electives requirement.

**Please list the courses/credit hours currently used to fulfill the University Studies/General Education curriculum:**

**Please identify below the suggested courses/credit hours to fulfill the General Education curriculum.**

General Education Area	Course	Credit Hrs
<b>I. Intellectual Inquiry (one course in each area)</b>		
Arts and Creativity	<u>one from appr. list</u>	<u>3</u>
Humanities	<u>one from appr. list</u>	<u>3</u>
Social Sciences	<u>one from appr. list</u>	<u>3</u>
Natural/Physical/Mathematical	<u>one from appr. list</u>	<u>3</u>

<sup>1</sup> Prior to filling out this form, you MUST contact the Associate Provost for Academic Administration (APAA). If you do not know the CIP code, the (APAA) can provide you with that during the contact.

<sup>2</sup> Program changes are typically made effective for the semester following approval. No program will be made effective until all approvals are received.

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<b>II. Composition and Communication</b>			
Composition and Communication I		CIS or WRD 110	3
Composition and Communication II		CIS or WRD 111	3
<b>III. Quantitative Reasoning (one course in each area)</b>			
Quantitative Foundations <sup>3</sup>		<i>one from appr. list</i>	<u>3</u>
Statistical Inferential Reasoning		<i>one from appr. list</i>	<u>3</u>
<b>IV. Citizenship (one course in each area)</b>			
Community, Culture and Citizenship in the USA		<i>one from appr. list</i>	<u>3</u>
Global Dynamics		<i>one from appr. list</i>	<u>3</u>
<b>Total General Education Hours</b>			<u>30</u>

3. Explain whether the proposed changes to the program (as described in sections 4 to 12) involve courses offered by another department/program. Routing Signature Log must include approval by faculty of additional department(s).

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4. Explain how satisfaction of the University Graduation Writing Requirement will be changed.

<b>Current</b> <input type="checkbox"/> Standard University course offering. List: _____  <input type="checkbox"/> Specific course – list: _____	<b>Proposed</b> <input type="checkbox"/> <i>Standard University course offering.</i> List: _____  <input type="checkbox"/> <i>Specific course) – list: _____</i>
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5. List any changes to college-level requirements that must be satisfied.

<b>Current</b> <input type="checkbox"/> Standard college requirement. List: _____  <input type="checkbox"/> Specific required course – list: _____	<b>Proposed</b> <input type="checkbox"/> <i>Standard college requirement.</i> List: _____  <input type="checkbox"/> <i>Specific course – list: _____</i>
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6. List pre-major or pre-professional course requirements that will change, including credit hours.

<b>Current</b> _____	<b>Proposed</b> _____
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7. List the major's course requirements that will change, including credit hours.

<b>Current</b> see attached memorandum	<b>Proposed</b> see attached memorandum
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8. Does the pgm require a minor AND does the proposed change affect the required minor?  N/A  Yes  No  
 If "Yes," indicate current courses and proposed changes below.

<b>Current</b> _____	<b>Proposed</b> _____
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<sup>3</sup> Note that MA 109 is NOT approved as a Quantitative Foundations course. Students in a major requiring calculus will use a calculus course (MA 113, 123, 137 or 138) while students not requiring calculus should take MA 111, PHI 120 or another approved course.

## CHANGE UNDERGRADUATE PROGRAM FORM

**9. Does the proposed change affect any option(s)?**

N/A     Yes     No

If "Yes," indicate current courses and proposed changes below, including credit hours, and also specialties and subspecialties, if any.

Current	Proposed
<u>see attached memorandum</u>	<u>see attached memorandum</u>

**10. Does the change affect pgm requirements for number of credit hrs outside the major subject in a related field?**

Yes     No

If so, indicate current courses and proposed changes below.

Current	Proposed

**11. Does the change affect pgm requirements for technical or professional support electives?**

Yes     No

If so, indicate current courses and proposed changes below.

Current	Proposed

**12. Does the change affect a minimum number of free credit hours or support electives?**

Yes     No

If "Yes," indicate current courses and proposed changes below.

Current	Proposed

**13. Summary of changes in required credit hours:**

	Current	Proposed
a. Credit Hours of Premajor or Preprofessional Courses:	_____	_____
b. Credit Hours of Major's Requirements:	_____	_____
c. Credit Hours for Required Minor:	_____	_____
d. Credit Hours Needed for a Specific Option:	_____	<u>See attached memo</u>
e. Credit Hours Outside of Major Subject in Related Field:	_____	_____
f. Credit Hours in Technical or Professional Support Electives:	_____	_____
g. Minimum Credit Hours of Free/Supportive Electives:	_____	_____
h. Total Credit Hours Required by Level:	100: _____	_____
	200: _____	_____
	300: _____	_____
	400-500: _____	_____
i. Total Credit Hours Required for Graduation:	<u>120</u>	<u>120</u>

**14. Rationale for Change(s) – If rationale involves accreditation requirements, please include specific references to that.**

The revised track titles and curriculum reflect the changing nature of communication based on (a) needs assessment data derived from employer surveys, (b) the ever-expanding use of social media and technology to communicate, and (c) a need to make transparent to today's students the viability and practical utility of a degree in Communication for professional success in a variety of careers.

## CHANGE UNDERGRADUATE PROGRAM FORM

15. List below the typical semester by semester program for the major. If multiple options are available, attach a separate sheet for each option.

<b>YEAR 1 – FALL:</b> (e.g. "BIO 103; 3 credits")	_____	<b>YEAR 1 – SPRING:</b>	_____
<b>YEAR 2 - FALL :</b>	_____	<b>YEAR 2 – SPRING:</b>	_____
<b>YEAR 3 - FALL:</b>	_____	<b>YEAR 3 - SPRING:</b>	_____
<b>YEAR 4 - FALL:</b>	_____	<b>YEAR 4 - SPRING:</b>	_____

CHANGE UNDERGRADUATE PROGRAM FORM

Signature Routing Log

General Information:

Current Degree Title and Major Name: BS/BA in Communication

Proposal Contact Person Name: Deanna Sellnow

Phone: 7-2886

Email:

deanna.sellnow@uky.edu

INSTRUCTIONS:

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

Internal College Approvals and Course Cross-listing Approvals:

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
Communication Dept.	3/7/2012	Deanna Sellnow / 7-2886 / Deanna.Sellnow@uky.edu	<i>Deanna Sellnow</i>
C&I Faculty Council	8/15/2012	/	<i>H. Dan O'Hair</i>
		/	
		/	
		/	

External-to-College Approvals:

Council	Date Approved	Signature	Approval of Revision <sup>4</sup>
Undergraduate Council	10/9/12	Joanie Ett-Mims	
Graduate Council			
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

Comments:

<sup>4</sup> Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.